Conference Paper

The UTAUT2 to Explains How Tiktok Shop Application Affects Consumers' Behavior

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Abstract.
This study aims to determine the effect of m-commerce adoption on consumer buying interest in TikTok Shop application users in Indonesia. The trend of trading through mobile applications has made several social commerce companies take advantage of this very lucrative market opportunity. TikTok Shop is one of the social commerce platforms that is currently growing, so there is still little research that analyzes consumer buying interest in the TikTok Shop application. To achieve the objectives of this study, the author uses the Unified Theory of Acceptance and Use of Technology (UTAUT2) approach model by using the variables of performance expectancy, effort expectancy, social influence, and price value as independent variables, on the variable intention to buy as the dependent variable mediated by perceived trust as an intervening variable. The research survey was conducted on 200 respondents (Hair et al. Theory) who have made transactions on the TikTok Shop application. The research method used is a quantitative method with a purposive sampling technique. The analysis technique uses PLS-SEM. The results showed that performance expectancy positively affected the intention to buy, but had no effect on perceived trust. Meanwhile, effort expectancy, social influence, and price value did not affect the intention to buy but had a positive effect on perceived trust. In addition, Perceived trust had no significant effect as a connecting variable between performance expectancy, effort expectancy, social influence, and price value on intention to buy.

Keywords: technology commerce, M-commerce adoption, intention to buy, UTAUT2, TikTok shop

1. Introduction

The possibility for some businesses to enter the startup market is provided by the global surge in internet users that has occurred throughout the Covid-19 pandemic. The e-Conomy SEA 2021 report states that there will be 21 million new users who will use digital services in Indonesia [1]. Meanwhile, As of January 2022, there were 204.7 million internet users in Indonesia, according to the We Are Social study [2]. The

following Figure 2 shows data on the increase of internet users in Indonesia from 2018 to 2022.
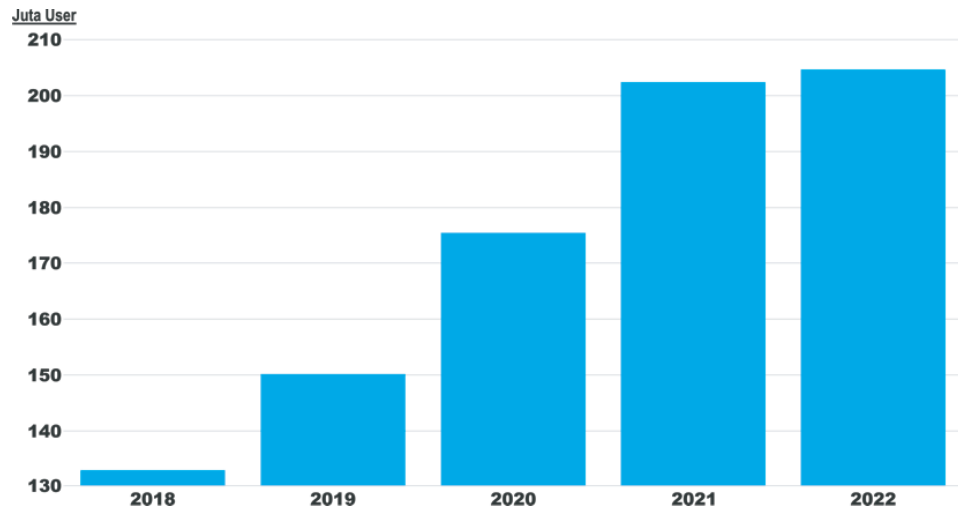
Source: Katadata.co.id [2]

Figure 1: Number of Internet Users in Indonesia.

Due to the large number of internet users in Indonesia, people are now able to conduct their previously in-person purchasing and selling activities online thanks to m-commerce. This prompted the TikTok company to launch a new feature called TikTok Shop, which this platform has great potential in the online shopping industry [3].

YouGov BrandIndex has released the ten most rising brands in 2021, with TikTok being the most superior platform over the others with +12.5 points since launching the TikTok Shop (table 1).

TABLE 1: Best Buzz Rangkings 2021 in Indonesia.

Rank	Brand Name	Previous	Current	Change
1	TikTok	6.5	19.0	12.5
2	Telegram	23.5	33.1	9.6
3	Tokopedia	52.5	61.6	9.1
4	Cimory	22.6	31.2	8.6
5	Shopee Pay	38.8	44.9	6.1

Source: YouGov Brandindex [4]

The purpose of this study was to determine the effect of m-commerce adoption on consumer buying interest in users of the TikTok Shop application in Indonesia. Previous literature and research have focused more on social commerce such as Facebook, Instagram, and other marketplaces [5,6]. The relevant research only analyzes

the potential for the development of TikTok as an online shopping application in the future [3].

Based on previous research, the authors will conduct research on m-commerce adoption of purchase intention in the TikTok Shop application using the UTAUT2 approach model. The UTAUT model, which was initially exclusively applicable to organizational behavior, was developed into the UTAUT2 model, which is now also applicable to consumer behavior [7]. This research is something new because there has been no research on the TikTok Shop theme using UTAUT2.

2. Literature Review

2.1. Online shopping behavior

The act of buying products or services online using an e-commerce platform is known as online shopping behavior [8]. Consumer behavior toward online shopping is the subject of considerable research [9]. A study comparing American consumer behavior before and after the COVID-19 crisis found that the pandemic had an effect on buying habits, boosting the prevalence of internet shopping [10].

2.2. M-commerce adoption

M-commerce is the practice of purchasing and selling products and services using mobile phones and other portable electronic devices [11]. M-commerce is the same as e-commerce, it's just that m-commerce activities can be built with various handheld device terminals [12]. Mobile commerce adoption or better known as m-commerce adoption will be the current trading trend. Research shows that 79% of smartphone users have placed orders online using their mobile devices in the last six months [13].

2.3. Unified Theory of Acceptance and Use of Technology (UTAUT)

According to Venkatesh developed by Ammenwerth, The Unified Theory of Adoption and Use of Technology (UTAUT) seeks to determine whether a new technology will be successfully accepted and to comprehend the elements influencing that acceptance [14]. Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions are the four main structures of UTAUT [15]. The UTAUT theory was first developed by Venkatesh in 2012, and it was later expanded into a consumer context that focused on

the hedonic value (intrinsic motivation) of technology users and combined three more constructs, namely: Hedonic motivation, Price value, and Habit [16]. As for this study, the authors only use four variables as the basis of research, namely:

2.3.1. Intention to buy

According to Schiffman and Kanuk in Lutfiana and Wuryandari found that the decision to buy can be made after considering two or three other products as options [17].

2.3.2. Performance expectancy to intention to buy and perceived trust

Performance expectancy, according to Venkatesh, is the degree to which a person believes that using the system would improve his performance at work [15]. According to earlier studies, performance expectations have a favorable impact on perceived trust [18-20]. Another study found that performance expectations have a positive impact on purchasing intentions [20,21]. Based on previous research, the hypotheses in this study are:

H1: The intention to purchase is positively and significantly impacted by performance expectations.

H2: Perceived trust is positively and significantly impacted by performance expectations.

2.3.3. Effort expectancy to intention to buy and perceived trust

According to Vankatesh, effort expectation is the degree of system usability that will enable people to perform with less effort (energy and time) [15]. Previous studies suggested that perceived trust is positively impacted by effort expectancy [19,20]. However, in another study, it was found that effort expectancy did not affect perceived trust [18]. The expectation of effort also correlates favorably with the intention to purchase [7,21]. Based on previous research, the hypotheses in this study are:

H3: The intention to buy is positively and significantly impacted by effort expectations.

H4: Perceived trust is positively and significantly impacted by effort expectations.

2.3.4. Social influence to intention to buy and perceived trust

Vankatesh defines social influence as the degree to which a person understands the interests that other people hold, which will encourage him to utilize the new system [15]. Previous research stated that social influence influences perceived trust [18-20]. However, in other studies, social influence does not affect perceived trust [19]. The intention to purchase is positively impacted by social influence as well [20]. Based on previous research, the hypotheses in this study are:

H5: The intention to buy is positively and significantly impacted by social influence.

H6: Perceived trust is positively and significantly impacted by social influence.

2.3.5. Price value to intention to buy and perceived trust

Vankatesh asserts that the pricing and price structures may have a big impact on how consumer technology is used [15]. If the use of technology is regarded as beneficial by users and is proportionate to the expenses incurred, the price value is said to be positive. Previous studies claimed that price value and purchase intention are positively correlated [7,22,23]. Another study indicated that perceived trust was positively impacted by price and value [24]. Based on previous research, the hypotheses in this study are:

H7: The intention to buy is positively and significantly impacted by price value.

H8: Perceived trust is positively and significantly impacted by price value.

2.3.6. Perceived trust to intention to buy

Apart from the ability to supervise or gain authority over the other party, perceived trust is described as a party's readiness to be exposed to the other party's activities with the anticipation that the other party will do things that enable individuals that are important to the trusting party [6]. Previous research found that perceived trust had a significant effect on the intention to buy [6,25,26]. Based on previous research, the hypotheses in this study are:

H9: The intention to buy is positively and significantly impacted by perceived trust.

H10: Perceived trust has a significant relationship between performance expectations, effort expectations, social impact, and price value on purchase intention.
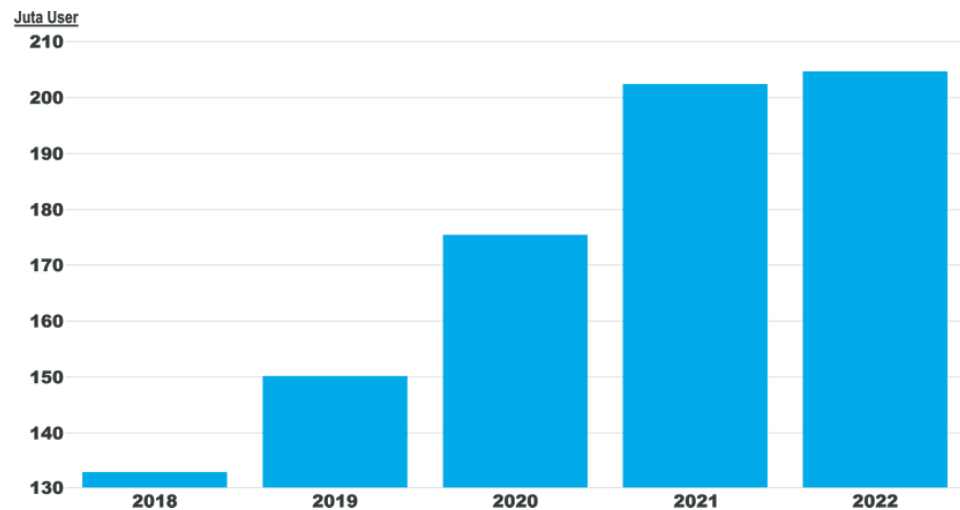
Source: Katadata.co.id [2]

Figure 2: Conceptual Framework.

3. Research methods

3.1. Sampling and data collection

Sampling in this study used a snowball sampling technique, which is a sampling technique through an intermediary (TikTok Seller) which is then distributed to their customers who have made purchases at the TikTok Shop. The research sample is customers of beauty products and also electronic products in Indonesia who have made transactions with sellers. The samples used were 200 samples using the Hair et al. [27] formula.

Sample = Number of Indicators x 5-10 (1)

= 20 x 10

= 200

Sampling used a questionnaire made with google Forms to measure the effect of each research indicator. That use the Unified Theory of Acceptance and Use of Technology (UTAUT2) approach model, a quantitative research methodology was applied.

3.2. Research instruments

Each variable in this study is measured using a Likert scale from 1 to 5 (Strongly Disagree - Strongly Agree). The 20 elements which made up the research instrument used in this study. Four performance expectancy items, three effort expectancy items, three social

impact items, three pricing value items, four perceived trust items, and three intentions to buy items.

3.3. Analytical methods

This study uses the Variance Based Structural Equation Model where the data management uses the Partial Least Square (Smart-PLS) version 3.3.9 program to test the validity, reliability, and outer loading of each indicator. Furthermore, if the data is valid, a hypothesis test will be carried out. This study also uses SPSS to describe the effect of age and gender on each variable. The stages of analysis that will be carried out include:

3.3.1. Descriptive analysis

Descriptive analysis is the process of examining the impact of gender and age variables as individual distinguishing variables in seeing the effect of performance expectancy, effort expectancy, social influence, and price value on intention to buy, as well as the moderating effect of perceived trust.

3.3.2. Measurement model (outer model)

Validity test. The validity test in this study was based on Convergent Validity, Discriminant Validity, and Average Variance Extracted (AVE). The ability of each item to connect measurements with others can be known by using the AVE description of the average variance or discriminant retrieved on each indicator. A good convergence is one with an AVE of 0.70 or higher [28].

Reliability test. The reliability test in this study was based on Composite Reliability and Cronbach Alpha. Composite reliability is used to measure the true worth of a construct's reliability. The Composite Reliability number is generally regarded as reliable if it is more than 0.7 [28]. Cronbach's Alpha is a measure of reliability that has a value ranging from zero to one [27]. The expected Cronbach's alpha in this study is greater than 0.6 [28].

3.3.3. Structural model (inner model)

Based on the theory, the structural model (inner model) elucidates the connection between latent variables. The description of the issue serves as the foundation for

designing the structural model of the interaction between latent constructs or research hypothesis. Hypothesis testing (β and ⊠) was carried out using the resampling boot-strapping method developed by Geisser and Stone. The statistical test used in this study is the t-test. The statistic and associated t-statistics are used to test hypotheses. The p-value for the probability level is less than 0.05 when the alpha level is 5%. With 200 responders, the t-table value for 5% alpha is 1.97. So the criteria for accepting the hypothesis are when t-statistics > t-table.

4. Result and Discussion

4.1. Demographic profile analysis

This research was obtained from 200 respondents who use the TikTok Shop application, which is distributed through sellers of beauty products and electronic products to buyers who have made transactions on the TikTok Shop application. The results show that respondents are dominated by female consumers. Buyers in the TikTok Shop application are dominated by customers aged 21-30 years as much as 59.5%. In addition, the results of the study also show that users of the TikTok Shop application who have made transactions are dominated by office employees as much as 43%, and the money spent on making transactions is Rp. 100,000 – Rp. 500,000 as much as 58% (table 2).

TABLE 2: Demographic Characteristic.

Demographic profile	Classification	Frequency	Percentage
Gender	Male	31	15,5
	Female	169	84,5
Age	<20	5	2,5
	21-30	119	59,5
	31-40	70	35
	41-50	6	3
	Student	32	16
Work	Government employess	15	7,5
	Office employess	86	43
	Self employed	28	14
	Housewife	28	14
	Other	11	5,5
Cost spent	< Rp.100.000	75	37,5
	Rp.100.000 – 500.000	116	58
	Rp.500.000-1.000.000	9	4,5

Source: Primary data, processed 2022

4.2. Descriptive statistics

The mean value for each item is greater than 4 and only 1 item is smaller than 4. These results explain that all statements submitted to respondents are acceptable and strongly agree with these statements. However, for item EE3 the average value is below 4. The standard deviation for each statement item has a value below 1 and close to 0. This means that the smaller the standard deviation, the more similar the values on the items or the more accurate the average value. However, item EE3 shows a standard deviation value of more than 1, so item EE3 is unacceptable and irrelevant to the condition of the respondent (table 3).

TABLE 3: Mean and Standar Deviation.

Construct	Item	Mean	Std. deviation
Performance expectancy		18,65	2,066
	PE1	4,77	0,467
	PE2	4,66	0,613
	PE3	4,61	0,633
	PE4	4,62	0,670
Effort expectancy		12,40	1,656
	EE1	4,70	0,551
	EE2	4,88	0,335
	EE3	2,82	1,459
Social influence		13,65	1,909
	SI1	4,59	0,628
	SI2	4,48	0,776
	SI3	4,58	0,698
Price value		13,73	1,807
	PV1	4,59	0,765
	PV2	4,68	0,584
	PV3	4,47	0,715
Perceived trust		18,07	2,418
	PT1	4,48	0,736
	PT2	4,40	0,850
	PT3	4,59	0,682
	PT4	4,61	0,616
Intention to Buy		13,65	1,864
	IB1	4,35	0,868
	IB2	4,60	0,650
	IB3	4,70	0,578

Source: Primary data, processed 2022

4.3. Measurement model

4.3.1. Validity test

Table 4 shows the results of the convergent validity test obtained from the outer loading on the PLS with the provision that the value must be above 0.7 [28]. The results show that each item in the statement is valid and has a relationship with the latent variable. The EE3 item is excluded from the subsequent test since the greater than 0.7 value for it is less than 0.7.

TABLE 4: Convergent Validity.

Construct	1	2	3	4
PE	0,811	0,893	0,879	0,869
EE	0,883	0,845	0,105	
SI	0,867	0,922	0,931	
PV	0,890	0,862	0,868	
PT	0,848	0,799	0,856	0,852
IB	0,844	0,918	0,914	

Source: Primary data, processed 2022

The results of the validity test after the EE3 item was removed showed that all the variables used were valid because they had an AVE value greater than 0.5 [29]. This means that the research variables are appropriate and correct as a measuring tool for a research instrument. So that it can proceed to the reliability testing stage (table 5).

TABLE 5: Validity Test.

Construct	AVE	Validity
Performance expectancy	0,746	Valid
Effort expectancy	0,758	Valid
Social influence	0,822	Valid
Price value	0,763	Valid
Perceived trust	0,797	Valid
Intention to Buy	0,704	Valid

Source: Primary data, processed 2022

Additionally, the discriminant validity test was run. The results of the cross-loading estimation in table 6, show that the discriminant validity value of each latent variable relative to other variables is greater. On the base of this, it may be said that all constructs or latent variables have strong discriminant validity.

TABLE 6: Discriminant Validity.

	PE	EE	SI	PV	PT	IB
PE	0,863					
EE	0,542	0,871				
SI	0,793	0,534	0,907			
PV	0,720	0,484	0,663	0,873		
PT	0,786	0,579	0,749	0,675	0,893	
IB	0,765	0,619	0,760	0,764	0,791	0,839

Source: Primary data, processed 2022

4.3.2. Reliability test

Table 7 demonstrates that the composite reliability value is better than 0.7 and Cronbach's alpha is greater than 0.6 [28]. This shows that all the variables in this study have been declared reliable and meet the requirements to be used and continued in the next stage.

TABLE 7: Reliability Test.

Construct	Cronbach's alpha	Composite reliability	Reliability
PE	0,886	0,921	Reliable
EE	0,681	0,862	Reliable
SI	0,892	0,933	Reliable
PV	0,847	0,906	Reliable
PT	0,872	0,922	Reliable
IB	0,860	0,905	Reliable

Source: Primary data, processed 2022

4.4. Structural model (hypothesis testing)

To test the hypothesis, a structural equation model (SEM) was run by using Partial Least Square (Smart-PLS) version 3.3.9 program. Table 8 showcases the findings of the analysis of the relationship between each variable and the hypothesis. Analyzing the t value (1.97), together with the p-value, is how assumption testing is done (0.05).

The first hypothesis indicates that performance expectancy has a positive and significant impact on the intention to buy, indicating that users of the TikTok Shop application purchase goods because the app makes it easier for them to identify the goods they want and to engage in online shopping. So that by buying products on the TikTok Shop application they can speed up their work.

Table 8: Reliability Test.

	Original sample (O)	Standar deviation (STDEV)	T-statistics (|O/STDEV|)	P-value	Result
H1 : PE → IB	0,312	0,108	2,875	**0,004**	Supported
H2 : PE → PT	0,187	0,101	1,846	**0,065**	Rejected
H3 : EE → IB	-0,010	0,082	0,127	**0,899**	Rejected
H4 : EE → PT	0,204	0,068	2,984	**0,003**	Supported
H5 : SI → IB	0,173	0,104	1,658	**0,098**	Rejected
H6 : SI → PT	0,270	0,095	2,853	**0,005**	Supported
H7 : PV → IB	0,049	0,099	0,492	**0,623**	Rejected
H8 : PV → PT	0,352	0,063	5,543	**0,000**	Supported
H9 : PT → IB	0,365	0,104	3,498	**0,001**	Supported
H10 : PE→PT→IB	-0,047	0,103	0,451	**0,652**	Rejected
: EE→PT→IB	-0,095	0,082	1,161	**0,246**	Rejected
: SI→PT→IB	0,033	0,081	0,412	**0,680**	Rejected
: PV→PT→IB	0,076	0,094	0,811	**0,418**	Rejected

H1 shows that PE has a positive and significant effect on IB, whereas on H2 PE has no effect on PT, and PT cannot mediate between PE and IB. This means that users of the TikTok Shop application make purchases not because of reviews from other buyers or seller services, but by buying products in the TikTok Shop application it can help them find the products they want and help speed up their work so that they will repurchase products in the TikTok Shop application. Based on these results, **H1 is accepted** and supports previous research [20,21], while **H2 is rejected** because it does not support previous research [18-20].

H3 shows that EE has no effect on IB, whereas on H4 EE has a positive effect on PT, and PT cannot mediate between EE and IB. This means that users of the TikTok Shop application buy products not because the application is easy to use. Users believe that the ease of using the TikTok Shop application makes the TikTok Shop trustworthy for buyers because buyers can see reviews from other buyers so the TikTok Shop application is credible and trustworthy. Based on these results, **H3 is rejected** and does not support previous research [7,21], while **H4 is accepted** because it supports previous research [19].

H5 shows that SI does not affect IB, whereas in H6 SI has a positive effect on PT, and PT cannot mediate between SI and IB. This means that people buy products on the TikTok Shop application not based on the influence of the surrounding environment, be it friends, co-workers, and family. Meanwhile, someone's trust in using the TikTok Shop application is influenced by the surrounding environment, be it friends, co-workers, or

family. Based on these results, **H5 is rejected** and does not support previous research [20], while **H6 is accepted** and supports previous research [19,20].

H7 shows that PV does not affect IB, whereas on H8 PV has a positive effect on PT, and PT cannot mediate between PV and IB. This means that people buy products in the TikTok Shop application not based on the value of the money spent and they believe in using the TikTok Shop application because the prices offered are relevant to other applications. This is based on the results of a consumer survey who only buy products with a price range of IDR 100,000 – IDR 500,000. Based on these results, **H7 is rejected** and does not support previous research [7,22,23], while **H8 is accepted** and supports previous research [24].

H9 shows that PT has a positive and significant effect on IB, while H10 PT cannot be an intervening variable that mediates between variables X and Y. This means that people buy products on the TikTok Shop application because they trust product information written on the TikTok Shop application and reviews. from other buyers. Based on these results, **H9 is accepted** and supports previous research [5,24,25], while **H10 is rejected** because the majority of respondents are office employees who have jobs, where respondents who have income and in shopping prioritize the attractiveness of the product, namely the brand, rather than the benefits of the product. This causes perceived trust to be unable to give a reinforcing effect on purchasing decisions.

5. Conclusion

The UTAUT model is widely used to analyze the adoption of new technologies. In addition, UTAUT can also be used to determine purchase interest in m-commerce. However, there is no research that examines the effect of buying interest on the TikTok Shop application using the UTAUT2 model. Therefore, this study aims to determine the effect of m-commerce adoption on consumer buying interest in the TikTok Shop application in Indonesia.

Based on the findings of the preceding chapter's discussion, performance expectancy and perceived trust have a favorable and considerable impact on intention to buy.. This means that people's buying interest in the TikTok Shop application is based on the benefits obtained by users and trust from previous buyer reviews. Effort expectancy, social influence and price value have no effect on intention to buy. This means that people's buying interest in the TikTok Shop application is not based on the ease of use of the application, the influence of the surrounding environment and the price that must be spent.

Effort expectancy, social influence and price value have a positive and significant effect on perceived trust. Meanwhile, Performance expectancy has no effect on perceived trust. This means that people's trust in using the TikTok Shop application is based on the ease of use, the influence of the surrounding environment and the price offered, but trust does not see the benefits obtained in the TikTok Shop application.

Based on the results of the discussion in the previous chapter, performance expectancy and perceived trust have a good and considerable influence on intention to buy.

Acknowledgments

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