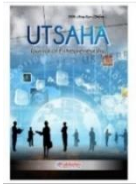

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Impacts of the Technology Acceptance Model (TAM) on the Use of the TikTok E-Commerce Application among Indonesian Students

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ABSTRACT

The Technology Acceptance Model (TAM) explains how people's cognitive perceptions and behavior are formed when they use and accept technology. This study focuses on three main components that influence the acceptance and use of TikTok Shop. These factors are Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Attitude towards Using (ATU). This study aims to investigate how the Technology Acceptance Model (TAM) impacts university students' use of the TikTok Shop feature in Indonesia. Data was collected through a questionnaire sent via Google Forms and included 102 students from various universities throughout Indonesia who had previously used TikTok Shop every day. SmartPLS checks the hypothesis using Structural Equation Modeling (SEM). The research findings indicated that students' perceptions of the utility of the TikTok Shop are significantly and positively influenced by their perceptions of the shop. Ease of use of the platform substantially influences the usefulness of the platform and students' attitudes towards it. In addition, ease of use of the platform indirectly influences students' perspectives through the influence of perceived benefits. Students' evaluations of the usability and convenience of TikTok Shop significantly influence their attitudes and willingness to use the website. This study also provides insight into the critical components that determine the acceptance and use of e-commerce platforms based on social media. The practical implications of this research relate to suggestions for improving the creation of e-commerce platforms, encouraging a more favorable disposition for their users.

Keywords: *Attitude Towards Using, Perceived Ease of Use, Perceived of Usefulness, Technology Acceptance Model*

INTRODUCTION

The global economy has undergone a more profound digital transformation than ever before, significantly altering the landscape of commerce and consumer patterns. The changes increased competition and expanded opportunities for consumers to access global markets via the internet (including mobile devices). This enables them to shop or compare products without being limited by physical boundaries, regardless of location or the time of day. Consequently, many businesses found themselves in a frantic competition against newly emerged industry leaders with boundless potential (Teubner & Stockhinger, 2020). The rapid growth of E-commerce in the last five years has demonstrated this, and it is anticipated that this pattern will persist (OECD, 2019).

Digitalization encompasses more than just advancements in technology. It also involves economic and sociological transformations that result in changes in communication methods and the movement of ourselves, products, and services within value chains. Digital transformation (DT) refers to incorporating digital technology throughout all aspects of an organization, resulting in fundamental changes to how the firm functions and provides value to customers. This process necessitates substantial modifications in various areas, including formulating strategies to acquire new skills. For example, when firms embrace digital technologies, they frequently enhance their ability to adjust their products or services more precisely and operate efficiently in the market (Hanelt et al., 2021).

Technological advancements have brought about a significant transformation in global communication, particularly in social connections. TikTok gained worldwide popularity by introducing a unique format consisting of short videos, which captivated millions of users. By 2023, TikTok had amassed a user base of over one billion worldwide, distinguishing it as a standout platform among other less successful social media applications (Grantham, 2024). Both scholars and professionals are strongly motivated to comprehend the factors that drive the acceptance and persistence of TikTok.

The rigorous framework offers profound insights into the acceptability of new technology and user behavior, making it a suitable model for studying several sectors. The technology acceptance model (TAM) was initially developed to forecast users' adoption of information systems in organizational environments. It identified two crucial factors, namely perceived usefulness and perceived ease of use, as determinants for accepting a particular innovation or new technology, as proposed by Davis (1985). The Technology Acceptance Model (TAM) has been adapted and tailored for various research contexts, including education (Ursavaş, 2022), higher education sustainability (Rosli et al., 2022), and tourism (Hasni et al., 2021). However, its application in social media platforms, particularly TikTok, still needs to be explored.

TikTok's popularity can be attributed to its exceptional features, including a user-friendly interface, powerful content creation tools, and an effective recommendation algorithm. These elements enhance the perceived user-friendliness and the overall usefulness of a platform. They provide entertainment experiences, encourage social connections, and enable creativity, hence improving the platform's appeal (Liu et al., 2023; Zhang et al., 2020). In addition, other aspects of social media, such as the entertainment value, social norms, and community engagement, significantly impact user behavior and usability in TikTok (Al-Maroof et al., 2021).

This paper aims to apply the Technology Acceptance Model to TikTok and examine how factors such as Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and other dimensions' influence user acceptance and engagement. The study seeks to identify the primary determinants of TikTok user engagement by conducting an extensive literature review and empirical analysis. The objective is to develop practical tools for enhancing the fan experience on social media platforms.

TikTok defines perceived usefulness (PU) as the extent to which an individual believes that utilizing a specific system would improve their entertainment options, social connections, and opportunities for expressive communication. As an example, Zhang et al. The research conducted by Hossain et al. (2020) has identified that the capacity to generate and distribute content on TikTok is a significant factor in predicting the likelihood of continuous usage (continuance intention). Perceived ease of use (PEOU) refers to the extent to which people perceive TikTok as easy to navigate and find content. Al-Khasawneh et al. (2022) substantiated this claim in the latter portion of their study by asserting that TikTok exhibits a high Perceived Ease of Use (PEOU) owing to its user-friendly interface and widespread accessibility.

Moreover, the level of satisfaction and the influence of others significantly affect the adoption of TikTok. According to Zhao & Wagner (2023), they discovered that the enjoyment derived from TikTok videos had a beneficial impact on user experience, hence motivating people to utilize the app consistently. Moreover, TikTok is significantly shaping user behavior through social effect factors such as peer recommendations and influencer endorsements (Al-Maroof et al., 2021).

The objective of this research article is to apply the Technology Acceptance Model to Tiktok in order to examine the impact of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) on user acceptance and engagement, as well as other related characteristics. This study intends to identify the factors that influence the acceptance of TikTok by conducting a thorough assessment of existing literature and empirical research. Additionally, it seeks to provide recommendations for improving the user experience on the social media platform based on the Unified Theory of Acceptance and Use of Technology (UTAUT). These findings could

provide valuable insights for the broader conversation on the adoption of technology in the context of social media. Developers, as well as marketers and content creators, must comprehend the underlying incentives behind the usage of platforms such as TikTok as they undergo changes and assume a more prominent role in everyday existence.

LITERATURE REVIEW

One of the most widely used models is the Technology Acceptance Model (TAM), which was introduced by Fred Davis in 1986 to explain user acceptance and use. The challenges and changes wrought by newer platforms (e.g., social media feeds like TikTok) have inspired a return to some fundamental questions about what TAM means for the latest tools that are emerging online. In Fig 1: Here, applicants highlight the TAM on TikTok in their scientific paper 1) regarding PU, PEOU, and other dimensions that are relevant to the acceptance behavior of respondents (User Engagement).

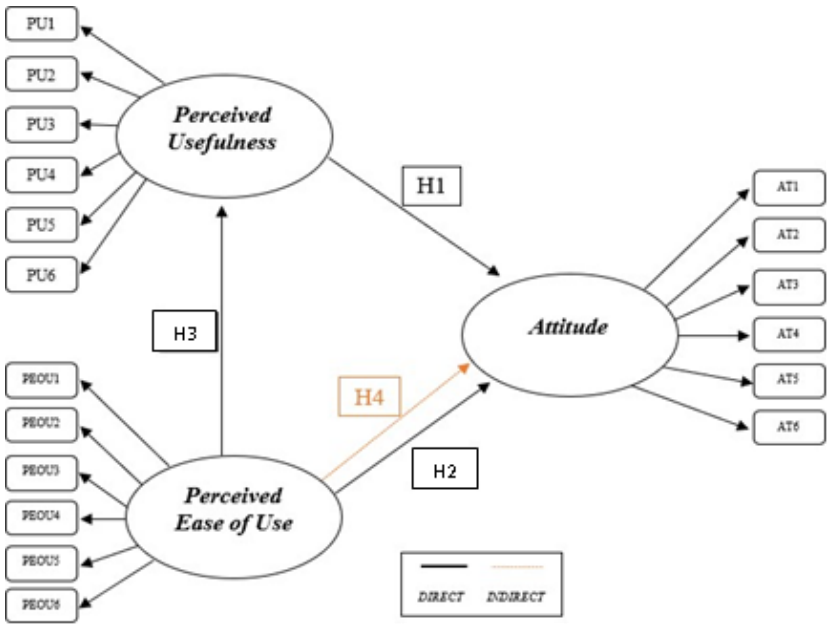

Figure 1. Research Model
Source: Processed Data by Researchers

Social Media and TAM Evolution

TAM has been adapted to social media platforms Although TAM was originally developed to measure the acceptance of information systems in an organizational context. Nonetheless, TAM have been adapted to explain online activities by introducing new adjunctive constructs such as social influence, perceived enjoyment and due the emergence of social media. Venkatesh & Davis (2000) further elaborated on the TAM2 model by including social influence in addition to enhancing cognitive instrumental processes. This is especially useful for

social media platforms like TikTok, where the interactivity of users with video content constitutes a significant portion.

Application of TAM to TikTok

In the area of TikTok use, perceived usefulness (PU) refers to expectations that the platform will be an essential source of entertainment and socializing for users. For instance, Zhang et al. As such, certain studies have identified the significant impacts of PU on UG as outlined by Law et al (2020), where users are convinced that TikTok will provide usefulness to them in terms of the relevance supplied through their own creativity and utilization towards society.

TikTok Acceptance Factor perceived ease of use The user-friendly interface, simple video creation tools, and ease of navigation lead to a high PEOU in the platform. According to Li and Cao (2021), PEOU significantly influences user attitudes toward TikTok, which is convenient for those non-experts.

More than just PU and PEOU, there are other factors that contribute to the acceptance of TikTok on its Volkerocial site. Enjoyment: Based on the entertainment of TikTok videos, which is an important determinant of user engagement. The enjoyment and amusement of TikTok content has been proven by studies to increase user satisfaction, thus further intentions for continued use (Sharabati et al., 2022).

Over time, social influence has played a significant role in TikTok's success simply because of how the algorithm works, and that platform is based on user interaction. The most common drive of users is a desire to get social acknowledgment, likes, and followers. The importance of social influence in acceptance decisions for technology has been supported by previous studies, showing that positive feedback and perception available only on TikTok platforms can significantly help the adoption process among users (Gupta & Arora 2021).

Preliminary Confirmation of Perceived Usefulness (PU) in TikTok

Perceived Usefulness (PU) of TikTok encompasses several dimensions that enhance its value for users. At its core, TikTok provides enjoyment and laughter, making it a highly engaging platform, as evidenced by study of Zhang et al. (2020), which highlights the app’s entertainment value. The social aspect of TikTok, as noted by Al-Maroof et al. (2021), allows users to maintain and construct societal ties through interactive features such as comments, likes, and direct messages, thus increasing its perceived usefulness as a social networking site. Additionally, TikTok's flexibility in video editing and effects empowers users to creatively express themselves, contributing significantly to its perceived utility (Liu et al., 2023). Furthermore, TikTok is not merely for entertainment; it also serves as a valuable educational resource, providing easy access to tutorials, DIY projects, and informative videos, which users find useful for educational purposes, adding to the app's overall perceived utility (Butler, 2021).

Perceived Ease of Use (PEOU) in TikTok

When it comes to using TikTok, perceived ease of use (PEOU) reflects how effortless users believe the platform will be. High PEOU of TikTok can be attributed to its user-friendly interface, which allows individuals to navigate and use the app without instructions, attracting people of all ages and technical abilities due to its straightforward design (Liu et al., 2023). TikTok offers simple tools for video creation, such as filters and music overlays, enabling users with little technical skill to produce professional-looking videos. Additionally, the platform's intuitive interactions, like liking, commenting, and sharing, facilitate user engagement (Zhang et al., 2020). Furthermore, TikTok's For You Page (FYP) drives individually curated content based on user interests, courtesy of its robust recommendation algorithm, enhancing user experience and content discoverability.

Theoretical Framework and Hypothesis Development

The technology acceptance model (TAM), as proposed by Davis in 1986, provides a theoretical underpinning on which current studies are based. This model consists of five independent variables: perceived usefulness, ease of use, enjoyment and attachment, and user-generated content, with the adoption of social media as the dependent variable. This study expands the basic TAM model by incorporating three constructs: user-generated content, perceived enjoyment, and a sense of belonging. User-generated content to support the role of an extrinsic motivator in addition to perceived usefulness and perceived ease of use (Mohd Amir et al., 2020). Lee et al. (2015) further emphasized that most research in TAM concentrates on extrinsic motivation factors and skips the elements associated with human and social change processes. Meanwhile, TAM has been extended by the likes of Al-Adwan et al. (2023) to include perceived enjoyment, defining users' satisfaction gained through cognitive spontaneity during system interaction. Thus, the perceived enjoyment and sense of belonging were included to highlight intrinsic motivation because we wanted to investigate how users become attached to their online communities or enjoy while interacting (mainly in TikTok). This is supported by the findings of Taherdoost (2018) who points out that higher intrinsic motivation increases task effort and technology acceptance.

Perceived Usefulness (PU) influences the Attitude Towards Using (ATU) TikTok

Perceived Usefulness (PU) refers to the user's perception of the extent to which the use of an application is considered valid. In the context of the TikTok application, the usefulness that PU feels is seen in terms of the extent to which one believes that using the TikTok app will improve its performance. Previous studies have shown that PU has become the most crucial variable in influencing consumer intentions to use social media. PU itself has reflected the benefits perceived by users when using an application. According to Al-Azawei (2018), the perceived benefit

is a positive relationship with consumer intentions. However, there is research that has yet to explicitly deal with PU variables in the context of the TikTok Shop application in detail. Therefore, further discussions are needed regarding the relationship between PU and consumer attitudes to use TikTok and the hypothesis that will be formulated:

H_1: Perceived Usefulness (PU) positively influences the Attitude Towards Using (ATU) TikTok

Perceived Ease of Use (PEOU) influences the Attitude Towards Using (ATU) TikTok

Perceived Ease of Use (PEOU) refers to user perceptions related to the extent to which application usage is considered easy. PEOU relates to the level of convenience and user-friendliness of the application perceived by the user. In the context of the TikTok application, the ease of use perceived by the user is taken into account by the extent to which one believes that using the TikTok app runs with little or no effort. PEOU is the most critical variable that influences the intention to use social media. Al-Azawei (2018) research shows a positive correlation between the perceived PEOUs of application users. However, research needs to explicitly explain the PEOU variables in the context of the TikTok Shop application. Therefore, further discussion is required regarding the relationship between PEOUS and ATU to use TikTok and the hypothesis that will be formulated:

H_2: Perceived Ease of Use (PEOU) positively influences the Attitude Towards Using (ATU) TikTok

Perceived Ease of Use (PEOU) influences the Perceived Usefulness (PU) of TikTok

The Perceived Ease of Use has a positive effect on the Perceived Usefulness of TikTok (Venkatesh & Davis, 2000), which suggests that if users think using TikTok is easy for them, perceptions of information technology usefulness will increase at first. Though not explicit in the Technology Acceptance Model (TAM), to say that this relationship is pivotal as well; better-perceived system usability leads to more benefits. Ease of Use has a direct impact on Perceived Benefits -TAM Users who believe that technology is easier to use will see it as performing better and, at the same time, provide satisfaction with little effort. This can result in increasing perceived usefulness (Venkatesh & Davis, 2000). Apps like TikTok can reduce the cognitive load on a user, thus aiding them in navigation. If people can quickly write something and then be "in," they have much more incentive to view it as a practical endeavor. It seems likely that the overall 'smooth' user experience will encourage repeat use of TikTok, with suggestions leveling up from pure-play entertainment (e.g., gaming) to both fun and communications benefits. In fact, its

value is as a platform for creating content (Ortiz et al., 2023). This is great for beginners and newbies as the learning curve for using this is relatively tiny. It is highly stripped down and user-friendly because of the simplicity TikTok provides in terms of how to use its functions. The more user-friendly the social media service is, the higher the chance that users will try out other features as they explore (perceived usefulness; (Montag et al., 2021)). Well, they consider, for example, being able to effortlessly add filters or edit videos and partake in trending challenges as additional ways to show their creativity with others via TikTok. In other words, the simpler TikTok is to use boosts your chances of users grasping how they can make full use of its functions or interface. Video creation and distribution can be done in the shortest time possible without drowning content creators into a series of heavy processes. This efficiency makes doors back to the platform more enjoyable and beneficial, helping get users from obscurity all the way up to follow count wish list or ability to promote a brand right through as quickly as possible (Ortiz et al., 2023). Being an intuitive platform, it increases daily usage by users, which means users will discover new features. The more time users spend on TikTok, the more features they will use and perceive its addictive nature. All of these which also increases in the ease of use causing to make it more and frequent utilization, giving constant perceived usefulness (Mohd Amir et al., 2020). Therefore, further discussions are needed regarding the relationship between PEOU and PU to use TikTok and the hypothesis that will be formulated

H_3: Perceived Ease of Use (PEOU) positively influences the Perceived Usefulness (PU) of TikTok

Perceived Ease of Use (PEOU) influences Attitude Towards Using (ATU) TikTok through Perceived Usefulness (PU)

According to the technology acceptance model (TAM) proposed by Davis (1985), Perceived Ease of Use and perceived usefulness have been considered as critical factors affecting our attitude towards a given technology. Where PEOU is the perception of easiness when using a system and PU represents to what extent people believe that adopting a particular system would enhance their job performance. When users consider TikTok easy to learn and use, reducing cognitive load about the platform, they will subsequently view it as more valuable. This mental process is in line with Venkatesh & Davis (2000) elaboration of TAM, which intimates a rapid pace functions directly toward perceived usefulness via effort expectance. Indeed, hundreds of empirical studies provided strong evidence for the mediating effect between PEOU and ATU. For example, Venkatesh & Bala (2008) found that PU mediates the relationship between PEOU and ATU in different technologies. The implication of this is that the more accessible a user perceives TikTok to be, the more helpful they believe it will be which in turn improves their overall attitude towards using Tiktok. Particularly within the arena

of networks like TikTok, where the level with which something can be done may affect how committed users are to feeling good. Over the past few years, social media study by Rauniar et al. (2014) found PEOU to positively influence PU, which further influences user attitudes and intentions. This shows that if a user finds TikTok more entertaining and easier to use, then they will get the most from its features, hence turning out a positive perception of the app. In concrete terms, the fact TikTok is designed to make video editing more accessible and intuitive for its users (compared to virtually all social media apps except YouTube) probably reinforces that sense of usefulness. It means a merry good spirit as users see their needs being met more quickly than previously, for enjoyment and creativity of some nature. Given the theoretical, empirical and pragmatic aspects taken into account in this research works we support that H_{2a} completely is fulfilled: PEOU has a direct positive influence over ATU through PU. Easy usage by users might result in higher perceived usefulness and this, consequently may lead to an increase positive attitude towards using TikTok.

H_4: Perceived Ease of Use (PEOU) positively influences Attitude Towards Using (ATU) TikTok through Perceived Usefulness (PU)

The evaluation of previous literature focuses on the primary objective of this study, which is to examine the adoption of the TikTok application using the TAM model. In order to gain a deeper comprehension of the interconnections among the many variables in the present study, a theoretical framework has been developed to construct the framework for this research. The focus is on the factors that affect the adoption of TikTok, such as perceived usefulness, considered ease of use, perceived enjoyment, sense of belonging, and user-generated content. The study examines how these variables impact TikTok users. Consequently, the researchers will be able to address the research question: How much do the original and expanded components of TAM influence the adoption of the TikTok application.

RESEARCH METHODOLOGY

The method of managing and analyzing data sets using a quantitative methodology. The reason for choosing quantitative research due to evolves and analyze numerical data which be expressed in statistical terms (Kabir, 2016). The method produces unbiased and fair results that are able to be generalized to broader populations with the use of new large within-random samples. A survey method was selected because of its advantages over other data collection methods: cost-cutting, rapid dissemination (Nayak & K. A., 2019), and convenient in nature that allows participants to act on it at convenience. Benefits of internet surveys is made possible for them to reach a broader spectrum of audience including the ones who are not accessible via traditional means.

In this study the researchers used a closed-ended survey to collect data, evaluate the variables, and test their hypotheses. The survey was created using Google Forms, which is ideal for delivering brief surveys and organizing them into spreadsheets. The information spread on WhatsApp groups. The first three questions of this 18-question study survey ask participants' gender, age and education level. These were multiple-choice questions. The questions were answered on a five-point Likert scale, with 1 indicating Strongly Agree and 5 Strongly Disagree.

The study uses an internet poll for quantitative data collection. Male and female Indonesian Students of TikTok users in various ages were studied. To discover population attributes or features, sampling is the process of selecting a representative sample. The study objective determines sampling methods. The judgmental sampling method is extensively used to pick the most relevant and productive survey sample. The respondents having these characteristics: still enrolled in classes are referred to as active students, who are based in Indonesia, actively engages with or has an account on the TikTok platform and have conducted online shopping transactions through TikTok Shop within the past year.

RESULT AND DISCUSSION

Internal Consistency and Convergent Validity

All the questions have factor loadings above 0.70, indicating a high correlation between each variable and its respective questions. In addition, the average variance extracted (AVE) was computed and all the findings exceeded the approved threshold of 0.60 (Hair et al., 2010). The composite reliability (CR) values above the recommended threshold of 0.70. The table below demonstrates the internal consistency and convergent outcomes. This essay is focusing on measurement of three features related with TikTok Shop: Perceived Usefulness (PU), Perceived Ease of Use (PEOU) and Attitude Toward Use (ATU). Perceived Usefulness (PU) reflects on six indicators, all having outer loadings Coefficient values from 0.760 to 0.848. Besides, these loadings show an excellent reliability. The composite reliability and average variance extracted (AVE) of the indicators are 0.912, 0.633 respectively The most significant perceptions may still be the ease of payment (PU5, 0.848) and ability to find products (PU4, 0.810). PEOU consists of five indicators, with the outer loadings for PEOU ranging from 0.775 to 0.901 (composite reliability =.972; AVE =.717). Attribute with: highest loading was "easy to learn" (PEOU3, 0.901) and then followed by understanding steps(P2). The Attitude Toward the Use (ATU) dummy measure is comprised of four indices with outer loadings ranging from 0.747 to 0.861 A composite reliability with a value of 0.889 and an average variance extracted (AVE) value being 0.667 makes ATU to be considered reliable one. The most influential among the other indicators are frequently using(ATU6= 0.861) and willing to conduct transactions again (ATU5, 0.859). Validity of scores, reliability and positivity toward perceived usefulness

(PU), Perceived Ease of Use (PEOU) and attitude Towards use (ATU) were satisfied for all constructs.

Table 1. Internal Consistency and Convergent Validity

Variable	Indicators	Outer Loading	Composite Reliability	AVE
Perceived Usefulness	PU 1	0.76	0.912	0.633
	PU 2	0.76		
	PU 3	0.799		
Perceived Ease of Use	PEOU 1	0.775	0.927	0.717
	PEOU 2	0.887		
	PEOU 3	0.901		
	PEOU 4	0.796		
	PEOU 6	0.867		
Attitude Toward Using	AT 3	0.793	0.889	0.667
	AT 4	0.747		
	AT 5	0.859		
	AT 6	0.861		

Source: Processed Data by Researchers

Table 1 explains on measurement of three features related with TikTok Shop: Perceived Usefulness (PU), Perceived Ease of Use (PEOU) and Attitude Toward Use(ATU). Perceived usefulness (PU) is assessed using six indicators, each with outer loadings ranging from 0.760 to 0.848. These loadings indicate a high level of reliability. The composite reliability of the indicators is 0.912, and the average variance extracted (AVE) is 0.633. The most prominent perceptions are the convenience of payment (PU5, 0.848) and the ability to locate products (PU4, 0.810). PEOU is assessed using five indicators having outer loadings ranging from 0.775 to 0.901 and indicating high reliability (composite reliability = 0.972, AVE = 0.717). The indicator with the highest loading is "easy to learn" (PEOU3, 0.901), followed by "understand steps" (PEOU2, 0.887). The Attitude Toward the Use (ATU) is evaluated by considering four indicators, each with outer loadings that vary between 0.747 and 0.861. The ATU is regarded as dependable, with a composite dependability of 0.889 and an average variance extracted (AVE) of 0.667. Among the indications, frequent use (ATU6, 0.861) and desire to transact again (ATU5, 0.859) are the most influential. All indicators for viewed Usefulness (PU), Perceived Ease of Use (PEOU), and Attitude Towards Use (ATU) are deemed valid, reliable, and positively viewed by students.

Table 2. Cross Loading

Measurement Item	Attitude Toward Using (AT)	Perceived Ease of Use (PEOU)	Perceived Usefulness (PU)
AT-3	0.793	0.536	0.597
AT-4	0.747	0.511	0.505
AT-5	0.859	0.567	0.427
AT-6	0.861	0.597	0.503
PEOU-1	0.489	0.775	0.572
PEOU-2	0.597	0.887	0.603
PEOU-3	0.586	0.901	0.614
PEOU-4	0.570	0.796	0.563
PEOU-6	0.620	0.867	0.663
PU-1	0.419	0.453	0.760
PU-2	0.465	0.514	0.760
PU-3	0.501	0.610	0.799
PU-4	0.456	0.551	0.810
PU-5	0.595	0.652	0.848
PU-6	0.519	0.593	0.792

Source: Processed Data by Researchers

Table 2 shows the results of all ATU measurement items (AT-3, AT-4, AT-5, and AT-6) are correlated higher with the measured ATU variables and low with the other variables. On all PEOU measuring items (PEOU-1, PEOE-2, PEOOU-3, PEFU-4, and PEFOU-6) correlates higher to the measured PEPU variable and are low to the others. It can be interpreted that cross loading provides insight into developing good measurement instruments.

Discriminant Validity

Based on a discriminatory validity evaluation to ensure that each concept of each latent model is different from the other variables. This validity test consists of Fornell-Larcker Criterion, Heterotrait-Monotrait Ratio (HTMT), and cross loading.

Table 3. Fornell-Larcker Criterion

	Attitude Toward Using (AT)	*Perceived Ease ofUse* (*PEOU*)	*Perceived Usefulness* (PU)
Attitude Toward Using (AT)	0.816		
Perceived Ease of Use (*PEOU*)	0.678	0.847	
Perceived Usefulness (PU)	0.625	0.714	0.795

Source: Processed Data by Researchers

Another essential feature is the evaluation of discriminant validity, which assesses whether theoretically independent constructs are empirically (or statistically) dissimilar. The AVE of a variable should be higher than its correlation

with other variables; this is ratified by the Fornell-Larcker criterion. AVE root for ATU (0.816) is higher than its correlation with PU and PEOU; thus, the discriminant validity of ATU has been fulfilled In the same vein, (PEU: 0.847) and exogens variable (PU : 0.714), also discriminated significantly on PEU againstes PU; as well as it is applied to adequate correlation between discrimination from other variables appllied that indicates weak correlations of setup construct with all other constructs --> establishing an evidence for discriminant validity.

Table 4. Heterotrait-Monotrait Ration (HTMT)

	Attitude Toward Using (AT)	*Perceived Ease of* Use (PEOU)
Perceived Ease of Use (PEOU)	0.782	
Perceived Usefulness (PU)	0.720	0.792

Source: Processed Data by Researchers

The HTMT ratios indicate good discriminant validity among the constructs, with values of 0.782 for Attitude Toward Using (AT) and Perceived Ease of Use (PEOU), 0.720 for AT and Perceived Usefulness (PU), and 0.792 for PEOU and PU. All values are below the 0.85 threshold, confirming that AT, PEOU, and PU are distinct constructs.

Testing the Hypotheses

Table 5. Result of Hypotheses Testing

Hypotheses	**Path Coefficient**	**P-Value**	**Confidence Intervals Path Coefficient 95%**		**F-Square**
			Lower	**Upper**	
H1. *Perceived Usefulness Attitude Toward Using*	0.473	0.000	0.257	0.642	0.220
H2. *Perceived Ease of Use Attitude Toward Using*	0.287	0.000	0.582	0.815	0.081
H3. *Perceived Ease of Use Perceived Usefulness*	0.714	0.003	0.105	0.499	1.037
H4. *Perceived Ease of Use Attitude Toward Using Perceived Usefulness*	0.205	0.009	0.068	0.382	

Source: Processed Data by Researchers

Hypothesis 1 (H_1): The perceived ease of use has a considerable impact on the attitude towards using, with a path coefficient of 0.473 and a p-value of 0.000 (< 0.05), suggesting a solid and reliable connection. Consequently, the more user-friendly the TikTok Shop features are, the more favorable users will perceive them, thereby improving their overall inclination to utilize the platform. The 95% confidence level confidence interval (0.257 to 0.642) provides additional evidence for the idea that enhancing ease of use can have a moderate to substantial impact on user sentiments. The F-square value of 0.220 shows a moderate impact size, suggesting that the ease of use significantly influences user attitudes.

Hypothesis 2 (H_2): Perceived usefulness significantly affects usage attitude, supporting H2. The path coefficient is 0.287, and the p-value is 0.000, below 0.05. Impactful technology can improve user perceptions and engagement with TikTok Shop for online purchasing. The 95% confidence interval shows a statistically significant effect on PU, increasing ATU by 0.582 to 0.815. Thus, this hypothesis has little structural impact (f square = 0.081). It can be shown that the perceived utility of TikTok Shop's shopping feature increases users' perceptions of utilizing it by 0.815.

Hypothesis 3 (H_3) asserts that the perceived ease of use significantly influences the perceived usefulness, with a path coefficient of 0.714 and a p-value of 0.003, which is below the threshold of 0.05. This strong association indicates that when users perceive the TikTok Shop features as easy to use, they also perceive these features as more advantageous. The confidence interval (0.105 to 0.499) indicates the existence of a significant effect. The F-square value of 1.037 suggests a substantial impact size, highlighting the importance of ease of use in affecting perceived usefulness. This suggests that enhancing the user-friendliness of features can significantly increase their perceived value and utility.

Hypothesis 4 (H_4) states that the perceived ease of use indirectly influences the attitude toward usage by means of perceived usefulness. The path coefficient for this relationship is 0.205, and the p-value is 0.009, which is less than the significance level of 0.05. As users become more familiar with the features, their opinion of the utility of these features improves, leading to a favorable impact on their general attitude toward using the platform. The confidence interval, ranging from 0.068 to 0.382, provides evidence of a substantial indirect link. Although an F-square value is not specified for this indirect effect, the findings strongly indicate that the ease of use improves the perceived usefulness, which in turn has a favorable influence on user attitudes.

CONCLUSION

This study explores the complex relationships between PEOU, PU, and ATU of TikTok Shop, supporting the basic ideas of the TAM model introduced by Davis (1989). The first aspect of the finding concerns the solid positive connection between PEOU and ATU. This implies that if the user believes TikTok Shop is easier to navigate and utilize, they will show a greater tendency to develop a positive attitude toward the action. This is in line with the fundamental logic of the TAM assumptions, which states that the simpler the user experience, the more positive the attitude, leading to a higher willingness to engage in behavior. In addition, my second finding is the dramatic positive link between PU and ATU. If the user perceives TikTok Shop features as beneficial and handy, this may lead to developing a favorable attitude toward the action. This finding confirms the second TAM hypothesis that argues for the importance of usefulness in shaping ATU. It is the utility that reinforces the need to execute the action. An additional aspect of the analysis is the strong positive connection between PEOU and PU. If the user finds TikTok Shop easy to navigate, they will perceive the ease as valid. This is a crucial idea that also corresponds to the TAM logic that the ease of use enhances the perceived utility of behavior. In the end, the last analysis shows the indirect positive impact of PEOU on ATU through PU. In other words, PEOU makes for a direct effect on PU. Suppose the user finds the former useful the latter. Therefore, PU enhances the ATU. This indicates a very direct dependence between the constructs, which means PEOU cannot exist without PU, for it enhances it for a better attitude. As a result, the study provides the foundation for the critical role of both ease of use and perceived convenience in the positive attitudes toward the TikTok Shopping experience. This is a good foundation for further exploring designers and developers' commitment to create user-friendly and usable designs to promote user satisfaction and retention.

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