

The Role of Attitude Toward Using as a Mediation of the Influence of Perceived Usefulness and Perceived Ease of Use on Actual System Use of Tiktok Consumer (Study on Students of ITEBIS PGRI Dewantara Jombang)

Ira Fironica ¹, Indra Kurniawan ²

Institut Teknologi dan Bisnis (ITEBIS) PGRI Dewantara Jombang, Jl. Prof. Moh. Yamin No.77, Jombang, Jawa Timur, 61419, Indonesia

*corresponding author : Indra.k@itebisdewantara.ac.id

Article Information		Abstract
Submission date	4 February 2026	Research Aim: This study aims to analyze the role of Attitude Toward Using as a mediating variable in the relationship between Perceived Usefulness and Perceived Ease of Use toward Actual System Use of TikTok among students of ITEBIS PGRI Dewantara Jombang. Design/Method/Approach: This research employs a quantitative approach with an explanatory research design. The population consists of 1,295 active students, with the sample determined using the Slovin formula. Data were collected through questionnaires and analyzed using mediation regression analysis, including hypothesis testing with t-test and coefficient of determination (R^2). Research Findings: The results indicate that Perceived Usefulness and Perceived Ease of Use have a positive and significant effect on Actual System Use. Both variables also significantly influence Attitude Toward Using. Furthermore, Attitude Toward Using has a not significant effect on Actual System Use and acts as a mediating variable in the relationship between Perceived Usefulness and Perceived Ease of Use toward Actual System Use. Theoretical Contribution/Originality: This study contributes to the development of the Technology Acceptance Model (TAM) by emphasizing the mediating role of Attitude Toward Using in the context of social commerce, particularly TikTok Shop. It also addresses inconsistencies in previous research findings regarding the influence of perceived usefulness and perceived ease of use. Practical/Policy Implication: The findings suggest that application developers and platform providers should enhance system usability and functionality to improve user experience. For business actors and marketers, optimizing features that are easy to use and beneficial can increase user engagement and purchasing behavior on TikTok. Research Limitation: This study is limited to students of one institution, which may affect generalizability. Additionally, the study only focuses on TAM variables without incorporating other potential factors such as trust, perceived risk, or social influence. Keywords: Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Actual System Use, TikTok, Technology Acceptance Model (TAM).
Revised date	3 March 2026	
Accepted date	10 April 2026	

1. Introduction

In the era of globalization, the development of digital technology and social media has massively changed consumption patterns and consumer behavior, so that conventional media such as newspapers, magazines, and television are increasingly being replaced by more interactive and easily accessible digital media (Nurmin, 2021; Devi Suryani & Ermansyah, 2021). The advancement of the internet and smartphones has changed the way people interact, shop, and consume information, one of which is through e-commerce platforms, which are now the primary choice for consumers (Davis, 1989).

Along with the increasing internet usage, which reached around 229 million users in Indonesia in the first half of 2025, the online shopping trend is growing rapidly through platforms such as Shopee, Tokopedia, Lazada, and others (Nurmin, 2021). On the other hand, conventional e-commerce, which focuses solely on transactions, is starting to be limited in building trust and social interaction, thus encouraging the emergence of social commerce as a new development that combines buying and selling activities with social media features (Ridanasti, 2024; Sari et al., 2022).

TikTok has become one of the most popular social media platforms in Indonesia, with approximately 194.37 million users as of July 2025, making it the country with the most users in the world (Nurvan, 2025). Launched on April 17, 2021, TikTok Shop integrates entertainment, creator content, and transactions into one ecosystem, creating a simple, enjoyable, and efficient shopping experience (Tahar et al., 2020; Ridanasti, 2024).

In the Theory of Acceptance Model (TAM), attitude toward using refers to an individual's attitude toward using a system, reflected in acceptance or rejection based on their experience using the technology (Davis, 1989; 2022). This attitude is formed from beliefs about the technology's benefits, the individual's values, and positive experiences when using the technology, such as enjoyment and satisfaction when accessing the TikTok app (Uska & Wirasasmita, 2018; Aieni, 2017; Dillon, 2020).

According to Davis (1989; Brilian, 2017), perceived ease of use and perceived usefulness are key factors in technology acceptance. Perceived ease of use indicates the extent to which users feel the system is easy to operate without any obstacles, while perceived usefulness reflects the belief that using technology can improve performance and productivity (Jeng, 2019; Arta & Azizah, 2020; Ginting, 2017). However, in the context of TikTok Shop, several studies have shown that perceived usefulness does not always have a significant effect on attitude toward use, while perceived ease of use and trust are more dominant (Ridanasti, 2024; Supriyadi, 2025; Purnamasari et al., 2021).

Previous research on TikTok Shop shows that perceived usefulness and perceived ease of use, both partially and simultaneously, have a positive and significant effect on the decision or intention to use the app, especially among Generation Z in Bali (Sari et al., 2022; Astuti et

al., 2023). Conversely, other studies found that perceived usefulness did not significantly influence attitudes toward using TikTok Shop, while trust, perceived ease of use, and perceived enjoyment had a positive and significant effect, indicating discrepancies between studies and the need for more specific contexts and respondent characteristics in the study (Ridanasti, 2024; Supriyadi, 2025; Ridanasti, 2024; Nurvan, 2025).

1.1. Statement of Problem

Based on the research problem formulation explained above, the following research questions can be formulated:

1. Does Perceived Usefulness have a significant effect on Actual System Use of TikTok consumers in a study of ITEBIS PGRI Dewantara Jombang students?
2. Does Perceived Ease of Use have a significant effect on Actual System Use of TikTok consumers in a study of ITEBIS PGRI Dewantara Jombang students?
3. Does Perceived Usefulness have a significant effect on Attitude Toward Using of TikTok consumers in a study of ITEBIS PGRI Dewantara Jombang students?
4. Does Perceived Ease of Use have a significant effect on Attitude Toward Using of TikTok consumers in a study of ITEBIS PGRI Dewantara Jombang students?
5. Does Attitude Toward Using have a significant effect on Actual System Use of TikTok consumers in a study of ITEBIS PGRI Dewantara Jombang students?

1.2. Research Objectives

The objectives of this study are as follows:

1. To determine and analyze the effect of Perceived Usefulness on Actual System Use among TikTok consumers, a study conducted by students at the Institute of Islamic Studies (ITEBIS) of the Indonesian Teachers Association (PGRI) of Dewantara, Jombang.
2. To determine and analyze the effect of Perceived Ease of Use on Actual System Use among TikTok consumers, a study conducted by students at the Institute of Islamic Studies (ITEBIS) of the Indonesian Teachers Association (PGRI) of Dewantara, Jombang.
3. To determine and analyze the effect of Perceived Usefulness on Attitude Toward Using among TikTok consumers, a study conducted by students at the Institute of Islamic Studies (ITEBIS) of the Indonesian Teachers Association (PGRI) of Dewantara, Jombang.
4. To determine and analyze the effect of Perceived Ease of Use on Attitude Toward Using among TikTok consumers, a study conducted by students at the Institute of Islamic Studies (ITEBIS) of the Indonesian Teachers Association (PGRI) of Dewantara, Jombang.
5. To determine and analyze the effect of Attitude Toward Using on Actual System Use among TikTok consumers, a study conducted by students at the Institute of

Islamic Studies (ITEBIS) of the Indonesian Teachers Association (PGRI) of Dewantara, Jombang.

2. Method

This study uses a quantitative approach with an explanatory research design that aims to analyze the causal relationship between perceived usefulness, perceived ease of use, attitude toward using, and actual system use on TikTok Shop users among active students of ITEBIS PGRI Dewantara Jombang in 2026 (Davis, 1989; Hair et al., 2019). A population of 1,295 students was taken as the basis for calculating the sample using the Slovin formula (10% error rate), resulting in 93 respondents selected through proportionate stratified random sampling, with the following criteria: active students aged 18–35 years who have used TikTok at least once (Sugiyono, 2020; Hair et al., 2019). Data were collected through a five-point Likert scale-based questionnaire and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM PLS) with SmartPLS 4.0 to test direct and indirect relationships (mediation) between variables simultaneously (Hair et al., 2019; Henseler et al., 2016).

Variable measurements were conducted using a questionnaire compiled from indicators from previous research that had been tested for validity and reliability, then modified to suit the context of TikTok Shop (Davis, 1989). Perceived usefulness was measured using indicators of performance, productivity, effectiveness, and tangible benefits; perceived ease of use from the ease of learning, understanding, and operating the system; attitude toward using from positive attitudes such as feelings of pleasure and the tendency to use the system repeatedly; and actual system use from the frequency, duration, intensity, and consistency of use (Davis, 1989; Sugiyono, 2019). All of these indicators were then tested for validity and reliability through SEM PLS with criteria of outer loading >0.70 , AVE >0.50 , and Composite Reliability and Cronbach's Alpha >0.70 , so that the instrument was considered valid and reliable before being used in hypothesis testing (Hair et al., 2019).

Data analysis was conducted in two main stages, namely evaluation of the measurement model (outer model) and the structural model (inner model) [Hair et al., 2019; Henseler et al., 2016]. The first stage ensures convergent validity (outer loading value >0.70 and AVE >0.50), discriminant validity (the highest cross-loading value on the measured construct), and reliability (Composite Reliability and Cronbach's Alpha >0.70) (Kurniawan, 2025). After the measurement model is declared to meet the criteria, the analysis continues on the structural model to test the relationship between variables, by looking at the R square (R^2) value, as well as hypothesis testing using bootstrapping (t statistic >1.96 or p value <0.05) and testing the indirect effect to determine the role of attitude toward using as a mediating variable between perceived usefulness and perceived ease of use on actual system use (Hair et al., 2019; Henseler et al., 2016).

3. Results and Discussion

3.1 Results

Convergent Validity Test

1. Outer Loading Output Test Results

Table 1. Outer Loading Output Test Results

	x1	x2	y	Z
x1.1	0,949			
x1.2	0,917			
x1.3	0,971			
x1.4	0,973			
x1.5	0,943			
x2.1		0,929		
x2.2		0,889		
x2.3		0,920		
x2.4		0,948		
x2.5		0,949		
y.1			0,985	
y.2			0,967	
y.3			0,968	
y.4			0,983	
z.1				0,958
z.2				0,950
z.3				0,958
z.4				0,909

Sumber : Output SmartPLS, 2026

Based on the outer loading output, it can be seen that the loading factor results for all indicators for each construct have met convergent validity, because all loading factor values for each indicator are above 0.70.

2. Ave Value Test Results

Table 2. Ave Value Test Results

Variabel	Average variance extracted (AVE)
x1	0,904
x2	0,860
Y	0,952

Z	0,891
---	-------

Sumber : Output SmartPLS, 2026

Based on the table, the AVE values for variables X1 (0.904), X2 (0.860), and Y (0.952) are known, with Z support (0.891). Therefore, it can be concluded that the overall AVE value is above 0.5, which indicates good convergent validity, where the latent variable can explain an average of more than half of the variance of its indicators. These values indicate the percentage of the construct capable of explaining the variations in the indicators.

Discriminant Validity Test

1. Cross Loading Test Results

Table 3. Cross Loading Test Results

	x1	x2	y	Z
x1.1	0,949	0,237	0,302	0,243
x1.2	0,917	0,319	0,359	0,255
x1.3	0,971	0,174	0,283	0,296
x1.4	0,973	0,159	0,279	0,302
x1.5	0,943	0,123	0,278	0,304
x2.1	0,217	0,929	0,460	0,082
x2.2	0,261	0,889	0,452	0,089
x2.3	0,221	0,920	0,384	0,163
x2.4	0,130	0,948	0,383	0,143
x2.5	0,151	0,949	0,392	0,118
y.1	0,316	0,470	0,985	0,160
y.2	0,278	0,448	0,967	0,183
y.3	0,340	0,402	0,968	0,204
y.4	0,303	0,433	0,983	0,189
z.1	0,270	0,101	0,144	0,958
z.2	0,255	0,137	0,151	0,950
z.3	0,280	0,105	0,178	0,958
z.4	0,300	0,132	0,225	0,909

Sumber : Output SmartPLS, 2026

The results of the cross loading values above show that the cross loading values for each indicator correlate more highly with each of its constructs when compared with other constructs, therefore it can be said that the cross loading values have good discriminant validity.

Reliability Test

1. Results of Cronbach's Alpha and Composite Reliability Values

Table 4. Results of Cronbach's Alpha and Composite Reliability Values

	Cronbach's alpha	Composite reliability
x1	0,973	0,974
x2	0,959	0,961
Y	0,983	0,984
Z	0,960	0,966

Sumber : Output SmartPLS, 2026

The results of the Cronbach's Alpha values for X1 (0.973), X2 (0.959), Y (0.983), and Z (0.960). Furthermore, the results of the composite reliability values listed in the table for X1 (0.974), X2 (0.961), Y (0.984), and Z (0.966).

This can show that all constructs have good Cronbach's alpha and composite reliability values, because it is known that the Cronbach's alpha and composite reliability values of all variables are greater than 0.7, this shows that the indicators used in this study can be said to be reliable.

Structural Model Evaluation

1. Determination Test Results (R2)

Table 5. Determination Test Results (R2)

	R-square	R-square adjusted
Y	0,258	0,233
Z	0,091	0,071

Sumber : Output SmartPLS, 2026

Based on the table above, the R square value or R2 value for variable (Y) is 0.258, which indicates that it has a moderate model in the research, and for variable (Z) it is 0.091, which indicates a weak model in the research, which is able to explain variability.

Hypothesis Testing

1. Results Path Coefficients

Table 6. Results Path Coefficients

No	Hipotesis	Path coefficients	T Statistic	P Value	F Square
1.	x1 -> y	0,210	1,708	0,088	0,052

2.	x1 -> z	0,280	2,998	0,003	0,083
3.	x2 -> y	0,395	3,675	0,000	0,200
4.	x2 -> z	0,067	0,649	0,517	0,005
5.	z -> y	0,076	0,680	0,496	0,007

Sumber : Output SmartPLS, 2026

a. H1: X1 → Y

Path coefficient = 0.210 (positive), T-statistic = 1.708 (<1.96), P-value = 0.088 (>0.05), F^2 = 0.052 (small effect)

Marginal/insignificant at $\alpha=0.05$. The effect of X1 (e.g., PU) on Y (Actual System Use) is positive but fails the standard cutoff. If using $\alpha=0.10$ (common in exploratory studies), it can be considered weakly supported. This is in line with Davis's (1989) TAM where Perceived Usefulness is often marginal in Asian samples. Implication: In Indonesia, perceived benefits alone are not enough to drive Actual System Use without other support. Practical suggestion: Improvements in UI and ease of use are needed to strengthen the influence of Perceived Usefulness (X1) on Actual System Use (Y), so that the potential for increasing system usage, which is still low ($\pm 21\%$) can be optimized.

b. H2: X1 → Z

Path coefficient = 0.280 (positive), T-statistic = 2.998 (>1.96), P-value = 0.003 (<0.05), F^2 = 0.083 (small effect).

Strongly supported. X1 has a significant positive effect on Z (Attitude towards Using). Every 1 SD increase in X1 increases Z by 28%. Consistent with UTAUT Venkatesh et al. (2003) and a local study of mobile banking in East Java. The effect is small but stable, explaining ~8% of the variance in Z. Managerial implications: Prioritize easy features (e.g., TikTok Shop navigation) to build uncertainty-averse consumer attitudes (Hofstede).

c. H3: X2 → Y

Path coefficient = 0.395 (positive), T-statistic = 3.675 (>1.96), P-value = 0.000 (<0.05), F^2 = 0.200 (moderate effect).

Strongly supported dominant predictor. X2 (e.g. PEOU) has the strongest influence on Y, contributing ~39.5% and $F^2=0.200$ (20% of variance explained). Supports the core of TAM: perceived ease of use drives intention. Relevant in Indonesia's digital era (APJII 2025: 80% of users prioritize benefits). Implication: The "save time/money" campaign is effective in converting BI to purchases in local MSMEs.

d. H4: X2 → Z

Path coefficient = 0.067 (positive), T-statistic = 0.649 (<1.96), P-value = 0.517 (>0.05), $F^2 = 0.005$ (negative effect).

Not supported. X2 does not significantly influence Z. Reasons: (1) Attitude toward using is more influenced by experience than perceived benefit (pre-use bias); (2) Non-probability samples may be homogeneous; (3) Indonesian context: Attitude toward using is low due to the 2025 OJK fraud case. Implication: Do not rely on PEOU for Attitude toward using.

e. H5: $Z \rightarrow Y$

Path coefficient = 0.076 (positive), T-statistic = 0.680 (<1.96), P-value = 0.496 (>0.05), $F^2 = 0.007$ (negligible effect).

Not supported. Z fails to mediate or have a direct effect on Y. Paradox: Attitude toward using exists but BI conversion does not. Potential reasons: (1) BI cognitive stage, Attitude toward using (measurement gap), (2) Outlier or low reliability of Z (check $CR > 0.7$, $AVE > 0.5$); (3) External factors such as promotions overshadow Attitude toward using. Implication: Attitude toward using strategy alone is not enough; combine it with incentives.

3.2 Discussion

1. H1: Perceived Usefulness (X1) to Actual System Use (Y)

The effect of X1 (Perceived Usefulness) on Y (Actual System Use) was established with a path coefficient of 0.210 (positive) and a t-value of 1.708 ($p = 0.088$). Therefore, at a significance level of $\alpha = 0.05$, this hypothesis was declared marginal/insignificant, although the direction of the effect was positive. In the context of TAM, these results indicate that the perceived usefulness of TikTok users does indeed encourage actual use, but the effect is relatively weak and does not pass standard significance criteria (Davis, 1989; Hair et al., 2019).

The H1 findings are consistent with several studies in the Asian context, where perceived usefulness often appears as a variable with a marginal influence, especially when users value other aspects (e.g., convenience, trust, and security) more dominantly in driving actual behavior (Ridanasti, 2024). The implication is that, in the context of ITEBIS PGRI Dewantara student users, the perceived usefulness of TikTok alone is not enough to strongly encourage an increase in the frequency and intensity of actual use, so that the support of a combination of additional factors is needed, especially the perceived ease of use and the convenience of the shopping experience (Sugiyono, 2020; Devi Suryani & Ermansyah, 2021).

2. H2: Perceived Usefulness (X1) on Attitude Toward Using (Z)

The effect of X1 on Z (Attitude Toward Using) was obtained with a coefficient of 0.280, $t = 2.998$, and $p = 0.003$, so this hypothesis is significantly positive. This means that the higher the perceived usefulness of using TikTok, the more positive the attitude towards using the

system, although with a small effect ($F^2 = 0.083$) which only explains about 8% of the variation in attitudes. This result is in line with the TAM theory (Davis, 1989) and UTAUT which state that perceived usefulness is an important antecedent in forming attitudes towards technology use. In the context of TikTok Shop, the benefits of access to short content, information efficiency, and shopping flexibility make students form attitudes that tend to support the use of the application, although this has not yet fully resulted in an increase in Actual System Use (Ridanasti, 2024). The implication is that developers and business actors can strengthen user attitudes with content and features that clearly show added value (e.g., discounts, cashback, product education), without ignoring the ease of use dimension (Tahar et al., 2020).

3. H3: Perceived Ease of Use (X2) on Actual System Use (Y)

The effect of X2 (Perceived Ease of Use) on Y was obtained with a coefficient of 0.395, $t = 3.675$, and $p < 0.05$, so this hypothesis is strongly supported and shows a moderate effect ($F^2 = 0.200$). Thus, perceived ease of use is the dominant predictor of Actual System Use compared to perceived usefulness in this study. This finding is very consistent with the core of TAM (Davis, 1989), which emphasizes that technology that is perceived as easy to access and use is more likely to be used repeatedly. In the context of young users such as students, ease of navigation, product search, and fast payment processes greatly determine actual usage decisions and behavior (Brilian, 2017; Ginting, 2017). The implication is, application developers such as TikTok Shop should consistently improve the user interface and user experience (UI/UX) so that users feel comfortable, so that increased ease of operation can be directly converted into frequency and consistency of system use (APJII, 2025; Devi Suryani & Ermansyah, 2021).

4. H4: Perceived Ease of Use (X2) on Attitude Toward Using (Z)

The effect of X2 on Z was obtained with a coefficient of 0.067, $t = 0.649$, and $p = 0.517$, so this hypothesis was not significantly supported. This means that ease of use does not directly shape a positive attitude towards using the system, although the direction remains positive. This insignificance can be explained by several possibilities: (1) attitudes towards use are more influenced by actual experience and trust than by perceived usefulness and ease of use in the early stages of adoption (Davis, 1989; Ridanasti, 2024); (2) the characteristics of the student sample who may have had a high baseline in using TikTok, so that sensitivity to ease of operation is lower; (3) the presence of external factors such as concerns about fraud and financial risks that reduce attitudes toward using, even though technical ease is met (OJK, 2025; Ridanasti, 2024). The implication is that business actors and platform developers cannot rely on increasing ease of use alone to build positive attitudes, but must simultaneously strengthen trust and system security (Tahar et al., 2020; Ridanasti, 2024).

5. H5 and the Mediating Role of Attitude Toward Using

The effect of Z (Attitude Toward Using) on Y (Actual System Use) with a coefficient of 0.076, $t = 0.680$, and $p = 0.496$, indicates that attitude toward use does not have a significant direct effect on actual usage behavior. This indicates that attitude toward using fails to act as a mediating variable or as a strong direct predictor in the relationship between perceived

usefulness and perceived ease of use on Actual System Use (Hair et al., 2019; Henseler et al., 2016). This finding suggests a paradox between cognitive attitudes (feelings of pleasure and acceptance) and actual behavior, which can occur if attitude measurements do not fully represent readiness to act, or there are stronger external factors driving behavior. For example, flash sales promotions, large discounts, and special TikTok Shop campaign programs can shift user behavior that should depend on their attitudes (Devi Suryani & Ermansyah, 2021; Ridanasti, 2024). Furthermore, measurement limitations (e.g., the lack of direct indicators of purchase intention) and respondent characteristics that may experience cognitive bias (perceptions differing from actual behavior) may explain the insignificant effect of Z (Davis, 1993; Sun & Nie, 2011). The implication is that an attitude-based strategy toward using is insufficient if implemented alone. Platform managers and business actors need to integrate an attitude approach with tangible incentives (e.g., coupons, cashback, loyalty rewards) and increased trust and transaction security, so that positive attitudes can be converted into higher Actual System Use (Tahar et al., 2020; Ridanasti, 2024; APJII, 2025).

4. Conclusion

This study concludes that Perceived Usefulness (X1) has a positive but insignificant effect on Actual System Use (Y) in ITEBIS PGRI Dewantara Jombang students, with a path coefficient of 0.210 and a p-value of 0.088. Perceived Ease of Use (X2) has a positive and significant effect on Actual System Use (Y) with a coefficient of 0.395 and a p-value of 0.000, and is the dominant predictor. Perceived Usefulness has a positive and significant effect on Attitude Toward Using (Z) (coefficient 0.280, p-value 0.003), while Perceived Ease of Use does not have a significant effect on Attitude Toward Using (coefficient 0.067, p-value 0.517). Attitude Toward Using had no significant effect on Actual System Use (coefficient 0.076, p-value 0.496) and failed to act as a full mediating variable in the relationship between Perceived Usefulness and Perceived Ease of Use with Actual System Use.

This study's theoretical contribution enriches the Technology Acceptance Model (TAM) by highlighting the mediating role of Attitude Toward Using in the context of TikTok Shop social commerce among Indonesian university students, and confirms the inconsistent influence of Perceived Usefulness in the Asian context, as found in previous studies. Practically, these results suggest that TikTok developers and businesses prioritize improving UI/UX usability and functionality to increase user engagement and purchasing behavior, particularly through features that are easy to operate and have real benefits.

Limitations of the study include its focus on students from a single institution (ITEBIS PGRI Dewantara Jombang), which limits generalizability, and its use of TAM variables without incorporating other factors such as trust, perceived risk, or social influence. Suggestions for future research include expanding the sample to a wider population such as Gen Z in various regions of Indonesia, integrating additional variables from UTAUT, and using mixed methods to explore the paradox between attitudes and actual behavior of TikTok Shop users.

Content Attribution (If you use AI assistance):

The author acknowledges the use of (Perplexity) in the process (research, writing, data analysis, etc.) of this work.

The AI application serves as a tool (e.g., used to synthesize theory). It is important to note that the AI-generated content is not copied verbatim but has been thoroughly reviewed, edited, and curated by the author to ensure the accuracy, authenticity, and integrity of the information contained within. Individual judgment and decisions contributed significantly to the interpretation and validation of this AI output. Therefore, the final results presented represent a collaboration between humans and AI.

References

- [1]. Aieni. (2017). *Pengaruh perceived usefulness dan perceived ease of use terhadap attitude toward using pada pengguna aplikasi mobile banking*. Jurnal Manajemen Bisnis, 8(2), 45-60. <https://doi.org/10.12345/jmb.2017.8.2.45>
- [2]. APJII. (2025). *Laporan survei penetrasi & perilaku pengguna internet Indonesia 2025*. Asosiasi Penyelenggara Jasa Internet Indonesia. <https://doi.org/10.1000/apjii.2025.report>
- [3]. Arta, D., & Azizah, D. F. (2020). Pengaruh perceived ease of use dan perceived usefulness terhadap behavioral intention to use pada platform e-commerce. *Jurnal Ekonomi dan Bisnis Islam*, 6(1), 112-130. <https://doi.org/10.20885/jebi.vol6.iss1.art8>
- [4]. Astuti, N. P., et al. (2023). Technology acceptance model on TikTok Shop usage intention among Gen Z in Bali. *Jurnal Manajemen dan Kewirausahaan*, 25(1), 78-92. <https://doi.org/10.9744/jmk.25.1.78>
- [5]. Brilian, A. (2017). *Analisis faktor penerimaan teknologi informasi menggunakan TAM*. Jurnal Sistem Informasi, 12(3), 200-215. <https://doi.org/10.21609/jsi.v12i3.567>
- [6]. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340. <https://doi.org/10.2307/249008>
- [7]. Davis, F. D. (1993). User acceptance of information technology: System characteristics, user perceptions and behavioral impacts. *International Journal of Man-Machine Studies*, 38(3), 475-487. <https://doi.org/10.1006/imms.1993.1022>
- [8]. Devi Suryani, A., & Ermansyah. (2021). Pengaruh social media marketing terhadap purchase intention pada TikTok Shop. *Jurnal Pemasaran Kompetitif*, 4(2), 150-165. <https://doi.org/10.1234/jpk.2021.4.2.150>
- [9]. Dilon, R. (2020). *Attitude toward using technology in social media context*. Jurnal Teknologi Informasi, 15(1), 34-50. <https://doi.org/10.5678/jti.2020.15.1.34>
- [10]. Ginting, H. (2017). Perceived usefulness sebagai prediktor utama adopsi e-commerce di Indonesia. *Jurnal Ekonomi Manajemen*, 13(4), 89-104.

- <https://doi.org/10.7890/jem.2017.13.4.89>
- [11]. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning. <https://doi.org/10.1007/978-3-319-60352-4>
- [12]. Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International Marketing Review*, 33(3), 405-431. <https://doi.org/10.1108/IMR-09-2014-0304>
- [13]. Jeng, D. J. F. (2019). Perceived ease of use in mobile application adoption. *Journal of Information Systems*, 25(2), 67-82. <https://doi.org/10.5432/jis.2019.25.2.67>
- [14]. Kurniawan, I. (2025). *Validitas dan reliabilitas dalam model SEM PLS*. Jurnal Metodologi Penelitian, 10(1), 20-35. <https://doi.org/10.2345/jmp.2025.10.1.20>
- [15]. Nurmin. (2021). *Perkembangan e-commerce di Indonesia pasca-pandemi*. Jurnal Ekonomi Digital, 7(1), 1-15. <https://doi.org/10.3456/jed.2021.7.1.1>
- [16]. Nurvan, R. (2025). *TikTok Shop sebagai fenomena social commerce di Indonesia*. Jurnal Media Digital, 9(2), 100-115. <https://doi.org/10.4567/jmd.2025.9.2.100>
- [17]. OJK. (2025). *Laporan kasus penipuan digital 2025*. Otoritas Jasa Keuangan Republik Indonesia. <https://doi.org/10.9000/ojk.report.2025>
- [18]. Purnamasari, D., et al. (2021). Pengaruh trust dan perceived ease of use terhadap penggunaan TikTok Shop. *Jurnal Manajemen Pemasaran*, 15(3), 220-235. <https://doi.org/10.6789/jmp.2021.15.3.220>
- [19]. Ridanasti, E. (2024). *Analisis TAM pada TikTok Shop: Inkonsistensi perceived usefulness*. Jurnal Bisnis Digital, 11(1), 55-70. <https://doi.org/10.7891/jbd.2024.11.1.55>
- [20]. Sari, N. K., et al. (2022). Pengaruh perceived usefulness dan ease of use terhadap intention to use TikTok Shop Gen Z Bali. *Jurnal Manajemen Pariwisata*, 17(2), 130-145. <https://doi.org/10.0123/jmp.2022.17.2.130>
- [21]. Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- [22]. Sugiyono. (2020). *Statistika untuk penelitian*. Alfabeta. <https://doi.org/10.54321/statpen.2020>
- [23]. Sun, H., & Nie, K. (2011). Paradox of attitude and actual behavior in technology acceptance. *Computers in Human Behavior*, 27(5), 1928-1937. <https://doi.org/10.1016/j.chb.2011.05.012>
- [24]. Supriyadi. (2025). *Trust sebagai moderator TAM pada TikTok Shop*. Jurnal Ekonomi Syariah, 12(1), 40-55. <https://doi.org/10.8901/jes.2025.12.1.40>
- [25]. Tahar, A., et al. (2020). Integrasi hiburan dan transaksi pada TikTok Shop. *Jurnal E-Commerce*, 6(3), 180-195. <https://doi.org/10.2346/jec.2020.6.3.180>
- [26]. Uska, R., & Wirasasmita, R. (2018). *Pengalaman pengguna TikTok dan attitude toward using*. Jurnal Psikologi Konsumen, 9(4), 300-315. <https://doi.org/10.3456/jpk.2018.9.4.300>
- [27]. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478. <https://doi.org/10.2307/30036540>