



The Influence of Perceived Benefits, Trust, Perceived Risk, and Perceived Ease of use on Purchase Intentions on the Tiktok Shop Application

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ARTICLE INFO

Keywords: : Perceived Benefit, Perceived Ease of Use, Perceived Risk, Purchase Intention, Trust

Received : 20, December
Revised : 22, January
Accepted: 12, January

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ABSTRACT

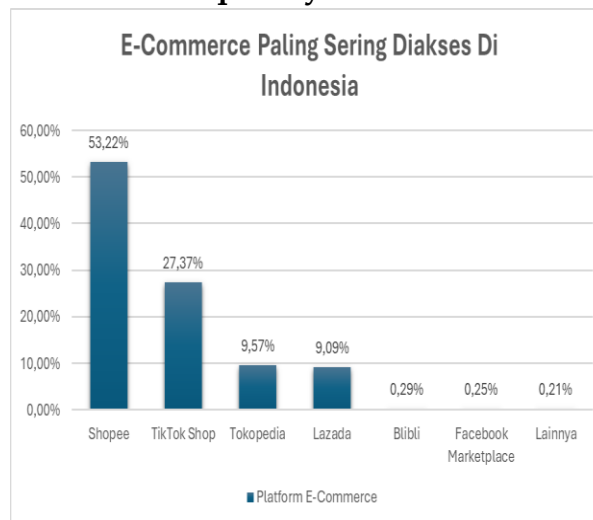
The development of social commerce has driven significant changes in online shopping behavior. One platform that integrates entertainment and shopping features into a single platform is TikTok Shop. This study aims to analyze the influence of perceived benefit, trust, perceived risk, and perceived ease of use on purchase intention on TikTok Shop in Kebumen Regency. The method used is a quantitative approach using a survey technique involving 150 respondents selected through purposive sampling. Data testing was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). This study provides implications for business actors and platform developers to improve features that strengthen the perception of benefits, ease of use, and risk mitigation in order to encourage consumer purchase intention on social commerce platforms.

INTRODUCTION

Consumer behavior patterns in purchasing products online have changed significantly due to advances in digital technology. The emergence of social commerce, a type of electronic commerce that combines social media with buying and selling activities, is one of the most prominent developments in recent years. a feature of TikTok, is one platform that offers this convenience. TikTok Shop has developed into a leading social commerce platform by combining entertainment and shopping through short video and live streaming features, creating an adaptive and easy shopping experience (Thi Hong Minh Trinh, 2025).

According to the Digital 2024 report by We Are Social and Hootsuite, with more than 157 million users, Indonesia has the largest TikTok user base in the world. In addition, TikTok has the highest engagement rate among social media platforms, with Indonesian users spending an average of 44 hours and 54 minutes on the platform each month. Furthermore, around 58% of TikTok users in Indonesia have made purchases through TikTok Shop, indicating that entertainment-based social commerce (shoppertainment) has become a new habit in Indonesian online shopping behavior (Datareportal, 2024).

Figure 1. Most Frequently Accessed ECommerce Platforms



TikTok Shop has emerged as a platform that changes the way people interact with content and brands, as well as fostering the phenomenon of direct purchasing through seamless integration between entertainment and shopping. This platform offers interactive tools through live streaming features, short videos, and personalized recommendations that have been empirically proven to strengthen consumer decisions (Putri & Albari, 2024).

Based on the figure above, it shows that TikTok Shop is the second most frequently accessed e-commerce platform by Indonesian society in the April–July 2025 period, with a usage percentage of 27.37%. This position indicates that TikTok Shop has strong attractiveness and has become one of the shopping applications that is quite frequently used (Lestari, 2025).

Based on the news written by Untari (2025), it was conveyed that TikTok Shop, which is now integrated with Tokopedia starting August 11, 2025,

implemented an order processing fee of Rp1,250.00 per order. Similar policies were also applied to other shopping platforms such as Shopee (July 20, 2025) and Lazada (August 1, 2025) with the same fee of Rp1,250.00 per order. The fee appears small, but based on the study by Kang et al. (2024), consumers tend to perceive the fee as a hidden burden that can reduce the net value of transactions.

In Kebumen Regency, the TikTok Shop phenomenon shows a significant growth trend in line with the high use of social media by local communities. Content creators, influencers, and sellers can directly promote products through short videos and live broadcasts that create emotional attachment with consumers (Katon & Oktavia, 2025). However, this condition also creates new challenges. One of the main problems that reduces trust and increases perceived risk is product mismatch. In the context of live streaming, product descriptions and product photos are often not in accordance with the goods received by consumers. Studies related to live streaming shopping emphasize that inaccurate or misleading information quality directly reduces consumer trust (Xiao, 2024). These findings also appear in e-commerce research in Indonesia, where the Indonesian Consumers Foundation (YKLI) recorded “non-conforming goods” reaching 27.1% of total e-commerce consumer complaints in the first semester of 2025 (Suryo, 2025).

Normatively, seller policies on the TikTok Shop platform emphasize that products must match the description and be free from defects, so violations can be considered damaging trust and encouraging consumers to perceive higher risk. From these problems, product mismatch will reduce consumer purchase intention due to lack of trust and increased concern.

Perceived benefit is the consumer's perception of the benefits or added value obtained from using a product/service (Syafika & Antonio, 2024). On TikTok Shop, this can be in the form of ease of obtaining product information, competitive prices, and interactive features that support the decision-making process in TikTok, including administrative fees. Perceived benefit is also influenced by the existence of these administrative costs.

One of the factors that can influence purchase intention in social commerce is perceived benefit, namely consumer perception of the benefits or added value obtained from a transaction (Syafika & Antonio, 2024). On TikTok Shop, these benefits can include competitive prices, ease of obtaining information, and aggressive promotions through influencers and live streaming. On the other hand, field phenomena show that the TikTok Shop transaction processing fee policy implemented since 2025 has created new perceptions of the economic value received by consumers (Untari, 2025). This condition makes the understanding of the role of perceived benefit increasingly complex in shaping purchase intention.

Several previous studies show that perceived benefit has a positive effect on purchase intention (Razafinandrasana, 2024; Kristiyono, 2021; Zhang et al.,

2024). However, there are also studies stating that perceived benefit does not have a significant effect (Aprianto et al., 2023; Juliana, 2023).

Trust is an important factor in online transactions because it is related to consumer confidence that the platform is able to provide secure and reliable services (Putri et al., 2023). On TikTok Shop, trust is often formed through intense interaction between influencers and consumers, as well as through persuasive product displays in live streaming. Based on interview results from several TikTok users in Kebumen Regency and reviews of several stores on the TikTok Shop application, it shows that many TikTok Shop users experience product mismatches between live displays and received goods, thereby reducing consumer trust and creating doubt in the decision-making process. This is supported by research (Razafinandrasana & Tamara, 2024).

According to several studies, trust has a positive and significant impact on purchase intention (Juliana, 2023; Putri et al., 2023; Fitri et al., 2024). However, other studies show that trust does not have a visible impact (Katon, 2025; Perwira, 2025).

Perceived risk describes uncertainty and potential losses that consumers may experience when making online purchases (Rahmi et al., 2022). In practice, TikTok Shop problems include product mismatch, delivery delays, and transaction security concerns. Based on research by Albert et al. (2023), phenomena in Indonesia show that non-conforming goods became one of the biggest complaints of e-commerce consumers in 2025, strengthening risk perceptions in shopping through TikTok Shop live streaming. Likewise, in Kebumen Regency, the phenomenon has similarities to what occurs nationally. Several studies show that perceived risk greatly influences purchase intention (Albert, 2023; Pratama, 2025; Sangwan, 2024). However, other studies show that risk perception does not influence purchase intention (Assegaf et al., 2025; Bursan, 2023).

Perceived ease of use is the consumer's perception of ease in using applications from searching to transaction processes (Khalid & Purwanto, 2023). TikTok Shop presents a very practical shopping experience through integration of entertainment content and fast purchase features in one application. Based on reviews in the TikTok application, it can be concluded that overly fast and seamless transactions make consumers ignore product details, triggering negative experiences after purchase. This condition shows that ease of use can become a double-edged sword..

Purchase intention is positively influenced by perceived ease of use, as shown in many studies (Khalid, 2023; Ridanasti, 2024; Syauqi et al., 2024). However, other research findings indicate that perceived ease of use is not always a relevant factor (Budiman, 2025; Priyanda, 2025). The inconsistency of previous findings and the fast transaction characteristics of TikTok Shop create

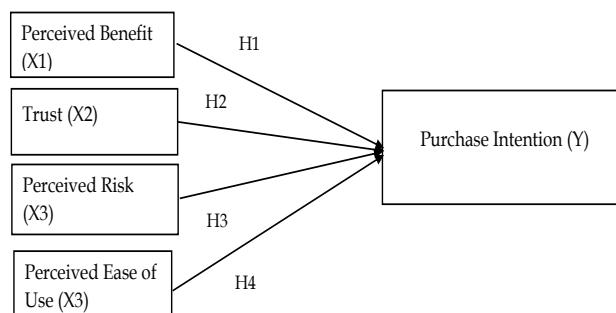
an important research gap that needs to be analyzed more deeply (Permana et al., 2025).

In the context of online shopping, perceived ease of use cannot be ignored because TikTok Shop has succeeded in creating a social commerce experience that makes it easy to find entertainment and shop through a single application (Khalid & Purwanto, 2023). However, this convenience becomes a boomerang, where consumers often ignore product details and additional costs because the process is too easy and seamless. Research by Ridanasti (2024) found that trust, ease of use, and enjoyment influence the intention to use TikTok Shop.

Penelitian ini merupakan pengembangan dari penelitian yang dilakukan oleh Syauqi et al. (2024), which has been published in a scientific journal indexed by Sinta 3. This study is a development of research conducted by Syauqi et al. (2024), which has been published in a scientific journal indexed by Sinta 3. The previous study only focused on the influence of perceived ease of use and perceived benefit on purchase intention, with trust as an intervening variable in Shopee e-commerce. This study adds the perceived risk variable with the aim of providing a more comprehensive understanding of the factors influencing purchase intention in the context of social commerce on the TikTok Shop application. The addition of this variable refers to the research conducted by Rahmi et al. (2022) to expand the scope of analysis and explain the increasingly complex dynamics of consumer behavior in a content-based shopping environment.

This study differs from previous research based on the phenomenon of the rapid development of social commerce in Indonesia, particularly on the TikTok Shop platform, which integrates entertainment, social interaction, and buying and selling activities in one platform. TikTok Shop not only functions as a shopping platform but also as an interactive space that influences consumers through creative content created by influencers. Unlike conventional e-commerce, TikTok Shop emphasizes emotional and spontaneous shopping, making consumers more vulnerable to trust, risk, and perceived benefit factors. In addition, the high usage of TikTok among the younger generation in Indonesia makes this platform relevant to be studied, with results expected to contribute to understanding digital consumption patterns and provide appropriate input for business actors and policymakers in optimizing the potential of social commerce.

Figure 2. Conceptual Framework



METHODS

A survey was used to collect data for this quantitative research. Quantitative research uses statistical, mathematical, or computer-based methods to analyze a phenomenon (Ramadhan, 2021). This study uses primary data. Primary data include verbal information, either clearly spoken, conveyed through body language, or through the actions of individuals who are trusted to serve as research respondents (informants) related to the variables being studied (Siyoto, 2015). Primary data were collected online using questionnaires to measure perceived benefit, trust, perceived risk, perceived ease of use, and purchase intention.

The target population used in this study consists of respondents who are active and use TikTok Shop and are domiciled in Kebumen Regency. The data collection method uses purposive sampling techniques with certain criteria, and respondents' gender is selected as male or female with a minimum age of 17 years and domiciled in Kebumen Regency as a consideration by the researchers so that respondents can understand and be able to fill out the questionnaire properly in order to obtain accurate results.

Purposive sampling is used to select research samples based on predetermined standards. The research population does not know the exact number of TikTok Shop users in Kebumen Regency. Hair et al. (2018) use the formula (variables \times parameters \times statement items) to calculate sample size as 5–10 times the number of statement items. This study requires 150 respondents based on certain criteria and time limitations. Luh et al. (2021) used questionnaires with statement questions based on validated variable indicators that were found to be reliable in previous studies.

To reach respondents effectively and broadly, data collection was carried out online using digital survey platforms and social media. Processing and analysis of research results used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Based on research by Nugraha and Arijanto (2022), this method was chosen to evaluate the correlation between perceived benefit, trust, perceived risk, and perceived ease of use variables on purchase intention.

The following are the details of the indicators used in preparing the research questionnaire, which are based on research by Syauqi et al. (2024) and Rahmi et al. (2022).

| Variabel | Indicator | Questionnaire Statement |
|------------------------|--|--|
| Perceived Benefit (X1) | <ul style="list-style-type: none"> - Effectiveness - Faster Achievement - Practicality - Benefit | <ul style="list-style-type: none"> - TikTok Shop helps me obtain products that match my needs - Shopping on TikTok Shop is more effective than other online shopping platforms - TikTok Shop makes it easier for me to make purchases in a short time - Shopping on TikTok Shop feels more practical than on other online stores - TikTok Shop features make the online shopping process easier for me - Prices and promotions on TikTok Shop provide added value for me |
| Trust (X2) | <ul style="list-style-type: none"> - Ability - Integrity - Benevolence | <ul style="list-style-type: none"> - I believe that TikTok Shop is able to provide services that meet my needs - I believe that TikTok Shop is able to handle transaction processes well - I believe that TikTok Shop always displays accurate product information - I believe that TikTok Shop conducts transactions honestly - I believe that TikTok Shop provides services that pay attention to consumer satisfaction - I believe that TikTok Shop cares about consumer satisfaction |
| Perceived Risk (X3) | <ul style="list-style-type: none"> - Actual Risk - Experienced Losses - Perceived Potential Risk | <ul style="list-style-type: none"> - The shopping experience on TikTok Shop feels safe, without experiencing major risks. - TikTok Shop shows the ability to minimize actual risks in every transaction. - TikTok Shop guarantees that consumers are protected from losses. - Potential risks on TikTok Shop can be managed well. - TikTok Shop provides assurance that reduces concerns before making transactions. - The shopping process on TikTok Shop runs smoothly without difficulties. |

| Variabel | Indicator | Questionnaire Statement |
|----------------------------|--|--|
| Perceived Ease of Use (X4) | <ul style="list-style-type: none"> - Ease of Use - Ease of Transaction - Display Clarity - Responsiveness | <ul style="list-style-type: none"> - I do not experience difficulties when shopping on TikTok Shop - I can complete transactions quickly on TikTok Shop - The TikTok Shop application display is clear and easy to understand - Product information on TikTok Shop is displayed clearly - The TikTok Shop system is fast and responsive when used - Features on TikTok Shop work well without obstructive difficulties |
| Purchase Intention (Y) | <ul style="list-style-type: none"> - Purchase Intention - Recommendation - Preference - Strong Desire - Main Choice Consideration | <ul style="list-style-type: none"> - I intend to purchase products/services on TikTok Shop in the near future - I will recommend products/services on TikTok Shop to others - I tend to choose TikTok Shop over others - TikTok Shop becomes my main choice for online shopping - I have a strong desire to make purchases through TikTok Shop - TikTok Shop becomes my first priority compared to other online shopping platforms |

RESULTS AND DISCUSSION

Respondent Characteristics

The following are the results of the identification of respondents, which include age, gender, marital status, level of education, occupation, and income. These criteria are used to obtain an initial overview of the respondents' profiles in this study. The following is a summary of the characteristics represented in Table 1.

Table 1. Respondent Characteristics

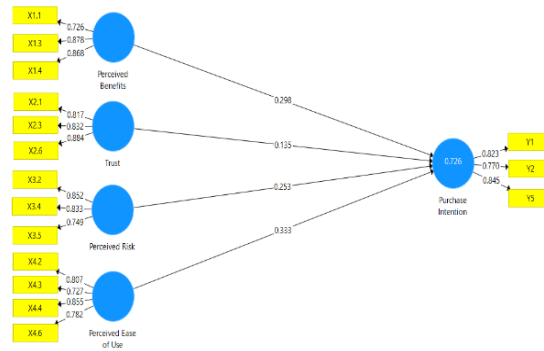
| No | Characteristics | Frequency | % |
|----|-------------------------------------|-----------|-----|
| 1 | Age | | |
| | 17-25 | 55 | 37% |
| | 26-35 | 91 | 61% |
| | >35 | 4 | 3% |
| 2 | Gender | | |
| | Male | 64 | 43% |
| | Famale | 86 | 57% |
| 3 | Marital Status | | |
| | Married | 68 | 45% |
| | Unmarried | 82 | 55% |
| 4 | Education | | |
| | Elementary School/Equivalent | 0 | 0% |
| | Junior High School/Equivalent | 0 | 0% |
| | Senior High School/Equivalent | 63 | 42% |
| | D3/S1 | 87 | 58% |
| | Post Graduate | 0 | 0% |
| | | | |
| 5 | Occupation | | |
| | Civil Servant | 24 | 16% |
| | Private Employee | 31 | 21% |
| | Entrepreneur | 29 | 19% |

| No | Characteristics | Frequency | % |
|----|-----------------------------------|-----------|-----|
| | Trader | 23 | 15% |
| | Farmer | 2 | 1% |
| | Student | 29 | 19% |
| | Housewife | 2 | 1% |
| | Others | 9 | 6% |
| 6 | Income | | |
| | <Rp1.000.000,00 | 40 | 27% |
| | Rp1.000.000,00- Rp2.500.000,00 | 35 | 23% |
| | Rp2.500.000,00- Rp5.000.000,00 | 51 | 34% |
| | >Rp5.000.000,00 | 24 | 16% |

Based on the provided respondent profile information, most respondents belong to the young adult age group, especially those in the 26–35 age range. Thus, the majority of respondents are in the productive age group who have personal needs that can increase their intention to shop online. With a higher number of female respondents compared to males, it can be concluded that this is related to women who like shopping, especially online shopping. Most respondents are unmarried, therefore respondents are able to consider the balance between needs and wants in online shopping. The educational background at the Diploma or Bachelor’s degree level shows that they are educated individuals who are able to distinguish which shopping applications can be trusted. In terms of occupation, most of them work as private sector employees, which strongly supports the fact that employees like shopping online and looking for discounts. Most respondents have income that falls into the middle category according to this study’s scale, therefore this is strongly driven by affordable prices and discounts provided by online shopping platforms.

Inner Model Results

An indicator is considered acceptable if its outer loading value is at least 0.70, according to Hair et al. (2022). Meanwhile, indicators with values between 0.40 and 0.70 that donot improve construct validity or composite reliability may be re-evaluated for elimination.



Gambar 3 Inner Model Results

Based on the output results of the inner model values above, it can be seen that before improvements were made, there were several statement items that had values below 0.70. These items included perceived benefit items number 2, 5, and 6; trust items number 2, 4, and 5; perceived risk items number 1, 3, and 6; perceived ease of use items number 1 and 5; and purchase intention variable (Y) items number 3, 4, and 6. These values below 0.70 indicate that these indicators did not meet the validity requirements.

After improvements were made by eliminating invalid items from the model, the analysis results showed that all remaining indicators had outer loading values above 0.70. Thus, all indicators in each variable can be declared valid because they have met the validity criteria (Ghozali, 2021).

Construct Reability and Validity

According to Hair et al. (2022), convergent validity is assessed using an AVE value ≥ 0.50 , while construct reliability is tested using Cronbach's Alpha and a CR value > 0.70 .

Tabel2. Result Reability and Validity

| | CA | R | CR | A | I |
|---|-----|-----|------|-----|----|
| | | A | | V | N |
| | | | | E | F |
| | | | | | O |
| X | 0,7 | 0,7 | 0,86 | 0,6 | V |
| 1 | 67 | 89 | 6 | 84 | al |
| | | | | | id |

| | | | | | |
|--------|-----------|-----------|-----------|-----------|---------------|
| X 2 | 0,8 00 | 0,8 07 | 0,88 2 | 0,7 14 | V al id |
| X 3 | 0,7 45 | 0,7 63 | 0,85 3 | 0,6 61 | V al id |
| X 4 | 0,8 06 | 0,8 25 | 0,87 2 | 0,6 31 | V al id |
| Y 1 | 0,7 45 | 0,7 54 | 0,85 4 | 0,6 62 | V al id |

Table 2 shows that all research variables are reliable and valid. The reliability criteria are fulfilled because all Cronbach's Alpha, Rho_A, and Composite Reliability values are above 0.70. All Average Variance Extracted (AVE) values are above 0.50, meeting the convergent validity standard. Thus, the measurement instruments used in this study are accurate (valid) and consistent (reliable) in assessing these variables.

Discriminant Validity

Hair et al. (2022) state that discriminant validity testing is conducted to ensure that each construct in the model is significantly different. The test uses the Fornell-Larcker criterion, which requires that the square root of AVE on the diagonal must be greater than the correlations between constructs in the same rows and columns. This indicates that the construct explains its indicator variables better than other constructs.

Tabel 3. Discriminant Validity

| | X1 | X2 | X3 | X4 | Y1 |
|----|-------|-------|-------|-------|----|
| X1 | 0,827 | | | | |
| X2 | 0,548 | 0,845 | | | |
| X3 | 0,593 | 0,666 | 0,813 | | |
| X4 | 0,517 | 0,705 | 0,586 | 0,794 | |

| | X1 | X2 | X3 | X4 | Y |
|---|------|------|-----|------|----|
| | | | 3 | | 1 |
| Y | 0,69 | 0,70 | 0,7 | 0,73 | 0, |
| 1 | 4 | 2 | 31 | 1 | 8 |
| | | | | | 1 |
| | | | | | 4 |

According to Table 3, the diagonal values such as Perceived Benefit (0.827), Trust (0.845), Perceived Risk (0.813), Perceived Ease of Use (0.794), and Purchase Intention (0.814) are higher than their correlations with other constructs. This indicates that each variable is better at explaining its own indicators than the indicators of other constructs. Thus, this study is in accordance with Hair et al. (2022) regarding discriminant validity for each construct.

Adjusted R²

The PLS-SEM model uses R² to calculate the percentage of variance in endogenous constructs (Hair et al., 2022). More stable estimates are then produced by adjusting this value using Adjusted R², especially when the number of predictors in the model increases. The following table provides an explanation of the results of the R² and Adjusted R² tests for this study.

| | <i>R Square</i> | <i>Adjusted Square</i> | <i>R</i> |
|-------------------|-----------------|------------------------|----------|
| <i>Adjust Y-1</i> | 0,726 | 0,718 | |

Tabel 4 Adjusted R² Result

Based on Table 4, the adjusted R² value is 0.718, indicating that the model has very strong (substantial) predictive power in explaining the Purchase Intention variable. Thus, the tested model is very effective and good at predicting purchase intention based on the predictor variables included in the model.

Path Coefficient

Path coefficient analysis reveals the magnitude and direction of the influence of exogenous factors on endogenous variables by examining the relationships in the structural model. Hair et al. (2022) suggest using t-statistics and p-values from bootstrapping to assess the significance of path coefficients. A relationship is considered significant if the t-statistic is greater than 1.98 and the p-value is less than 0.05 at the 5% level. The results of the path coefficient test for this study are as follows.

Tabel 5. Path Coefficient

| | <i>O</i> | <i>M</i> | <i>ST</i> | <i>T</i> | <i>P</i> |
|----------|----------|----------|-----------|--------------|------------|
| | | | <i>DE</i> | <i>Stati</i> | <i>Va</i> |
| | | | <i>V</i> | <i>stics</i> | <i>lue</i> |
| <i>X</i> | 0,29 | 0,2 | 0,08 | 3,341 | 0,0 |
| <i>1</i> | 8 | 97 | 9 | | 01 |
| - | | | | | |
| <i>Y</i> | | | | | |
| <i>X</i> | 0,13 | 0,1 | 0,06 | 2,016 | 0,0 |
| <i>2</i> | 5 | 32 | 7 | | 44 |
| - | | | | | |
| <i>Y</i> | | | | | |
| <i>X</i> | 0,25 | 0,2 | 0,06 | 3,881 | 0,0 |
| <i>3</i> | 3 | 56 | 5 | | 00 |
| - | | | | | |
| <i>Y</i> | | | | | |
| <i>X</i> | 0,33 | 0,3 | 0,05 | 6,068 | 0,0 |
| <i>4</i> | 3 | 37 | 5 | | 00 |
| - | | | | | |
| <i>Y</i> | | | | | |

First Hypothesis Test

Based on the conducted research, there is a significant and positive correlation between the Perceived Benefit (X1) variable and Purchase Intention (T-statistic = 3.341, P-value = 0.001). The first hypothesis, or H1, is accepted because the t-statistic value is greater than 1.96 and the p-value is less than 0.05. Thus, the Perceived Benefit (X1) variable has a positive and significant effect on Purchase Intention (Y).

Second Hypothesis Test

The study found a positive relationship between Trust (X2) and Purchase Intention (T-statistic = 2.016, P-value = 0.044). H2 is supported because the t-statistic value is greater than 1.96 and the p-value is less than 0.05. Thus, the Trust (X2) variable has a positive and significant effect on Purchase Intention (Y).

Third Hypothesis Test

Perceived Risk (X3) and Purchase Intention show a negative and significant relationship (T-statistic = 3.881, P-value = 0.000). H3 is supported because the t-statistic value is greater than 1.96 and the p-value is less than 0.05. Thus, the Perceived Risk (X3) variable has a negative and significant effect on Purchase Intention (Y).

Fourth Hypothesis Test

Perceived Ease of Use (X4) and Purchase Intention are positively and significantly correlated (T-statistic = 6.068, P-value = 0.000). Because the t-statistic value is greater than 1.96 and the p-value is less than 0.05, H4 is accepted. Thus, the Perceived Ease of Use (X4) variable has a positive and significant effect on Purchase Intention (Y).

The Effect of Perceived Benefit on Purchase Intention

This study found that perceived benefit has a positive and significant effect on purchase intention among TikTok Shop customers in Kebumen Regency. According to this study, customers' willingness to purchase increases along with the perceived benefits of using TikTok Shop for their purchases. Easy product acquisition, time efficiency, transaction convenience, and financial benefits through marketing campaigns and reduced shipping costs are some of the highlighted advantages.

These results are consistent with the Theory of Planned Behavior framework, which states that people will develop positive attitudes toward a behavior if they believe that the behavior is beneficial. According to this study, perceptions of the usefulness and affordability of TikTok Shop foster positive sentiments that ultimately increase customers' tendency to purchase.

These results are consistent with research by Luh et al. (2021) and Setianingsih and Dema (2025), which state that perceived benefit has a positive and significant effect on purchase intention. This explains that perceived benefit is one of the main determinants of purchase intention in digital transactions. On entertainment-based platforms such as TikTok Shop, the integration of promotions, interactive content, and recommendation features further strengthens perceived benefits, encouraging consumers to make this application their shopping choice.

The Effect of Trust on Purchase Intention

This study found that trust has a positive and significant effect on purchase intention. Consumer trust in payment systems, data security, and the platform can increase purchase intention. This indicates that trust is a dominant factor influencing purchase intention on TikTok Shop.

Within the Theory of Planned Behavior framework, trust can theoretically influence attitudes toward behavior and subjective norms. In the context of fast-paced social commerce influenced by visual content, consumers deeply assess direct benefits, shopping experiences, and trust levels. This causes trust to play a significant role in shaping attitudes and social norms that encourage purchase intention.

The results of this study are in line with the findings of Juliana (2023) and Putri et al. (2023), which state that trust has a positive and significant effect on

purchase intention. This indicates that trust in a digital application regarding data and transaction security consistently increases users' purchase intention. Therefore, trust is very important in long-term relationships, and this element directly increases purchase intention in spontaneous purchasing situations.

The Effect of Perceived Risk on Purchase Intention

The study shows that perceived risk reduces purchase intention. According to consumer behavior theory, the greater the perceived uncertainty or potential loss, the lower the individual's interest in purchasing. In the context of TikTok Shop, the risk of product mismatch, concerns about data security, and potential delivery delays are factors that reduce consumer confidence.

When risks are considered difficult to predict or potentially cause real losses, consumers tend to refrain from continuing transactions. This is consistent with previous studies such as Bernika et al. (2023), Immanuel (2022), and Irvania et al. (2022), which confirm that perceived risk has a negative and significant effect on purchase intention and is a significant barrier in online purchasing behavior. On TikTok Shop, this condition is reinforced by the high number of consumer complaints regarding non-conforming goods and differences in quality from promotional displays, strengthening the assessment that the risk of shopping through this platform is relatively high.

Thus, these findings confirm that risk perception remains a crucial factor in reducing purchase intention, especially on social commerce platforms such as TikTok Shop that have visual and impulsive characteristics but remain vulnerable to potential product mismatches.

The Effect of Perceived Ease of Use on Purchase Intention

The results of the study indicate that purchase intention is positively and significantly influenced by perceived ease of use. Applications that are easy to use, have clear navigation, simple payment processes, and integration between content and shopping features are proven to increase consumers' tendency to purchase. Conversely, if an application is difficult to use, consumers will reduce their interest in continuing purchases.

In the Theory of Planned Behavior (TPB), perceived ease of use strongly influences perceived behavioral control. People feel more in control of their purchases when they believe the process is simple. This high perception of control becomes one of the main determinants in forming purchase intention. Thus, ease of application use facilitates consumers' confidence in making purchasing decisions.

The results of this study are consistent with the findings of Khalid (2023) and Ridanasti (2024), which state that perceived ease of use has a positive and significant effect on purchase intention. This indicates that ease of use of a digital application consistently increases users' purchase intention. Consumers desire

simple and efficient experiences, so perceived ease of use becomes a factor that strengthens their confidence in transactions while increasing purchase intention.

CONCLUSIONS

The study shows a strong and positive relationship between purchase intention and perceived benefit. This study found that TikTok Shop customers are more likely to make purchases if they perceive comfort, efficiency, and economic benefits. Trust has a positive and significant impact on purchase intention. In addition, perceived ease of use positively influences purchase intention, meaning that the more user-friendly an application is, the greater the likelihood that customers will transact on it.

In contrast to the other three factors, purchase intention is significantly and negatively influenced by perceived risk. The higher the consumers' perceived risk, whether related to product mismatch, potential financial loss, or delivery uncertainty, the lower their desire to make purchases. Risks that are considered difficult to control make consumers doubt the certainty of transaction outcomes and ultimately reduce their intention to buy.

To increase consumer purchase intention, platforms and sellers are advised to pay special attention to perceived benefit, ease of use, and management of consumers' perceived risk. Providing clear product information, simple transaction processes, and easy-to-understand return mechanisms can increase consumer confidence and comfort in making purchasing decisions. In addition, improving convenience features, such as more intuitive application navigation and responsive customer service, can help enhance consumers' perception of control. By focusing on increasing benefits, ease, and security, platforms not only encourage purchase intention but can also build more positive shopping experiences.

For future researchers, it is recommended to expand the sample size so that the results obtained are more representative. In addition, it is suggested to conduct more in-depth studies on perceived risk variables, as consumers' risk perceptions in social commerce transactions remain a crucial component that can affect trust levels and purchase intention. Future research may examine various dimensions of perceived risk such as financial risk, product risk, and privacy risk, and investigate how communication strategies, levels of information transparency, and the reputation of sellers or influencers can reduce these risk perceptions. In this way, the results of future research are expected to contribute more broadly to understanding consumer behavior on social commerce platforms.

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