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What Drives Consumers' Purchase Intention in Live Commerce? An Extended Technology Acceptance Model

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Abstract–The rapid development of digital technology has increased the popularity of TikTok Live Shopping as an emerging social commerce platform for online purchasing. However, limited studies have examined consumer purchase intention in this context using an extended Technology Acceptance Model (TAM). This study aims to analyze the effects of Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Perceived Value, and Trust on Purchase Intention, with Attitude serving as a mediating variable. The novelty of this study lies in integrating Perceived Value and Trust into the TAM framework to better explain consumer purchase intention in live social commerce. A quantitative approach was employed using a survey of 261 university students in Surabaya who had previously purchased products through TikTok Live Shopping. Respondents were selected using purposive sampling, and the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The model explained 61.0% of the variance in Attitude ($R^2 = 0.610$) and 46.5% of the variance in Purchase Intention ($R^2 = 0.465$). Perceived Value had the strongest positive effect on Trust ($\beta = 0.570$, $p < 0.001$), while Trust significantly influenced both Attitude and Purchase Intention. However, Perceived Enjoyment and Perceived Usefulness did not significantly influence Attitude. These findings highlight the importance of Trust and Perceived Value in shaping consumer purchase intention, provide empirical support for extending TAM in the context of TikTok Live Shopping, and offer practical insights for platform providers and online sellers.

Keywords: Technology Acceptance Model; TikTok Live Shopping; Perceived Value; Trust; Purchase Intention

1. INTRODUCTION

The rapid development of digital technology has significantly transformed consumer purchasing behavior and accelerated the growth of electronic commerce (e-commerce) worldwide. In Indonesia, the number of marketplace users increased from 38.72 million in 2020 and is projected to reach 65.65 million in 2024 (Kusuma, 2025). The value of national e-commerce transactions also continues to grow, reaching IDR 487.01 trillion in 2024, compared to IDR 453.75 trillion in 2023. This growth is supported by the increasing penetration of internet and smartphone usage, which has enabled consumers to access digital shopping platforms more conveniently. Young consumers, particularly university students with high digital literacy, have become one of the largest user segments of digital commerce platforms. As a result, online shopping has become an integral part of daily life, encouraging digital platforms to continuously develop innovative features that enhance user experience and engagement (Stefani et al., 2025).

Along with the growth of e-commerce, the concept of social commerce has emerged as a new business model that integrates social media and online transactions. One of the most prominent platforms in this domain is TikTok, which has evolved from a short-video entertainment platform into a powerful marketing and commercial ecosystem capable of influencing consumer behavior. A notable innovation introduced by TikTok is live shopping, a form of live-streaming commerce that enables sellers to promote products in real time while interacting directly with consumers. Through this feature, consumers can observe product demonstrations, ask questions, receive instant responses, and make purchases within the same application (E. Zhang, 2024). The integration of entertainment and shopping activities, commonly referred to as shoppertainment, has contributed to the rapid adoption of TikTok Live Shopping among digital consumers.

TikTok has experienced remarkable global growth in recent years. In January 2025, TikTok reached approximately 1.59 billion users worldwide, representing around 19.4% of the global population. Indonesia has become the country with the largest TikTok user base, reaching 194.37 million active users (Dataloka, 2025). Furthermore, users aged 18–34 years constitute the majority of TikTok audiences and are among the most active participants in live shopping activities. Previous studies indicate that Generation Z consumers frequently engage with live shopping content and regularly make purchases through this feature. Compared with other live shopping platforms such as Shopee Live and Tokopedia Play, TikTok Live offers a more interactive and personalized shopping experience due to its integration with social media content, recommendation algorithms, and real-time communication features (Aulianur & Purwanegara, 2024).

Despite its rapid growth and popularity, the effectiveness of TikTok Live Shopping in converting viewers into buyers remains a challenge. Many users watch live-streaming sessions primarily for entertainment purposes without proceeding to purchase products, creating a gap between user engagement and purchase intention (Pradnyamitha & Maradona, 2024). This phenomenon suggests that high levels of interactivity and entertainment do not necessarily translate into purchasing decisions. In addition, consumer trust remains a critical issue in live shopping environments. Consumers often face uncertainty regarding product quality, information credibility, and transaction security, which may reduce their willingness to complete purchases (Hu, 2024). Previous studies have demonstrated that trust plays a significant role in influencing consumer purchase intention, particularly in online environments where consumers face uncertainty regarding product quality and transaction security (Sun et al., 2023). Therefore, establishing consumer trust is essential for reducing perceived risks and encouraging purchasing decisions in live shopping platforms.

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Besides trust, perceived value has also been recognized as an important determinant of consumer purchasing behavior. Perceived value refers to consumers' overall evaluation of the benefits received relative to the costs incurred, including monetary, time, and effort expenditures. In the context of live shopping, perceived value may arise from product quality, promotional offers, interaction quality, and enjoyable shopping experiences. Previous research has reported that perceived value positively influences consumer purchase intention in various e-commerce and social commerce settings (Hu, 2024; Ramadhoni & Prassida, 2025). Consumers who perceive greater benefits from a platform are generally more likely to develop favorable attitudes and stronger intentions to purchase products. Therefore, understanding the roles of trust and perceived value is essential for explaining consumer behavior in TikTok Live Shopping.

To explain technology adoption, the Technology Acceptance Model (TAM) developed by Davis (1989) remains one of the most widely applied theoretical frameworks. TAM posits that individuals' acceptance of technology is primarily determined by perceived usefulness and perceived ease of use, which then influence attitudes and behavioral intentions toward technology adoption. These perceptions shape users' attitudes toward technology, which subsequently influence their behavioral intentions and actual usage behavior. Due to its strong predictive ability, TAM has been extensively employed in studies of information systems, e-commerce, and social commerce (Cynthia, 2024). In the context of TikTok Live Shopping, consumers' perceptions of the platform's usefulness and ease of use may influence how they evaluate the shopping experience and whether they intend to make purchases through the platform. In the context of live-streaming commerce, perceived usefulness reflects consumers' beliefs that the platform improves shopping effectiveness, while perceived ease of use represents the extent to which consumers perceive the platform as effortless to operate. These factors subsequently influence user attitudes and purchasing-related intentions. Therefore, TAM provides an appropriate theoretical foundation for examining consumer purchase intention in TikTok Live Shopping.

Several previous studies have confirmed the relevance of TAM in explaining consumer behavior in live commerce. Herlina et al. (2025) found that perceived usefulness, perceived ease of use, attitude, behavioral intention, and actual use significantly influence technology adoption in live-streaming e-commerce. Similarly, Cynthia (2024) reported that perceived usefulness, perceived ease of use, and perceived enjoyment significantly affect impulse purchase intention in TikTok live-streaming shopping. Furthermore, Syafika and Antonio (2024) demonstrated that perceived ease of use significantly affects perceived usefulness and attitude in the use of TikTok Shop. These findings indicate that TAM remains a relevant framework for understanding consumer behavior in digital commerce contexts.

Although previous studies have successfully applied the Technology Acceptance Model (TAM) and related constructs to explain consumer behavior in live commerce, their findings remain fragmented and provide only a partial understanding of consumer purchase intention. Herlina et al. (2025) focused mainly on the original TAM constructs without considering the roles of perceived value and trust. Meanwhile, Radiansyah and Listiana (2025) emphasized trust as a mediating variable but excluded the core TAM constructs. Ramadhoni and Prassida (2025) investigated perceived value independently, whereas Cynthia (2024) examined impulse purchase intention rather than general purchase intention. In addition, Syafika and Antonio (2024) focused on technology usage behavior instead of purchase intention. These differences indicate that previous studies investigated consumer behavior from separate perspectives, resulting in limited understanding of how technological, cognitive, and relational factors jointly influence purchase intention in TikTok Live Shopping. Consequently, previous studies have not comprehensively integrated TAM constructs, Perceived Value, Trust, and Attitude within a single framework, highlighting a clear research gap that this study seeks to address.

Based on these limitations, this study extends the Technology Acceptance Model by integrating Perceived Value and Trust while examining the mediating role of Attitude in explaining consumer purchase intention in TikTok Live Shopping. Unlike previous studies that investigated these variables separately or only partially adopted TAM, this study combines the core TAM constructs, namely Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment, with Perceived Value, Trust, and Attitude into a comprehensive framework. This integrated conceptual framework represents the main novelty of the study by providing a more comprehensive explanation of consumer purchase intention through technological perceptions, perceived benefits, consumer trust, and attitudinal responses in TikTok Live Shopping.

Theoretically, this study contributes to the literature by extending TAM through the integration of Perceived Value and Trust, thereby enriching the understanding of consumer purchase intention in live social commerce. In addition, this study provides empirical evidence regarding the mediating role of Attitude in the relationships between TAM constructs and purchase intention within the context of TikTok Live Shopping. Practically, the findings offer valuable insights for platform providers, digital marketers, and online sellers in designing strategies to strengthen consumer trust, enhance perceived value, improve user experience, and ultimately increase purchase intention through live shopping features.

Given the rapid expansion of live social commerce and the increasing dominance of TikTok among young consumers, identifying the determinants of purchase intention has become important for researchers and practitioners. Therefore, this study aims to analyze the effects of perceived usefulness, perceived ease of use, perceived enjoyment, perceived value, and trust on purchase intention, with attitude serving as a mediating variable in TikTok Live Shopping. By examining these relationships, this study is expected to provide theoretical insights into the extension of TAM and practical implications for enhancing consumer engagement and purchasing behavior in live social commerce environments. Furthermore, the findings may serve as a reference for platform providers and online sellers in developing strategies to improve user trust, perceived value, and purchase intention within live shopping platforms.

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2. RESEARCH METHODS

2.1 Type of Research

This study employed a quantitative approach using a survey method to examine the factors influencing purchase intention in TikTok Live Shopping. The study adopted an explanatory research design to explain the causal relationships among the variables included in the proposed research model (Sugiyono, 2019). Data were collected through a structured online questionnaire distributed to respondents who met the predetermined criteria. As a cross-sectional study, the data were collected at a single point in time and analyzed using a statistical approach to test the proposed hypotheses. Partial Least Squares–Structural Equation Modeling (PLS-SEM) was employed to evaluate both the measurement and structural models and test the proposed research hypotheses comprehensively. PLS-SEM was selected because it is suitable for prediction-oriented research involving multiple latent constructs, mediation analysis, and theory extension, making it appropriate for evaluating the proposed extended Technology Acceptance Model (J. F. Hair et al., 2021).

2.2 Population and Sample

The population of this study consisted of active university students in Surabaya who had experience purchasing products through TikTok Live Shopping. University students were selected because they represent a major segment of Generation Z, a demographic characterized by high levels of internet usage, social media engagement, and participation in online shopping activities through various digital platforms (Noerhartati & Budiharseno, 2024). In addition, Generation Z represents one of the most active user groups of TikTok and live shopping features, making university students an appropriate population for examining purchase intention in the context of TikTok Live Shopping.

The sample was selected using purposive sampling, a non-probability sampling technique that enables researchers to select respondents based on criteria relevant to the research objectives (Ghozali, 2021). To be eligible for participation, respondents were required to be active university students in Surabaya and to have previously purchased products through TikTok Live Shopping. These criteria ensured that respondents had relevant experience and were able to provide reliable information regarding their perceptions and purchase intentions based on their actual shopping experiences.

The minimum sample size was determined based on the recommendation of J. Hair and Alamer (2022), which suggests that the sample size should be at least 5–10 times the number of measurement indicators. In this study, the maximum multiplier of 10 was adopted to ensure greater statistical robustness and reliability of the model estimation. The minimum sample size was calculated using the following formula:

$$n = 10 \times k \qquad (1)$$

where n represents the minimum sample size and k represents the number of measurement indicators. Since this study employed 25 measurement indicators, the minimum required sample size was calculated as follows:

$$n = 10 \times 25 = 250 \qquad (2)$$

Therefore, the minimum sample size required for this study was 250 respondents. A total of 261 valid responses were successfully collected and included in the final analysis for PLS-SEM analysis.

2.3 Research Hypotheses

Perceived ease of use refers to consumers' perceptions that a technology can be used with minimal effort. In TikTok Live Shopping, consumers who perceive the platform as easy to use are more likely to recognize its benefits in searching for product information and completing transactions. Herlina et al. (2025) found that perceived ease of use positively affects perceived usefulness in live-streaming e-commerce. Similarly, Syafika and Antonio (2024) reported a significant positive relationship between perceived ease of use and perceived usefulness in the context of TikTok Shop.

H1: Perceived Ease of Use positively influences Perceived Usefulness.

Perceived usefulness reflects consumers' beliefs that a platform can improve the effectiveness of their shopping activities. Consumers who perceive TikTok Live Shopping as useful, easy to use, enjoyable, valuable, and trustworthy are expected to develop more favorable attitudes toward the platform. Nguyen et al. (2023) found that perceived usefulness positively influences users' attitudes in digital commerce environments. Likewise, Andrina et al. (2022) reported that consumers who perceive greater usefulness tend to show more favorable attitudes toward online shopping platforms.

H2a: Perceived Usefulness positively influences Attitude.

Perceived ease of use reflects the extent to which consumers believe that a technology can be operated effortlessly. In the context of TikTok Live Shopping, consumers who can easily navigate live streaming features, access product information, and complete transactions are more likely to develop favorable attitudes toward the platform. Syafika and Antonio (2024) found that perceived ease of use positively influences attitude toward TikTok Shop. Similarly, Andrina et al. (2022) reported a significant positive relationship between perceived ease of use and consumer attitude in commerce.

H2b: Perceived Ease of Use positively influences Attitude.

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Perceived enjoyment refers to the degree of pleasure and enjoyment experienced while using a technology. TikTok Live Shopping combines shopping activities with interactive and entertaining live-streaming content, potentially enhancing consumers' enjoyment during the shopping process. Nguyen et al. (2023) found that perceived enjoyment positively influences attitude in digital commerce. Likewise, Manusakerti and Susilowati (2024) reported that consumers who experience greater enjoyment tend to develop more positive attitudes toward live commerce platforms.
H2c: Perceived Enjoyment positively influences Attitude.

Perceived value represents consumers' overall assessment of the benefits received relative to the costs incurred when using a product or service. In TikTok Live Shopping, perceived value may be derived from product quality, attractive promotions, and shopping experiences. Hu (2024) found that perceived value positively influences consumer attitudes. Nguyen et al. (2023) reported a significant positive relationship between perceived value and attitude.
H2d: Perceived Value positively influences Attitude.

Trust refers to consumers' confidence in the reliability, integrity, and credibility of a platform. In TikTok Live Shopping, higher trust may encourage consumers to feel more secure and comfortable when interacting with sellers and making transactions. Zhang et al. (2023) found that trust positively influences consumer attitude in online shopping environments. Sun et al. (2023) reported that trust contributes significantly to the formation of positive attitudes in live commerce.
H2e: Trust positively influences Attitude.

Perceived value not only reflects consumers' evaluations of benefits and costs but also contributes to the development of trust. When consumers perceive that TikTok Live Shopping provides superior value, they are more likely to trust the platform and its sellers. Hu (2024) found that perceived value positively influences trust in live commerce environments. Similarly, Wu and Huang (2023) reported a significant positive effect of perceived value on consumer trust.
H3: Perceived Value positively influences Trust.

Attitude represents consumers' overall positive or negative evaluation of a platform and is considered a key determinant of behavioral intention. Consumers who hold favorable attitudes toward TikTok Live Shopping are more likely to develop intentions to purchase products through the platform. Consistent with this view, Nguyen et al. (2023) found that attitude positively influences purchase intention in digital commerce contexts.
H4: Attitude positively influences Purchase Intention.

Trust plays an important role in reducing perceived risks and uncertainties associated with online transactions. Consumers who trust a platform are more willing to rely on the information provided and proceed with purchasing decisions. Wu and Huang (2023) reported that higher levels of trust significantly increase consumers' purchase intention.
H5: Trust positively influences Purchase Intention.

2.4 Conceptual Framework

This study adopts an extended Technology Acceptance Model (TAM) to explain consumer purchase intention in TikTok Live Shopping by incorporating perceived value and trust as additional constructs. The conceptual framework illustrating the relationships among the research variables is presented in Figure 1.

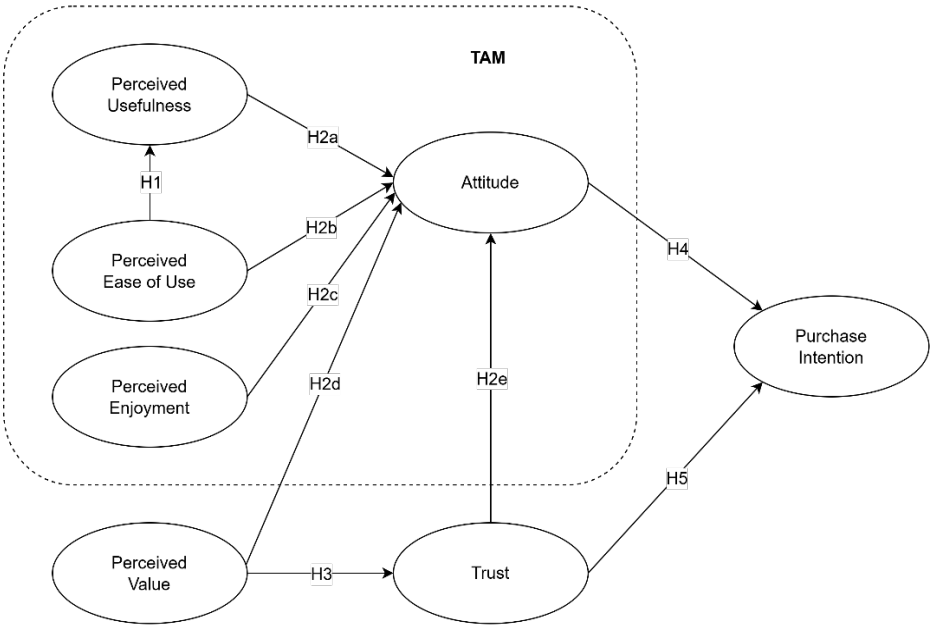

Figure 1. Research Conceptual Framework

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2.5 Operational Definition of Variables

The measurement items used in this study were adapted from established scales in previous literature to ensure the validity and reliability of the constructs measured. Each research variable was operationalized into measurement items that reflect its theoretical dimensions. All items were measured using a seven-point Likert scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*), allowing respondents to express their level of agreement accurately (Ghozali, 2021). The operational definitions of the variables and measurement items used in this study are presented in Table 1.

Table 1. Operational Definitions of Variables

Variables	Items	Questions
Perceived Usefulness	PU1	TikTok Live Shopping helps me shop more quickly
	PU2	TikTok Live Shopping helps me better understand product
	PU3	TikTok Live Shopping helps me shop more effectively
	PU4	TikTok Live Shopping makes online shopping easier for me
	PU5	TikTok Live Shopping is useful in fulfilling my shopping needs
Perceived Ease of Use	PEOU1	I find it easy to learn how to use TikTok Live Shopping features
	PEOU2	The interface and features of TikTok Live Shopping are easy to understand
	PEOU3	I can quickly become skillful in using TikTok Live Shopping features
	PEOU4	I find TikTok Live Shopping easy to use for online shopping
Perceived Enjoyment	PE1	TikTok Live Shopping provides me with an entertaining shopping experience
	PE2	I enjoy using TikTok Live Shopping
	PE3	TikTok Live Shopping provides me with an exciting shopping experience
Perceived Value	PV1	I believe the service quality provided by TikTok Live Shopping meets my expectations
	PV2	I believe shopping through TikTok Live Shopping offers good value for money
	PV3	I believe the benefits obtained from TikTok Live Shopping are worth the effort I spend
Trust	TR1	I trust TikTok Live Shopping to ensure transaction security
	TR2	I trust sellers on TikTok Live Shopping to provide honest product information
	TR3	I believe TikTok Live Shopping is a reliable platform for online shopping
Attitude	ATU1	I consider TikTok Live Shopping to be a good online shopping platform
	ATU2	I believe shopping through TikTok Live Shopping is a wise choice
	ATU3	I have a positive attitude toward using TikTok Live Shopping
Purchase Intention	PI1	I intend to purchase products offered through TikTok Live Shopping
	PI2	I am willing to recommend TikTok Live Shopping to others
	PI3	I prefer TikTok Live Shopping over other live shopping platforms
	PI4	I am interested in searching for product information before making an online purchase

2.6 Data Analysis and Testing Techniques

Data analysis in this study was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM was selected because it is suitable for explanatory research, capable of handling complex models involving multiple latent variables, and effective for examining both direct and indirect relationships among constructs simultaneously (J. F. Hair et al., 2019). The analysis was performed through two stages, evaluation of the measurement model (*outer model*) and evaluation of the structural model (*inner model*).

2.6.1 Measurement Model (*Outer Model*)

The measurement model was assessed to determine whether the indicators adequately represented their respective constructs and whether the measurement instrument was both valid and reliable. Convergent validity was evaluated through outer loading and Average Variance Extracted (AVE) values, while discriminant validity was assessed using the Fornell–Larcker criterion and cross-loading values. Reliability was examined using Cronbach's alpha and composite reliability to ensure the consistency of the measurement items within each construct (Ghozali, 2021).

2.6.2 Structural Model (*Inner Model*)

After the measurement model satisfied the required validity and reliability criteria, the structural model was evaluated to examine the proposed relationships among variables and test the research hypotheses. The evaluation included the coefficient of determination (R^2) to assess the explanatory power of endogenous constructs, effect size (f^2) to measure the contribution of exogenous variables, and predictive relevance (Q^2) to evaluate the model's predictive capability. Furthermore, hypothesis testing was conducted using the bootstrapping procedure by examining path coefficients, t-statistics, and p-values. A hypothesis was considered supported when the p-value was less than 0.05 and the t-statistic exceeded 1.96 at the 5% significance level (Ghozali, 2021).

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3. RESULTS AND DISCUSSION

3.1 Research Results

This section presents the research findings based on the data analysis using Partial Least Squares–Structural Equation Modeling (PLS-SEM). Prior to hypothesis testing, the collected data were carefully screened to make sure that only valid responses that filled the predetermined sampling criteria were included in the analysis. The research findings are presented sequentially, including data screening, respondent characteristics, outer model, inner model, and hypothesis testing.

3.1.1 Data Collection and Screening

Data were collected through an online questionnaire to active university students in Surabaya who had previously purchased products through TikTok Live Shopping. A pilot test involving 30 respondents was carried out to evaluate the validity and reliability of the measurement instrument. The pilot test results confirmed that all measurement items met the required validity and reliability criteria and were therefore considered appropriate for the main survey.

After the data collection, data screening was performed to ensure dataset quality. Responses were evaluated based on predefined screening criteria and response quality. In addition, straight-lining responses, in which respondents selected identical answers for all or most questionnaire items, were removed because they may indicate insufficient attention and potentially reduce data quality. The results of the data screening process are presented in Table 2.

Table 2. Data Screening Results

Description	Number of Responses
Total questionnaires collected	274
Responses not required the screening criteria	2
Straight-lining responses	11
Final valid responses	261

As shown in Table 2, a total of 274 questionnaires were collected. After data screening, two responses were excluded due to predefined screening criteria, and eleven were removed due to straight-lining response patterns. As a result, 261 valid responses were retained for subsequent analysis. This sample exceeded the recommended minimum of 250 respondents for PLS-SEM, indicating that the dataset was adequate for evaluating the proposed research model.

3.1.2 Respondents Characteristic

The demographic characteristics of the respondents provide an overview of the sample used in this study. After data screening process, a total of 261 valid responses were included in the analysis. The respondents were categorized based on gender, university affiliation, and educational level, as presented in Table 3.

Table 3. Respondent Characteristics

Characteristics	Category	Frequency
Gender	Male	91
	Female	170
University	UIN Sunan Ampel Surabaya	52
	Universitas Airlangga	48
	UPN Veteran Jawa Timur	44
	Universitas Negeri Surabaya	39
	Institut Teknologi Sepuluh Nopember	31
	Others	47
Education Level	Diploma (D3/D4)	19
	Bachelor's Degree (S1)	241
	Master's Degree (S2)	1

As shown in Table 3, most respondents were female (65.0%), while 35.0% were male. This indicates that female students were more represented in the sample, reflecting greater engagement in TikTok Live Shopping.

Regarding university affiliation, respondents were recruited from various public and private universities in Surabaya. The largest proportion came from Universitas Islam Negeri Sunan Ampel Surabaya (19.0%), followed by Universitas Airlangga (17.5%), UPN Veteran Jawa Timur (16.1%), Universitas Negeri Surabaya (14.2%), and Institut Teknologi Sepuluh Nopember (11.3%). The remaining respondents were distributed across several other universities, indicating that the sample represented students from diverse higher education institutions in Surabaya.

In terms of educational level, the sample was dominated by Bachelor's degree (S1) students (92.3%), while Diploma (D3/D4) students accounted for 7.3% and Master's degree (S2) students represented only 0.4% of the respondents. This distribution is generally consistent with the target population of the study, which primarily focused on undergraduate students who actively use TikTok Live Shopping.

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3.1.3 Outer Model

The measurement model (*outer model*) was evaluated to assess the validity and reliability of the measurement instrument before testing the structural model. The evaluation included convergent validity, discriminant validity, and internal consistency reliability were assessed. The proposed measurement and structural models are illustrated in Figure 2.

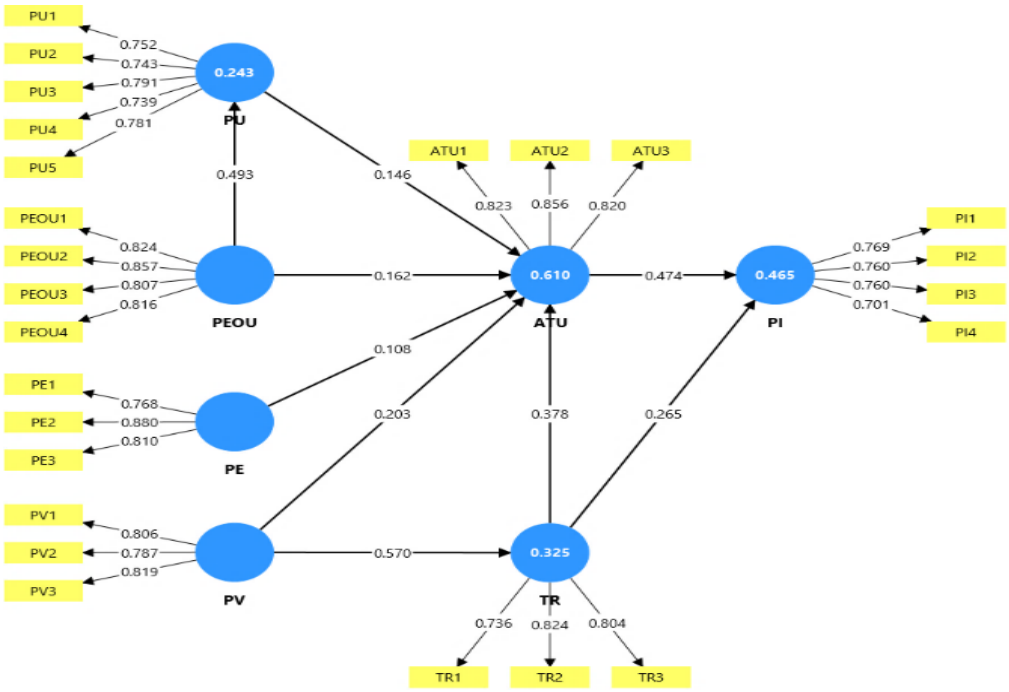

Figure 2. Outer and Inner Model

The outer loading results indicate that all measurement items exceeded the recommended threshold of 0.70, demonstrating that each indicator adequately represents its corresponding latent construct. Furthermore, all constructs achieved AVE values above 0.50. These results indicate that the measurement model satisfies the convergent validity requirement. The reliability and convergent validity results are presented in Table 4.

Table 4. Reliability and Convergent Validity Results

Variables	*Cronbach's alpha*	*Composite reliability*	AVE	Description
Perceived Usefulness	0.779	0.872	0.694	Reliabel
Perceived Ease of Use	0.757	0.860	0.673	Reliabel
Perceived Enjoyment	0.845	0.896	0.683	Reliabel
Perceived Value	0.738	0.836	0.560	Reliabel
Trust	0.819	0.873	0.580	Reliabel
Attitude	0.727	0.846	0.647	Reliabel
Purchase Intention	0.698	0.832	0.623	Reliabel

As shown in Table 4, Cronbach's alpha values ranged from 0.698 to 0.845, while Composite Reliability values ranged from 0.832 to 0.896, exceeding the recommended threshold of 0.70. Likewise, all AVE values ranged from 0.560 to 0.694, surpassing the minimum criterion of 0.50. These results indicate satisfactory internal consistency and convergent validity. Therefore, the measurement model is considered reliable and valid for further structural model evaluation. The discriminant validity assessment using the Fornell–Larcker criterion is presented in Table 5.

Table 5. Discriminant Validity Results

	ATU	PE	PEOU	PI	PU	PV	TR
ATU	**0.833**						
PE	0.557	**0.821**					
PEOU	0.471	0.329	**0.826**				
PI	0.654	0.581	0.431	**0.748**			
PU	0.612	0.606	0.493	0.657	**0.761**		
PV	0.636	0.584	0.411	0.554	0.594	**0.804**	
TR	0.675	0.497	0.312	0.586	0.530	0.570	**0.789**

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As shown in Table 5, the square root of the AVE for each construct, represented by the diagonal values, is greater than its correlations with other constructs, satisfying the Fornell–Larcker criterion (J. F. Hair et al., 2019). These results confirm that each construct is empirically distinct, indicating satisfactory discriminant validity. Consequently, the measurement model fulfills the validity requirements and is suitable for evaluating the structural model.

3.1.4 Inner Model

The structural model (inner model) was evaluated after the measurement model had satisfied the required validity and reliability criteria. This evaluation aimed to examine the predictive capability of the proposed research model and to test the relationships among the latent constructs. The assessment included the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing using the bootstrapping procedure.

a. *Coefficient of Determination (R^2)*
The coefficient of determination (R^2) was evaluated to measure the proportion of variance explained by the predictor variables for each endogenous construct. According to Hair et al. (2019), higher R^2 values indicate greater explanatory power of the structural model and stronger explanatory performance. The R^2 values are presented in Table 6.

Table 6. R-Square Values

Variables	*R-square*	*R-square adjusted*
Attitude	0.610	0.603
Purchase Intention	0.465	0.461
Perceived Usefulness	0.243	0.240
Trust	0.325	0.323

As shown in Table 6, the proposed model explains 61.0% of the variance in Attitude, 46.5% in Purchase Intention, 32.5% in Trust, and 24.3% in Perceived Usefulness. These findings indicate that the model demonstrates moderate explanatory power for Attitude and relatively weaker explanatory power for the remaining endogenous constructs.

b. *Effect Size (f^2)*
Effect size (f^2) was assessed to determine the contribution of each exogenous construct to the endogenous constructs after accounting for the influence of the other predictor variables. According to Hair et al. (2019), f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and large effect sizes, respectively. The f^2 values are presented in Table 7.

Table 7. F-Square Values

Relationship	*F-square*
Perceived Enjoyment → Attitude	0.016
Perceived Ease of Use → Attitude	0.049
Perceived Usefulness → Attitude	0.026
Perceived Value → Attitude	0.053
Trust → Attitude	0.221
Attitude → Purchase Intention	0.229
Trust → Purchase Intention	0.072
Perceived Ease of Use → Perceived Usefulness	0.321
Perceived Value → Trust	0.482

As shown in Table 7, the relationship between Perceived Value and Trust exhibits the largest effect size ($f^2 = 0.482$), indicating a strong contribution to trust. In addition, the relationship between Perceived Ease of Use and Perceived Usefulness demonstrates a medium effect ($f^2 = 0.321$). The relationships between Trust and Attitude and Attitude and Purchase Intention show moderate effect sizes, whereas the remaining relationships exhibit relatively small effects.

c. *Predictive Relevance (Q^2)*
Predictive relevance (Q^2) was evaluated using the blindfolding procedure to assess the structural model's predictive capability. A Q^2 value greater than zero indicates predictive relevance, whereas values less than or equal to zero indicate a lack of predictive capability. The Q^2 values are presented in Table 8.

Table 8. Q-Square Values

Relationship	Q^2predict
Perceived Usefulness	0.223
Trust	0.318
Attitude	0.465
Purchase Intention	0.341

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As shown in Table 8, all endogenous constructs obtained positive Q^2 values, ranging from 0.223 to 0.465. Since all values exceed zero, the structural model demonstrates satisfactory predictive relevance, indicating that it has adequate capability to predict the endogenous constructs included in this study.

3.1.5 Hypothesis Testing

The proposed hypotheses were tested using the bootstrapping procedure in SmartPLS to evaluate the significance of the structural relationships among the constructs. A hypothesis was considered statistically significant when the p-value was less than 0.05 and the t-statistic exceeded 1.96. The results of the direct effect analysis are presented in Table 9.

Table 9. Direct Effect Test Results

Relationship	*Path Coefficient*	*T statistics*	P values	Description
PEOU → PU	0.493	6.533	0.000	Positive / Significant
PU → ATU	0.146	1.741	0.082	Positive / Not Significant
PEOU → ATU	0.162	2.743	0.006	Positive / Significant
PE → ATU	0.108	1.764	0.078	Positive / Not Significant
PV → ATU	0.203	3.277	0.001	Positive / Significant
TR → ATU	0.378	6.510	0.000	Positive / Significant
PV → TR	0.570	12.792	0.000	Positive / Significant
ATU → PI	0.474	6.914	0.000	Positive / Significant
TR → PI	0.265	3.841	0.000	Positive / Significant

As shown in Table 9, seven direct relationships were found to be statistically significant. Perceived Ease of Use had a positive and significant effect on Perceived Usefulness ($\beta = 0.493$, $p < 0.001$) and Attitude ($\beta = 0.162$, $p = 0.006$). Perceived Value positively influenced Attitude ($\beta = 0.203$, $p = 0.001$) and Trust ($\beta = 0.570$, $p < 0.001$). Trust also had a positive and significant effect on Attitude ($\beta = 0.378$, $p < 0.001$) and Purchase Intention ($\beta = 0.265$, $p < 0.001$), while Attitude positively influenced Purchase Intention ($\beta = 0.474$, $p < 0.001$). In contrast, the effects of Perceived Usefulness on Attitude ($p = 0.082$) and Perceived Enjoyment on Attitude ($p = 0.078$) were not statistically significant. To evaluate the research model, indirect (mediation) effects were examined to determine whether relationships between exogenous and endogenous constructs were transmitted through mediating variables. The results are presented in Table 10.

Table 10. Indirect Effect Test Results

Relationship	*Path Coefficient*	*T statistics*	P values	Description
PV → TR → PI	0.151	3.629	0.000	Positive / Significant
PE → ATU → PI	0.051	1.675	0.094	Positive / Not Significant
PEOU → ATU → PI	0.077	2.708	0.007	Positive / Significant
PV → TR → ATU → PI	0.102	4.378	0.000	Positive / Significant
PU → ATU → PI	0.069	1.571	0.116	Positive / Not Significant
PV → ATU → PI	0.096	3.020	0.003	Positive / Significant
TR → ATU → PI	0.179	4.691	0.000	Positive / Significant
PEOU → PU → ATU → PI	0.034	1.400	0.162	Positive / Not Significant
PEOU → PU → ATU	0.072	1.560	0.119	Positive / Not Significant
PV → TR → ATU	0.215	6.054	0.000	Positive / Significant

As shown in Table 10, several indirect relationships were found to be statistically significant. Trust significantly mediated the relationship between Perceived Value and Purchase Intention ($\beta = 0.151$, $p < 0.001$). In addition, Attitude significantly mediated the effects of Perceived Ease of Use ($\beta = 0.077$, $p = 0.007$), Perceived Value ($\beta = 0.096$, $p = 0.003$), and Trust ($\beta = 0.179$, $p < 0.001$) on Purchase Intention. The sequential mediation of Perceived Value through Trust and Attitude toward Purchase Intention ($\beta = 0.102$, $p < 0.001$) and the indirect effect of Perceived Value on Attitude through Trust ($\beta = 0.215$, $p < 0.001$) were also statistically significant. However, the indirect effects involving Perceived Enjoyment and Perceived Usefulness through Attitude, as well as the sequential mediation of Perceived Ease of Use through Perceived Usefulness and Attitude, were not statistically significant. These findings suggest that Perceived Value primarily influences Purchase Intention through Trust and Attitude formation. Overall, these findings indicate that Attitude and Trust serve as important mediators explaining consumers' purchase intention, whereas the proposed mediation involving Perceived Usefulness and Perceived Enjoyment was not supported.

3.2 Discussion

The results indicate that Perceived Ease of Use has a positive and significant effect on Perceived Usefulness ($\beta = 0.493$, $t = 6.533$, $p < 0.001$). This finding suggests that consumers who perceive TikTok Live Shopping as easy to use are more likely to recognize its usefulness in searching for product information and completing purchase transactions. This finding is consistent with Herlina et al. (2025) and Syafika and Antonio (2024), who reported a positive relationship between perceived ease of use and perceived usefulness in live-streaming e-commerce and TikTok Shop. Therefore, the results confirm that Perceived Ease of Use enhances consumers' perceptions of usefulness in TikTok Live Shopping.

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H1: Perceived Ease of Use positively and significantly influences Perceived Usefulness.

The results indicate that Perceived Usefulness has a positive but insignificant effect on Attitude (β = 0.146, t = 1.741, p = 0.082). This finding suggests that the perceived benefits of TikTok Live Shopping are not sufficient to significantly influence consumers' attitudes toward the platform. This finding is inconsistent with Nguyen et al. (2023) and Andrina et al. (2022), who reported that perceived usefulness positively and significantly influences consumers' attitudes in digital commerce. A possible explanation is that consumers in TikTok Live Shopping may place greater emphasis on trust and perceived value than on functional usefulness when evaluating the platform. The interactive and entertainment-oriented nature of live commerce encourages consumers to consider experiential and relational aspects in addition to utilitarian benefits. Therefore, the results indicate that Perceived Usefulness has a positive but insignificant effect on Attitude.
H2a: Perceived Usefulness positively but insignificantly influences Attitude.

The results indicate that Perceived Ease of Use has a positive and significant effect on Attitude (β = 0.162, t = 2.743, p = 0.006). This finding suggests that consumers who perceive TikTok Live Shopping as easy to use are likely to develop favorable attitudes toward the platform. This finding is consistent with Syafika and Antonio (2024) and Andrina et al. (2022), who reported that perceived ease of use positively influences users' attitudes toward digital shopping platforms. An intuitive and user-friendly shopping experience may reduce consumers' effort and contribute to favorable attitudes toward the platform. Therefore, the results confirm that Perceived Ease of Use positively influences Attitude.
H2b: Perceived Ease of Use positively and significantly influences Attitude.

The results indicate that Perceived Enjoyment has a positive but insignificant effect on Attitude (β = 0.108, t = 1.764, p = 0.078). This finding suggests that the enjoyment of using TikTok Live Shopping is not sufficient to significantly influence consumers' attitudes. This finding is inconsistent with Nguyen et al. (2023) and Manusakerti and Susilowati (2024), who reported that perceived enjoyment positively influences users' attitudes toward digital commerce platforms. This difference may be attributed to the purchasing-oriented nature of TikTok Live Shopping, where consumers prioritize product value, trust, and transaction reliability over entertainment when forming attitudes toward the platform. This suggests that utilitarian and relational factors outweigh hedonic motivations in shaping consumers' attitudes toward live commerce.Therefore, the results indicate that Perceived Enjoyment has a positive but insignificant effect on Attitude.
H2c: Perceived Enjoyment positively but insignificantly influences Attitude.

The results indicate that Perceived Value has a positive and significant effect on Attitude (β = 0.203, t = 3.277, p = 0.001). This finding suggests that consumers who perceive greater value from TikTok Live Shopping are more likely to develop positive attitudes toward the platform during their shopping experience. This finding is consistent with Hu (2024) and Nguyen et al. (2023), who reported that perceived value positively influences consumers' attitudes toward online shopping platforms. Consumers tend to evaluate TikTok Live Shopping more favorably when they perceive that benefits, such as competitive prices, attractive promotions, product quality, and shopping convenience, outweigh the associated costs and risks. This positive evaluation strengthens consumers' confidence and encourages a more favorable attitude toward live commerce. Therefore, the results confirm that Perceived Value positively influences Attitude.
H2d: Perceived Value positively and significantly influences Attitude.

The results indicate that Trust has a positive and significant effect on Attitude (β = 0.378, t = 6.510, p < 0.001). This finding suggests that consumers who trust TikTok Live Shopping are more likely to develop favorable attitudes. This finding is consistent with Zhang et al. (2023) and Sun et al. (2023), who reported that trust positively influences attitudes toward online shopping and live commerce. This suggests that a trustworthy shopping environment encourages consumers to evaluate the platform more positively and confidently. The result emphasizes the importance of maintaining transaction security, seller credibility, and reliable product information to foster positive consumer attitudes toward live commerce platforms. Therefore, the results confirm that Trust positively influences Attitude.
H2e: Trust positively and significantly influences Attitude.

The results indicate that Perceived Value has a positive and significant effect on Trust (β = 0.570, t = 12.792, p < 0.001). This finding suggests that consumers who perceive greater value from TikTok Live Shopping are more likely to trust the platform when making online purchase decisions. This finding is consistent with Hu (2024) and Wu and Huang (2023), who reported that perceived value positively influences consumer trust in live commerce and online shopping platforms. This finding suggests that enhancing consumers' perceived value through competitive pricing, attractive promotions, and product quality can strengthen trust in live commerce platforms. This reinforces consumers' confidence in sellers and transaction reliability. Therefore, the results confirm that Perceived Value positively influences Trust.
H3: Perceived Value positively and significantly influences Trust.

The results indicate that Attitude has a positive and significant effect on Purchase Intention (β = 0.474, t = 6.914, p < 0.001). This finding suggests that consumers who hold positive attitudes toward TikTok Live Shopping are more likely to intend to purchase products through the platform in the future. This finding is consistent with Nguyen et al. (2023), who reported that positive attitudes significantly increase consumers' purchase intentions in digital commerce. This result implies that fostering positive consumer attitudes through a satisfying shopping experience can increase future purchase intentions. Therefore, the results confirm that Attitude positively influences Purchase Intention.
H4: Attitude positively and significantly influences Purchase Intention.

The results indicate that Trust has a positive and significant effect on Purchase Intention ($\beta = 0.265$, $t = 3.841$, $p < 0.001$). This finding suggests that consumers who trust TikTok Live Shopping are more likely to purchase products through the platform. Consistent with Sun et al. (2023) and Wu and Huang (2023), trust influences purchase intention in live commerce. Trust reduces perceived uncertainty and increases consumers' confidence in purchase decisions. This finding suggests that strengthening consumer trust remains an important strategy for encouraging purchase intention in live commerce environments. Therefore, the results confirm that Trust positively influences Purchase Intention.
H5: Trust positively and significantly influences Purchase Intention.

Overall, the findings extend the Technology Acceptance Model by demonstrating that Perceived Value and Trust play more influential roles than Perceived Usefulness and Perceived Enjoyment in shaping consumers' attitudes and purchase intentions in TikTok Live Shopping. The insignificant effects of Perceived Usefulness and Perceived Enjoyment suggest that functional and hedonic benefits alone are insufficient to encourage favorable attitudes in the live social commerce context. Instead, consumers appear to place greater emphasis on the value received and the trustworthiness of the platform when forming purchase intentions. These findings indicate that integrating Perceived Value and Trust into TAM provides a more comprehensive explanation of consumer behavior in live social commerce. From a practical perspective, TikTok Live Shopping platform managers should prioritize improving transaction security, seller credibility, and platform usability, while online sellers should focus on delivering competitive pricing, attractive promotions, and reliable product quality to strengthen consumers' perceived value, trust, and purchase intentions.

4. CONCLUSION

This study examined the factors influencing purchase intention in TikTok Live Shopping by extending the Technology Acceptance Model (TAM) through the inclusion of perceived value, trust, and attitude. The findings show that perceived ease of use, perceived value, and trust significantly influence attitude, while perceived enjoyment and perceived usefulness do not significantly affect attitude. In addition, perceived ease of use significantly affects perceived usefulness, and perceived value significantly influences trust. Furthermore, attitude and trust have positive and significant effects on purchase intention. The mediation analysis indicates that attitude mediates the effects of perceived ease of use, perceived value, and trust on purchase intention, while trust mediates the relationship between perceived value and purchase intention. However, attitude does not mediate the effects of perceived enjoyment and perceived usefulness on purchase intention. The novelty of this study lies in the integration of TAM constructs, perceived value, trust, and attitude within a single framework to explain purchase intention in TikTok Live Shopping. The findings contribute to the extension of TAM in the live social commerce context and provide practical insights for platform providers and online sellers. Specifically, TikTok Live Shopping platform managers should enhance transaction security, improve seller credibility, and optimize user-friendly platform features, while digital business practitioners should focus on delivering competitive pricing, attractive promotions, and reliable product quality to strengthen consumers' perceived value, trust, and purchase intention. Nevertheless, this study is limited to university students in Surabaya and focuses only on TikTok Live Shopping. Future research is encouraged to involve more diverse respondents and incorporate additional variables to further explain consumer purchase intention in live social commerce.

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