ABSTRACT

The rapid growth of e-commerce integrated with social media had significantly transformed consumer shopping behavior in Indonesia. One of the platforms leveraging this trend was TikTok Shop, which allowed users to make direct purchases through the application. However, despite its technical innovation, several issues such as suboptimal checkout features and security concerns remained as barriers that could affect users' intention to use. This study adopted the Technology Acceptance Model (TAM) framework, combined with the external variable of perceived security, to identify the factors that influenced users' intention to shop on TikTok Shop. Using a quantitative approach, data were collected via online questionnaires from 200 respondents and analyzed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method. The results showed that all three independent variables—perceived ease of use, perceived usefulness, and perceived security—had a significant effect on the intention to use, with perceived usefulness being the most dominant factor. Based on these findings, the suggested solutions included improving the performance of TikTok Shop features, providing more educational information on feature usage, and enhancing user data security systems. Thus, optimizing application features and fostering positive user perceptions could increase user intention and loyalty in utilizing TikTok Shop as a digital transaction platform.

Keywords: TikTok Shop, E-Commerce, TAM, Perceived Ease of Use, Perceived Usefulness, Perceived Security, Intention to Use, PLS-SEM