



Analysis of Perceived Usefulness and Playfulness on Intention to Use TikTok Shop (a Study on Teenagers in Kupang City)

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Abstract. This research explored the use of TikTok Shop among teenagers in Kupang City through the lens of the Technology Acceptance Model. Perceived usefulness and perceived playfulness were investigated as determinants of their intention to use TikTok Shop. An associative approach is used for this research. The sample determination was done using the accidental sampling method, and the calculation was done using the Lemeshow method. The sample in this study was 100 late-year teenagers who were female respondents, ages 17–21, who are mostly student. Path analysis using partial least square with smart PLS 4.0 was used in this research. The research found both factors to have a positive and significant influence on the intention to use TikTok Shop. This indicates that teenagers are more expected to use the platform if they perceive it as useful and playful. The research underlines the need to include entertaining elements in the design and content of TikTok Shop to improve user engagement and experience.

Keywords: Intention to Use, Kupang City, Perceived Playfulness, Perceived Usefulness, TikTok Shop.

1 INTRODUCTION

Based on a survey directed by the Indonesian Internet Access Suppliers Affiliation (APJII) in June 2022. The total population of users of the internet in Indonesia exceeded 210.02 million, with a 77.02% growth rate (APJII, 2022). Out of these users, 191.4 million are active on social media, representing 68.9% of the total internet user base (Kemp, 2022). The developing fame of social media platforms has set out new opportunities for the improvement of e-commerce (Nurjayanti and Purnomosidhi, 2019). Social media companies have started integrating extra elements to help trading activities on their platforms (Oktania and Indarwati, 2022). The phenomenon known as social commerce refers to the adoption of social media as a tool for advertisement and direct transactions. In basic terms, social commerce can be explained as trading activities through social media platforms. Social commerce is a piece of e-commerce that permits merchants to sell their items straightforwardly through social media, permitting buyers to interface, look for data, and make purchases (Bigcommerce.com, 2020). The

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integration of social commerce highlights has been broadly taken on by different social media platforms, including Facebook, Instagram, and TikTok. In this research, the emphasis is on investigating social commerce on TikTok.

TikTok is quite possibly one of the most well-known social media in Indonesia and permits users to make, alter, and share short video cuts with music and filters. Inside the domain of social commerce, TikTok has presented a feature called TikTok Shop, which fills in as a platform for sellers and purchasers to take part in exchanges. TikTok shop empowers users to make buys, sell, associate with dealers, and complete installments inside the application (Mulachela, 2022). As the most well-known social commerce platform right now, TikTok Shop's future seems promising because of its huge user base comprised fundamentally of Gen Z and millennials (Productsup.com, 2022).

To maintain its position on the outlook, TikTok needs to comprehend what motivates its users to draw into the platform and implement appropriate strategies appropriately. The choice to use is a course of coordinating and consolidating information to assess at least two decisions and pick one of them. This activity brings about an end that is introduced intellectually as a longing to act (Nugroho and Japariato, 2013). Behavior intention, frequently alluded to as intention to use, assumes a significant part in this unique situation. Aim to use mirrors a singular's hold. The insights shape how people view the object of their judgment. To analyze the development of this insight and its effect on expectation arrangement, scientists frequently utilize the Technology Acceptance Model (TAM) developed by Davis.

According to TAM, intention to use is emphatically affected by perceived usefulness which alludes to an individual's conviction that utilizing information technology will upgrade their performance (Venkatesh and Bala, 2008). Assuming somebody sees that using some information technology will bring benefits, they are bound to take on and use it. On the other hand, on the off chance that they accept that using information technology gives no advantages, they are more averse to using it. Consequently, the apparent presence or nonattendance of advantages turns into a pivotal calculation in thinking about the reception of a specific innovation. Xiao, Wang, and Wang (2019) found that perceived usefulness impacts buyer expectations by looking at the viability of short video showcasing. Different research also exhibits that the perceived usefulness of potential consumers is a significant factor in adopting information technology.

Besides being affected by perceived usefulness, TAM also argues that perceived playfulness influences the intention to use (Venkatesh and Bala, 2008). Perceived playfulness is an inborn character quality described by an intrinsic drive for limitless satisfaction and unconstrained commitment (Shen and Eder, 2011). At the point when people see that using information technology can create a feeling of delight and fun, their expectation to use it is probably going to emerge. Research led by Xiao et al (2019) discovered that perceived playfulness has a significant effect on the intention to use.

To examine the evaluation of TikTok Shop, a fundamental review was led including 30 respondents who are users of the stage. The poll controlled during this pre-study expected to catch their view of the value and perkiness of TikTok Shop. In light of the information, most of the respondents 61% communicated that utilizing TikTok Shop extraordinarily upholds their exercises. Nonetheless, 38% of respondents showed that they didn't track down TikTok to assist with supporting their exercises. Concerning

didn't view involving TikTok Shop as enjoyable, while 66,7% expressed that they tracked down it as enjoyable to use. This finding is in accordance with the review directed by Bharadwaj et al (2022), which showed that customers in the Asia Pacific district are happy with the shopping experience given by TikTok, which consolidates entertainment with online shopping.

Taking into account that most TikTok Shop users are teens who are known for their amiability, interest, and perception to embrace innovation progressions, almost certainly, the ubiquity of TikTok Shop will keep on developing. In view of this perception, the analyst believes that investigating the influence of perceived usefulness and perceived playfulness on the intention to use TikTok Shop, particularly among teenagers in Kupang City, is compelling.

By directing this exploration, the point is to acquire a more profound comprehension of how perceived usefulness and perceived playfulness influence users' intention to use TikTok Shop. This research will contribute to the current understanding of the topic and shed light on the inspirations and inclinations of teens in Kupang City in regard to their commitment to TikTok Shop.

2 LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Theory of Consumer Behavior

Customer behavior is the scientific subject of how people, groups, and institutions decision-making concerning the purchase, consumption, and adoption of products, services, ideas, and information to fulfill their requirements and interests (Kotler, 2009).

Consumer behavior, being a subset of human behavior is a very complicated subject to investigate. According to Razak (2016), economic theory and psychology theory, which comprise theory of learning, theory of motivation, theory of sociology, and theory of anthropology, may be used to develop a knowledge of consumer behavior. In general, the study of consumer behavior can be viewed through three different perspectives where all three serve as orientations in describing and identifying elements that influence consumer behavior. The three points of view are 1) decision-making, 2) experience, and 3) behavioral influences.

2.2 Technology Acceptance Model

TAM is a research method created by Davis (1989) for forecasting the uptake of information technology. TAM, which is based on the Theory of Reasoned Action (TRA), tries to explain and anticipate user adoption of information technology. TAM acknowledges that the two concepts of perceived ease of use and perceived usefulness are key contributions to the establishment of a person's expectation to use information technology (Shen and Eder, 2011). TAM provides a theoretical basis for getting an outline of the elements that impact the acceptance of information technology in an organization, by explaining the causal connection between convictions (connected with the

advantages of information technology and its convenience) with conduct, objectives, and genuine utilization of clients or clients of information technology.

2.3 Perceived Usefulness

Perceived usefulness alludes to how much individuals feel that their productivity will increase as a result of using information technology (Venkatesh & Bala, 2008). Furthermore, Adamson & Shine (2003), define perceived usefulness as an individual's opinion that adopting a certain system will boost their work efficiency. Meanwhile, Davis (2016) argued that perceived usefulness is an individual's belief in the performance advancement induced by applying certain technologies. Based on these definitions, it is possible to deduce that perceived usefulness is connected to a system's productivity and efficacy when adopted to improve the efficiency of its users. The system's productivity and efficacy in performing its functions increase the productivity of its users.

Adamson & Shine (2003), found that the outcome of scientific research shows that perceived usefulness influences the acceptance, adoption, and use of a system by users. Mental factors have a significant impact on user perception, regarding the relevance of an information system, where this is an individual's perception of the target level of the application of a system in work, where the better these mental factors in building user perceptions, the higher the quality of the resulting output, this is interpreted as how well a system works (Venkatesh & Davis, 2000). Indicators of perceived usefulness according to (Venkatesh & Bala, 2008) are as follows: (1) increased performance, (2) increase productivity, (3) increased effectiveness, and (4) useful system.

H1: The perceived usefulness variable affects the intention to use TikTok Shop

2.4 Perceived Playfulness

Praveena & Thomas (2014) argued that the fun or delight associated with implementing a system is described as perceived playfulness, which is an inner drive that highlights the usage process. Perceived fun is a perception in which the activity of using a particular system is considered fun, regardless of the performance obtained from using the system (Venkatesh & Bala, 2008). Perceived Playfulness is defined as a desire that arises within oneself that emphasizes using activities and reflects feelings of playfulness and playfulness in using information systems (Tamba, 2019). Fun is used to respond to the hedonism dimension of user consumption and to measure the extent to which users can find services fun and comfortable when used. The more users find the use of information technology interesting, the more they will spend time using information technology.

The relationship between perceived playfulness and interest in using has received support both theoretically and empirically. Individuals who have a pleasant experience using an information system tend to form an intention to use it. Research from Ullan et al (2016) concluded that perceived playfulness influences the formation of online shopping intentions. There are indicators of perceived playfulness according to (Wang & Lin, 2012), as follows: (1) enjoy, (2) fun, (3) happy, (4) stimulate Curiosity, (6) lead to Exploration, and (7) imagination.

H2: The perceived pleasure variable affects the intention to use Tik Tok Shop

2.5 Intention to Use

Intention to use is an internal motivation to use or reuse a product or service associated with the attributes of the good or service that can be examined. (Setiawan, 2020). It is a consumer proclivity that arises as a result of an experience in using or wanting a product (Kotler, 2009). Further, it is one of the human psychological conditions where this condition causes a tendency to pay attention or feel greater playfulness in certain objects, and this feeling then drives a person to achieve goals.

The intention is formed after obtaining information about the object based on willingness, involving feelings, and followed by a sense of playfulness directed at a particular object or activity. Interest is formed by the elements of interest, attention, individual awareness, experience, personality, environment, and feelings of playfulness that make a person tend to relate more actively to the object that is the center of his attention (Nursalam, 2013). Indicators of intention to use according to (Putri, 2012; Yalina & Iriawan, 2011) namely: (1) desire to use, (2) always trying to use, (3) continued use in the future, and (4) desire to recommend to others.

2.6 Social Commerce

Social commerce alludes to e-commerce exchanges where deals and buys are made straightforwardly through social media platforms (Marticio, 2021). Social commerce gives further developed innovation and shopping experience (Shen and Eder, 2011). Which joins business and social activities (Liang et al., 2012). Social commerce is a type of social media used by people, which allows people to effectively partake in trading an item or service completed in online communities and online market sectors (Stephen and Toubia, 2010).

Social commerce is fundamentally not very different from e-commerce, the thing that matters is that exchange exercises are helped out through social media (Liang and Turban, 2012). Social commerce allows organizations to reach the entire world all the more proficiently by incorporating user-generated content into the storefront (Zhou et al., 2013). Social commerce comprises three principal patterns, in particular the expansion of business highlights to social media, the expansion of virtual entertainment highlights to e-commerce, and the use of social media in offline companies (Liang et al., 2012).

3 METHOD

This research is associative research where associative research. This concentrates on utilizing a quantitative methodology strategy which is an organized examination and evaluation of information to be summed up (Kurniawan and Puspitaningtyas, 2007). The dependent variable in this research is the intention to use (Y), which is incorporated as an autonomous variable, to be specifically perceived usefulness (X1) and perceived playfulness (X2). Number of respondents was 100. The respondent in

this study was teenager (17 – 21 years) who live in Kupang City and have bought at TikTok Shop

An online questionnaire was employed to collect data for this study. The questionnaire in the study was created by implementing closed questions. The variable measurement applies an ordinal scale. An agree-disagree scale was employed to measure the questionnaire in this study. The scale used for measurement has intervals of 1-5, with responses that span from strongly disagree to strongly agree. Filling out the questionnaire is measured using a Linkert scale when measuring respondents' responses.

The SEM-PLS technique was implemented in this study's analysis. PLS is a strong analytical tool since it does not require multiple presumptions, data that is not regularly distributed or multivariate, and a large sample size (Abdullah, 2015). Having the following tests carried done (1) Outer model analysis, the framework for measurement (outer model) is implemented to evaluate the model's validity and dependability. The outer model is further explained by the Convergent Validity, Discriminant Validity, and Composite Reliability tests. (2) Inner model analysis, the inner model is a definition of the link between latent variables based on the study's subjective theory by looking at the Adjusted R-Square value. (3) Hypothesis Testing, the significance level and probability ratio may be seen in hypothesis testing. For hypothesis evaluation by applying statistical parameters, the t-statistic value for alpha 5% is 1.96.

4 RESULT AND DISCUSSION

4.1 Result

Table 1. Characteristic of respondents

Gender	Number	Percentage
Male	38	38%
Female	62	62%
Total	100	100%
Occupation	Number	Percentage
Student	88	88%
Military/police	1	1%
Self-employed	2	2%
Not employed	6	6%
Other	3	3%
Total	100	100%
Gender	Number	Percentage
17	10	10%
18	17	17%
19	25	25%
20	25	25%
21	23	23%
Total	100	100%

Source: Processed Primary Data, 2022

Table 1 shows that the percentage of male respondents is 38 (38%) and the percentage of female respondents is 62 (62%). The plurality of female respondents may be due

to female tendencies such as wanting to follow trends, interact with friends and family, and favor shopping.

Meanwhile, if you look at the group based on occupation, the majority of respondents work as university students. This could be due to students who have a high degree of digital literacy and are engaged in using platforms like this. Looking at the age category, the majority of responders are between the ages of 19 and 21, which is adolescence. This is due to the desire of teenagers in this age group to express themselves more freely, among their primary means through social media platforms.

To facilitate understanding of the data, descriptive analysis is used. The variables used in this study are perceived usefulness, perceived enjoyment, and intention to use using the following assessment criteria.

Table 2. Assessment Criteria of Descriptive Statistics

Assessment Criteria	Perceived Usefulness Score classification	Perceived Playfulness Score classification	Intention to Use Score classification
Very High	2.524 – 3000	2.944 – 2.500	1.684 – 2.000
High	2.043 – 2.523	2.383 – 2.943	1.363 – 1.683
Fair	1.526 – 2.042	1.822 – 2.382	1.042 – 1.362
Low	1.081 – 1.561	1.261 – 1.821	721 – 1.041
Very Low	600 – 1.080	700 – 1.260	400 – 720

Source: Processed Primary Data, 2022

Table 3. Evaluation of Descriptive Statistics

Variable	Score	Min	Max	Mean	Assessment Criteria
Perceived Usefulness	2263	600	3000	3,77	High
Perceived Playfulness	2269	700	3500	3,81	High
Intention to Use	1521	400	2000	3,80	High

Source: Processed Primary Data, 2022

According to the descriptive analysis results in the table, the respondents' scores on the perceived usefulness variable are in the high group, as are the perceived playfulness and intention to use variables, which are both in the high category. Based on these findings, it can be seen that perceived usefulness has a significant impact on intention to use. In line with that, perceived playfulness has a high influence on intention to use, as does the intention to use a variable, which exhibits the same category of influence.

Table 4. Outer Model Analysis

Variable	Item	Loading Factor	Average Variance Extracted (AVE)	Composite Reliability (rho c)

Perceived Usefulness	X1.1	0.775	0.617	0.889
	X1.2	0.718		
	X1.3	0.799		
	X1.4	0.672		
	X1.5	0.781		
	X1.6	0.796		
Perceived Playfulness	X2.1	0.729	0.623	0.892
	X2.2	0.695		
	X2.3	0.757		
	X2.4	0.834		
	X2.5	0.828		
	X2.6	0.745		
	X2.7	0.677		
Intention to Use	Y1	0.749	0.629	0.871
	Y2	0.819		
	Y3	0.822		
	Y4	0.780		

Source: Processed Primary Data, 2022

To analyze the outer model, a data feasibility test is carried out by applying the convergent validity, discriminant validity, and composite reliability tests. Convergent validity is demonstrated by the connection between indicator and variable scores. Indicators are regarded as valid if their AVE value is > 0.5 or if all of their outer loading variable components have a loading value > 0.7 . According to the data table, every variable has an AVE value > 0.5 and all variables fulfill composite reliability as they have a value > 0.7 , which already fulfills the reliability criterion. Outer Loading examines the value of the Loading Factor to determine the size of the correlation between the measurement parameter and the variable it measures. According to the findings of the examination, as many as 17 indicators of all variables have a value > 0.7 .

A composite reliability test is then performed to assess the reliability of a structure. Cronbach's Alpha and Composite reliability can be implemented throughout this test. However, Cronbach's Alpha generates a lower number, therefore it is dependent on composite reliability, and the value must be > 0.7 . According to the table, Cronbach's alpha and composite reliability were used to examine every variable's values in reliability testing. All variables have an acceptable level of reliability or each measurement item that measures each variable is consistent or reliable with a value > 0.7 and validity testing using AVE > 0.5 , namely $0.629 > 0.5$ for the intention to use a

variable, $0.617 > 0.5$ for the perceived usefulness variable, and $0.623 > 0.5$ for the perceived usefulness variable.

Measurement using AVE can be interpreted as the amount of variation in measurement items at the variable level, respectively for intention to use 62.9%, perceived usefulness of 61.7%, and perceived playfulness of 62.3%, which is above the specified value of 50% (0.5). As a result, the variables investigated can be determined to be valid and reliable.

Table 5. Discriminant Validity

Item	Intention to Use	Perceived Usefulness	Perceived Playfulness
X1.1	0.512	0.825	0.555
X1.2	0.435	0.734	0.538
X1.3	0.421	0.777	0.482
X1.5	0.527	0.770	0.587
X1.6	0.594	0.819	0.659
X2.1	0.459	0.582	0.708
X2.3	0.577	0.553	0.754
X2.4	0.589	0.603	0.871
X2.5	0.601	0.598	0.849
X2.6	0.480	0.530	0.752
Y1	0.754	0.461	0.533
Y2	0.817	0.498	0.572
Y3	0.819	0.564	0.584
Y4	0.781	0.510	0.498

Source: Processed Primary Data, 2022

The next step is to do a discriminant validity evaluation. Overall, each item correlates more strongly with the trait it measures, ensuring that the discriminant validity evaluation is met. Following the evaluation of the outer model, R-Square is used to evaluate the structural model. The R-squared value is used to assess the predictive power of the structural model by characterizing the influence of certain independent variables on a dependent variable and whether or not it has a significant effect. The Adjusted R-Square value determines the coefficient of determination. According to the table, the Adjusted R-Square value is 0.510, indicating that perceived usefulness and perceived playfulness factors affect the desire to use by 51%.

Table 6. R-Square

Construct	R-Square	R-Square Adjusted
Intention to Use	0.520	0.510

Source: Processed Primary Data, 2022

The significant value between constructs, t-statistics, and p-values can be used to determine whether a hypothesis is accepted or rejected. In this case, measurement estimates and standard deviations are no longer generated using statistical presumptions, but rather on empirical data. The hypothesis is accepted in this study using the bootstrap resampling technique if the significant value of t-statistics > 1.96 and or p-values < 0.05 , then H_a is approved H_o is rejected, and vice versa.

Table 7. T-Values

Item	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perceived Usefulness -> Intention to Use	0.298	0.310	0.099	2.996	0.003
Perceived Playfulness -> Intention to Use	0.475	0.475	0.130	3.660	0.000

Source: Processed Primary Data, 2022

The perceived usefulness construct has a t-statistic value of 2.966 and a p-value of 0.003, it can be explained as follows that perceived usefulness has a significant impact on intention to use of (0.298) with a t-statistic ($2.966 > 1.96$) or significant at the 5% alpha level (p-values), namely ($0.003 < 0.05$) this also means that any change in perceived usefulness will significantly increase the intention to use tik tok shop. So it is stated, that the first hypothesis which states that there is an impact of perceived usefulness on intention to use is proven.

The perceived playfulness construct has a t-statistic value of 3.660 and a p-value of 0.000, it can be explained as follows that perceived usefulness has a significant impact on intention to use of (0.475) with a t-statistic ($3.660 > 1.96$) or significant at the 5% alpha level (p-values), namely ($0.000 < 0.05$) this also means that any change in perceived playfulness will significantly increase the intention to use tik tok shop. So it is stated, that the second hypothesis which states that there is an effect of perceived playfulness on intention to use is proven.

4.2 Discussion

Perceived Usefulness Affects Intention to Use

Based on the findings from the hypothesis testing, it tends to be presumed that there is a critical impact between perceived usefulness as an independent variable and intention to use TikTok Shop. This implies that any adjustment of the perceived usefulness by users will fundamentally affect their intention to use TikTok Shop. The discoveries are in accordance with the TAM theory, which given this theory, perceived usefulness is a key element that impacts users' intention to accept and use an information technology. Accordingly, the main speculation expressing that perceived usefulness influences the intention to use TikTok Shop can be affirmed as true.

The discoveries of this research are consistent with previous research, which also reveals that perceived usefulness increases intention to use. For instance, research directed by Kristiani and Putri (2022) with the title "The Effect of Perceived Usefulness and Perceived Playfulness on Intention to Use TikTok Application Users During the Covid-19 Pandemic" inferred that perceived usefulness affects intention to use. Thus, the findings of this research are consistent with earlier research, which indicates that perceived usefulness influences user interest and intention to use TikTok Shop.

Perceived Playfulness Affects Intention to Use.

This study shows that perceived playfulness is more influential than other constructs on users' intention to use the application. This finding reinforces the second hypothesis which states that perceived playfulness influences users' intention to use TikTok Shop. In addition, perceived playfulness likewise impacts the intention to use TikTok Shop as the application gives a fun shopping experience. Users can shop online while watching or communicating with sellers, creating fun online shopping activities at TikTok Shop.

The discoveries of this study contrast with research directed by Kholifah et al (2021) who presumed that perceived playfulness doesn't influence the intention to use TikTok. This difference might be because of the research context, different respondent samples, or additional variables analyzed in the research. In general, the discoveries of this study show that perceived playfulness affects users' intention to use TikTok Shop. Users feel that TikTok Shop gives a fun and intriguing involvement in regards to online shopping and gives a chance to communicate themselves. This shows the significance of figuring out users' enjoyment in creating marketing strategies and expanding the reception of information technology.

5 CONCLUSION

This research found the perceived usefulness variable has a significant impact on the intention to use TikTok Shop. This indicates that users who have the perception that using TikTok Shop is useful for themselves will increase the user's intention to use TikTok Shop. These findings also show that the perceived usefulness of teenagers in Kupang city towards TikTok Shop is high so teenagers in Kupang city decide to use TikTok Shop because this application is considered to be very useful in their activities. This implies that if teenagers in Kupang City perceive the platform as providing valuable benefits and streamlining their activities, they are more likely to use it.

As for the perception of playfulness and intention to use itself, according to the findings of the research, there was an influence between the perceived playfulness variable on the intention to use TikTok Shop. This indicates that the more positive a user's impression of the playfulness received from TikTok Shop, will increase the user's intention to use TikTok Shop. The perceived playfulness felt by teenagers in Kupang city towards TikTok Shop is high enough that teenagers in Kupang city decide to use TikTok Shop because it is considered very fun. This emphasizes the significance of introducing playful features into the platform's design and content to increase engagement and improve user experience.

In addition, this research adds an understanding of the factors that influence teenagers' use of TikTok shops in Kupang City. TikTok Shop can improve user engagement and experience by including entertaining elements to be able to secure its position in the social commerce landscape by understanding the relevance of perceived usefulness and perceived playfulness. This study also sets the path for future investigations into user behavior and the growing dynamics of social commerce platforms such as TikTok Shop.

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