

The Influence of Perceived Ease of Use, Usefulness, and Trust on Consumer Purchase Interest in the TikTok Shop Yellow Cart Feature

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Abstract

The social commerce phenomenon has transformed consumer shopping behavior by integrating entertainment and online transactions. TikTok Shop, through its "yellow basket" feature, is at the center of this *shoppertainment phenomenon*. The context of this research becomes crucial following the enactment of Trade Regulation No. 31/2023, which highlighted data security issues and forced platform restructuring. This event places trust as a vital external factor, complementing internal technological factors. This study aims to analyze the influence of perceived ease of use, perceived usefulness, and trust on consumer purchase intention for the TikTok Shop yellow basket feature. This study uses a quantitative approach with a survey method through a questionnaire to active TikTok Shop users in Surabaya City. Data were analyzed using multiple linear regression to test the influence of the three independent variables on purchase intention. The theoretical framework of the study adopts a hybrid model that integrates *the Technology Acceptance Model* (TAM) with the Trust Theory. The results are expected to prove that the higher the perception of ease of use, usefulness, and trust, the greater the consumer's purchase intention. This research contributes to the study of consumer behavior in the post-regulation era of social commerce and provides practical recommendations for platforms in optimizing functionality and trust-building strategies to drive sales conversions.

Keywords: perceived ease of use; perceived usefulness; trust; purchase intention; yellow basket; TikTok Shop; Extended TAM; social commerce.

Received: 29 April 2026; Accepted: 29 June 2026; Published: 30 June 2026

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To cite this document:

Muhammad Luthfi, Mochamad Freski Dino Fava, Ramadhan Abiyasa Harianto, Muhammad Farhan Al Ghifari. (2026). The Influence of Perceived Ease of Use, Usefulness and Trust on Consumer Purchase Interest in Tik Tok Shop Yellow Cart Feature.. *JDBIM (Journal of Digital Business and Innovation Management, Vol. 5 No.1, 124-145. DOI: 10.26740/jdbim.v5i1.74090*

Abstrak

Fenomena sosial commerce telah mengubah perilaku belanja konsumen dengan mengintegrasikan hiburan dan transaksi daring. TikTok Shop, melalui fitur "keranjang kuning", menjadi pusat dari fenomena shoppertainment ini. Konteks penelitian ini menjadi krusial pasca-pemberlakuan permendag 31/2023, yang menyoroti isu keamanan data dan memaksa restrukturisasi platform. Peristiwa ini menempatkan variabel kepercayaan (trust) sebagai faktor eksternal yang vital, melengkapi faktor teknologi internal. Penelitian ini bertujuan menganalisis pengaruh persepsi kemudahan penggunaan, persepsi kebermanfaatan, dan kepercayaan terhadap minat beli (purchase intention) konsumen pada fitur keranjang kuning TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner kepada pengguna aktif TikTok Shop di Kota Surabaya. Data dianalisis menggunakan regresi linier berganda untuk menguji pengaruh ketiga variabel independen terhadap minat beli. Kerangka teoritis penelitian mengadopsi model hibrida yang mengintegrasikan Technology Acceptance Model (TAM) dengan Teori Kepercayaan (Trust Model). Hasil penelitian diharapkan dapat membuktikan bahwa semakin tinggi persepsi kemudahan, kebermanfaatan, dan kepercayaan, maka semakin besar minat beli konsumen. Penelitian ini berkontribusi pada kajian perilaku konsumen di era social commerce pasca-regulasi dan memberikan rekomendasi praktis bagi platform dalam mengoptimalkan fungsionalitas serta strategi membangun kepercayaan untuk mendorong konversi penjualan.

Kata kunci: persepsi kemudahan penggunaan; persepsi kebermanfaatan; kepercayaan; minat beli; keranjang kuning; TikTok Shop; Extended TAM; social commerce.

INTRODUCTION

The development of global digital technology has created a major transformation in people's consumption behavior. The Digital 2024 report noted that the number of internet users worldwide reached 5.35 billion people or 66% of the global population ([DataReportal, 2024](#)). In Indonesia, internet penetration has also increased rapidly with 221 million users or around 79% of the population, who spend an average of more than seven hours per day accessing the internet, mostly through mobile devices ([DataReportal, 2024](#)). This high digital access is driving the growth of mobile commerce, which is estimated to have contributed around 72% of total e-commerce transactions globally in 2023 and is projected to increase to nearly 88% by 2027 ([Gauss, 2024](#)). In Indonesia, the [Meltwater report](#) summarizing Digital 2024 shows that 59.3% of internet users aged 16–64 years make online purchases every week, and most *digital activities, including* social media access and e-commerce transactions, are conducted via smartphones as the primary device.

Indonesian shopping patterns show a significant shift from conventional transactions to an integrated digital ecosystem, where e-commerce platforms and social features are increasingly becoming consumers' primary channels for meeting their daily needs. A [Populix survey](#) confirmed that the majority of respondents in Indonesia still choose e-commerce as their primary shopping channel due to convenience, time savings, promotions, and the ability to compare prices, demonstrating a strong foundation for the development of *social commerce* and *live shopping* based on a mature e-commerce infrastructure. Another [Populix study](#) found that live streaming shopping features have become one of the most popular formats among Indonesian e-commerce users, with Shopee Live being the most frequently used and preferred live shopping feature by respondents. This indicates that consumers are no longer relying solely on static product catalogs, but are seeking more interactive shopping experiences through live broadcasts, product demonstrations, and two-way interactions between hosts, creators, and audiences.

[Jakpat](#) 's 2024 online shopping trends report revealed that almost all Gen Z in Indonesia are familiar with live shopping, with nine out of ten Gen Z respondents having watched a live shopping session and around 62% of them having made a transaction through the feature. Another finding from Jakpat states that six out of ten Gen Z admit to regularly checking out via live shopping, indicating that live streaming is no longer just entertainment but has become a key channel for shaping purchasing intentions and decisions, particularly for fashion, beauty, and lifestyle products.

The rapid digital transformation has shifted the global trade landscape, including in Indonesia, from conventional transactions to a faster, more personalized, and data-driven digital ecosystem. Increasing internet penetration and the use of *mobile devices* are driving changes in consumption behavior, shifting from traditional *e-commerce* to social media integration through *social commerce models*, where content creators, *live streaming*, and *real-time interactions* influence purchasing decisions more instantly and often impulsively. TikTok has become one of the most influential actors in this dynamic through TikTok Shop, which, according to an analysis report by Momentum Works, shows a fantastic transaction value (GMV), reaching around US\$6.2 billion in Indonesia, making it the second-largest growth engine after the United States ([Marketing Interactive, 2024](#)). This rapid financial success firmly positions TikTok Shop as a force that cannot be ignored in the national digital economy ecosystem.

Indonesia now holds an undeniable strategic position in the global digital economy ecosystem, where social media penetration has become a key driving force. Recent data confirms that Indonesia has the largest TikTok user base in the world, with a staggering 157 million users ([Kompas.com, 2024](#)). This massive user base not only confirms the platform's dominance in entertainment media content consumption but also fundamentally underscores TikTok's enormous

potential to influence consumer behavior and become a crucial digital economy channel in the national market. This significant increase in user numbers automatically places the platform in a strategic position to drive *mobile commerce* (*m-commerce*), facilitating direct buying and selling transactions within the app environment. This provides a strong foundation for the emergence of a *social commerce model* that integrates entertainment and transactions, which demands further exploration of the factors driving consumer adoption.

The rapid development of information technology has driven a massive shift in consumer behavior, transforming social media from a mere entertainment medium into a trading ecosystem known as *Social Commerce*. Platforms like TikTok Shop have become key players in this dynamic, serving as an increasingly popular transaction channel in Indonesia, while also becoming the primary subject of studies on consumer purchase intentions (Sintia et al., 2023). This phenomenon demonstrates that purchasing decisions are no longer solely influenced by product factors, but also by the quality of the consumer experience when interacting with digital platforms. Consumer purchase intention, as a psychological tendency that drives actual transactions, is believed to be heavily influenced by psychological and technical factors inherent to the platform. In the context of *Social Commerce* like TikTok Shop, factors such as Perceived Ease of Use, Usefulness, and Trust in the platform have been shown to play a crucial role in shaping consumer confidence and ultimately triggering purchase intentions (Muzaki et al., 2024).

In the *social commerce dynamic* driven by *live streaming* and video content, one of the most transformative innovations is the "yellow basket" feature (TikTok Shop). This feature fundamentally integrates video, *live streaming*, and product catalogs, allowing users to make instant purchases *without* switching apps, drastically shortening the time between content exposure and transaction. This model has proven highly successful in Indonesia, especially among consumers who prioritize *video-first experiences* (TIME, 2023). Despite facing regulatory challenges that forced the separation of social media and transaction functions through Minister of Trade Regulation (Permendag) Number 31 of 2023 (CSI Consultant, 2023), the unique mechanism offered by the Yellow Basket in facilitating direct interaction and purchases remains key to TikTok's success in driving *mobile commerce* in Indonesia.

However, this dominant social commerce ecosystem experienced a fundamental regulatory shakeup in October 2023. The Indonesian government enacted Minister of Trade Regulation (Permendag) No. 31 of 2023, which expressly prohibits social media from facilitating direct commerce transactions on its platforms. This ban was triggered by concerns over user data protection, unfair competition, and threats to MSMEs, all of which are rooted in fundamental *trust issues* within the platform. Ultimately, TikTok Shop was forced to cease

operations, with immediate impacts felt by consumers, as research by Wijoyo (2023) found that many students stopped shopping online.

The resurgence of TikTok Shop, realized through a strategic partnership and acquisition of Tokopedia in early 2024, created a new commerce landscape in Indonesia. Under the agreement, the *backend systems* (transaction processing and data management) were migrated to Tokopedia's system, while *the frontend* (user interface and experience, including the "yellow cart" feature) remained operational within the TikTok app. This event demonstrated that standard technology acceptance factors, as described by *the Technology Acceptance Model* (TAM) (Davis, 1989), namely *Perceived Ease of Use* (X₁) and *Perceived Usefulness* (X₂), are no longer sufficient to explain the *social commerce phenomenon* alone. This classic model became irrelevant when faced with a crisis of trust (X₃) arising from regulations and public concerns about business practices and consumer data. This crisis clearly highlighted a crucial research gap: the TAM model needs to be expanded to include contextual variables. Previous research, as suggested by (Wijaya, 2023), has confirmed that the Trust variable is the main determinant of Purchase *Intention* in the context of TikTok Shop. Therefore, this study no longer focuses solely on the *intention to use variable* (classic TAM variable), but instead focuses explicitly on consumer Purchase Intention by analyzing the crucial role of Trust as an additional determining variable, but rather on a more vital business variable, namely Purchase Intention. This study proposes a hybrid model that integrates the internal TAM variables (Ease, Usefulness) with the crucial external variable (Trust) in a post-regulation context.

Previous research offers a solution in the form of using a hybrid model that no longer relies solely on classic TAM variables such as perceived ease of use and perceived usefulness, but also incorporates external contextual factors. The integration of trust variables is considered relevant because the phenomenon of *social commerce*, especially on TikTok Shop, depends not only on system quality but also on user confidence in transaction security and data protection. By adding trust variables to the TAM model, studies such as (Sintia et al., 2023) and (Muzaki et al., 2024) confirm that interactive experiences such as live streaming can only trigger purchase interest if consumers feel safe, protected, and trust the platform.

Previous studies proposing a hybrid *TAM–Trust model* tend to focus on explaining user interest in the platform in general (Sintia et al., 2023), or measuring purchase intention without considering changes in digital commerce policies that affect users' sense of security (Muzaki et al., 2024). This study offers a different solution by positioning purchase intention as the primary business variable, thus focusing not only on technology acceptance but also on the intention to make an actual transaction through the yellow basket feature. This becomes even more important in the aftermath of the social media transaction

ban, where standard technology acceptance models are no longer sufficient without considering the impact of regulations on consumer perceptions. Therefore, this study's solution goes beyond simply extending TAM with trust, but also explicitly contextualizing it to purchase intention in the post-restructuring conditions of the TikTok Shop platform.

This study is expected to prove that perceived ease of use, perceived usefulness, and trust have a positive and significant influence on consumer purchase intention in the TikTok Shop Yellow Basket feature after integration with Tokopedia. Theoretically, the Technology Acceptance Model explains that perceived ease of use and usefulness can increase user acceptance of a system, which then influences purchasing decisions (Davis, 1989). Furthermore, research on social commerce shows that new digital interactions will generate purchase intention if users have confidence in transaction security and data management (Muzaki et al., 2024).

(Wibowo and Sari, 2024). Thus, this study aims to emphasize that the integration of trust variables into TAM is crucial in the post-regulation social commerce context. The findings are expected to strengthen the TAM–Trust hybrid model as a predictor of purchase intention in the TikTok Shop ecosystem.

Surabaya, as the economic and educational center of East Java with a high level of digital literacy, is an ideal context for examining the phenomenon of post-crisis technology adoption. Based on the above background, researchers are interested in analyzing the influence of Perceived Ease of Use, Perceived Usefulness, and Trust. on consumer purchase intention in TikTok Shop's yellow basket feature after integration with Tokopedia. Based on this urgency, this study focuses on analyzing the significant influence of perceived ease of use, usefulness, and trust on consumer purchase intention in TikTok Shop's yellow basket feature.

Perceived Ease of Use

Perceived ease of use (*PERCEIVED Ease of Use*) is defined as the extent to which users believe a system is easy to use, such that the service does not require significant effort to operate. In the context of e-commerce, this ease of use encompasses not only the navigation process, feature comprehension, and interface clarity, but also how quickly consumers can find, evaluate, and purchase products without technical obstacles. Online shopping platforms designed with simple, responsive, and user-friendly navigation structures will create a more comfortable shopping experience. The literature shows that a high level of *PERCEIVED Ease of Use* can increase consumer trust in the system, reduce psychological barriers to using new technologies, and directly have a significant positive impact on consumer purchase intentions (Ashfa and Ishak, 2023). Thus,

PERCEIVED Ease of Use is an important determinant of consumer acceptance of the Yellow Basket feature in TikTok Shop.

Usefulness

Perceived usefulness *refers* to users' subjective belief that using a technology will help improve their performance, effectiveness, or productivity (Nasution et al., 2022). In the context of online shopping, usefulness can be seen from the platform's ability to provide faster access to product information, save time and costs, ease of product comparison, and the availability of features that simplify transactions without the need to switch applications. When consumers perceive that a shopping platform like TikTok Shop can provide practical benefits and increase efficiency in the purchasing process, this perception can strengthen their motivation to continue using the platform. Several studies have shown that perceived usefulness is a strong factor influencing purchasing decisions, as consumers tend to choose systems that provide real added value and facilitate their shopping activities. Thus, usefulness is a key variable in driving consumer purchase interest in the TikTok Shop Yellow Basket feature.

Trust

Trust *is* consumer confidence that the platform and sellers operating within it have integrity, honesty, and the ability to provide security in transactions (Wijaya, 2023). In an online shopping environment like TikTok Shop, trust encompasses consumer perceptions of personal data security, product authenticity, payment system reliability, and seller reputation. Trust also encompasses the belief that the platform will protect consumers from the risk of fraud and provide a problem-solving mechanism should issues arise. In research on online shopping behavior, trust is identified as one of the most important factors because it can reduce the perceived risk inherent in digital transactions. When consumers have a high level of trust in the platform and sellers, they tend to show greater confidence in making transactions and repeat purchases. Thus, trust plays a strategic role in shaping consumer purchasing decisions and directly contributes to increased purchase interest in the TikTok Shop Yellow Basket feature.

Purchase Interest

Purchase interest *is* a psychological tendency that arises after someone evaluates a product and shows an urge to make a purchase (Aprianto et al., 2023). Purchase interest arises in response to consumers' positive perceptions of information quality, ease of use, perceived benefits, and trust in the platform and seller. In the context of TikTok Shop, consumers' purchase interest is formed through their interaction with the Yellow Basket feature, which simplifies the purchasing process through the integration of video content, product

recommendations, and an instant checkout process. The literature states that purchase interest is a strong predictor of actual purchasing behavior, as consumers are more likely to make purchases when their interest has been established stably and positively. Furthermore, m-commerce adoption factors such as perceived ease, usefulness, trust, and conditions that facilitate platform use also strengthen consumer purchase interest. Thus, purchase interest is an important indicator reflecting consumers' readiness to make purchases through the Yellow Basket feature on TikTok Shop.

Theory Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) developed by [Davis \(1989\)](#) explains that technology acceptance is determined by two main constructs: perceived usefulness (PU), the belief that technology improves user performance, and perceived ease of use (PEOU), the belief that technology is easy to use. These two constructs shape attitudes, influence behavioral intentions, and ultimately determine actual use. TAM is rooted in the Theory of Reasoned Action through the flow of beliefs, attitudes, intentions, and behavior, and assumes that users conduct cognitive evaluations before accepting technology. Over time, TAM has been expanded with external variables such as trust, system quality, and social factors, and adapted to various modern contexts including e-commerce, m-commerce, and social commerce.

Several recent studies have confirmed the relevance of TAM in predicting digital consumer behavior. [Gupta's \(2022\) study](#) showed that PEOU significantly influences PU, and both are dominant determinants of system usage intention in the context of digital services. Meanwhile, [Musa's \(2024\) study](#) confirmed that PU is consistently the strongest predictor of purchase intention in e-commerce environments enriched with interactive features. Theoretically, this relationship is highly relevant to this research model, as perceived ease of use (PEOU) plays a role in increasing usefulness (PU), and both perceptions directly drive purchase intention, especially for features like the TikTok Shop yellow basket that demand a user experience that is easy, fast, and perceived as useful.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was proposed by (Icek Ajzen, 1991) as an extension of the Theory of Reasoned Action (TRA), with the aim of improving predictive ability of behavior that is sometimes beyond the full control of individuals. The Theory of Planned Behavior (TPB) consists of three main constructs, namely attitudes toward behavior, subjective norms, and perceived behavioral control (PBC), which describe an individual's perception of the ease or difficulty of performing a behavior. Within the TPB framework, these three constructs can determine behavioral intentions, which then become direct

predictors of actual behavior. Thus, TPB allows for a more realistic explanation of an individual's desire and ability to perform an action.

Several recent studies have shown that the TPB remains relevant and effective in predicting purchase intention in various contexts and can be combined with trust variables. For example, a study of consumers of “intelligent robotic” products in Taiwan found that TPB constructs significantly influenced purchase intention for robotic products and services, suggesting that attitudes, subjective norms, and perceived control collectively shape purchase intention (Tai et al., 2024). Furthermore, a study in Jakarta of millennials considering visiting “green café spaces” showed that attitudes and subjective norms significantly influenced purchase intention, while perceived behavioral control influenced trust, although trust did not directly increase intention (Fitriyani, 2025). These empirical findings suggest that the TPB can explain purchase intention, with attitudes and subjective norms having a direct influence, while perceived behavioral control strengthens an individual's confidence in their ability to make a purchase. The addition of trust variables further enriches the model by capturing consumer confidence in the product or platform, making the TPB an appropriate framework for this study.

Trust Theory

The Trust Theory proposed by Mayer, Davis, and Schoorman views trust as an individual's readiness to accept vulnerability to another party's actions based on positive expectations regarding their intentions or behavior. This model is integrative, placing three main elements— *ability* , *benevolence* , and *integrity* —as factors forming *trustworthiness* , which then builds trust levels. This trust subsequently influences various relationship outcomes, such as risk-taking, cooperation, and relational performance (Mayer et al., 1995). The foundation of this theory comes from social psychology and organizational theory, which explains that an individual's perception of another party's ability, goodwill, and integrity will influence the decision to trust that party under conditions of uncertainty. In the context of consumers and technology adoption, this model is then expanded to include external factors such as site quality, structural assurance, and user reviews, as well as situational conditions such as perceived risk, making it relevant to understanding how consumers form *trust* in e-commerce platforms or new features before making a purchase.

Several studies have shown that *the construct of trust and its antecedents* highlighted by Mayer et al. remains crucial in explaining purchase intentions and behavior in e-commerce and social commerce environments. A systematic review of C2C markets found that elements such as seller reputation, website quality (*website quality/structural assurance*), and consumer reviews consistently influence buyer *trust* , ultimately influencing online adoption and purchasing decisions (Mayayise et al., 2024). Other studies also show that *trust* acts as a

direct antecedent to *purchase intention* and often mediates the influence of *perceived value*, *e-service quality*, or interactivity on digital platform users' purchase intentions (Wang et al., 2022; Hidayat et al., 2021). Based on empirical evidence and Mayer et al.'s framework, *trust* emerges as a key construct shaped by perceptions of the provider/platform's *ability*, *integrity*, and *benevolence*, as well as technical factors such as structural assurance and service quality. *Trust* then reduces perceived risk and increases consumer readiness to transact. Therefore, including *trust* as an antecedent, mediator, or moderator variable in models that test purchase intention is very much in line with *Trust Theory*.

Unified Theory of Acceptance and Use of Technology

The Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh (2003) combines eight theories of technology adoption, such as TAM, TRA, TPB, IDT, and SCT, into one comprehensive framework to explain the intention and use of technology. This model has four core constructs: performance expectancy as the belief that technology improves performance, effort expectancy as the perception of ease of use, social influence as social pressure to use technology, and facilitating conditions as the perception of the availability of resources and technical support. These four variables influence intention and usage behavior, while the relationship between variables is moderated by age, experience, gender, and usage conditions. In the context of consumer behavior or the adoption of modern technologies such as e-commerce, mobile commerce, and social commerce.

Several studies have shown that the main constructs of UTAUT, effort expectancy and performance expectancy, are important determinants of digital service adoption and purchase intention. A recent study on digital banking services showed that performance expectancy and effort expectancy play a significant role in increasing interest in using application-based services (Wahyuni and Lestari, 2024). In the context of mobile commerce, PE is the most dominant factor in increasing purchase intention, while EE shapes users' initial perceptions of the ease of interaction with the platform (Khan et al., 2021). Other findings in social commerce also show that perceived usefulness and ease of use contribute significantly to consumer attitudes, trust, and purchasing decisions (Sintia, 2023). Theoretically, these findings support this research model where EE aligns with perceived ease of use, while PE relates to perceived usefulness, both of which are determinants of purchase intention on platforms like TikTok Shop.

Previous Research

Several recent empirical studies demonstrate the consistent role of perceived ease of use (PEOU) and perceived usefulness (PU) as important predictors of purchase intention in e-commerce and social commerce contexts.

Quantitative research examining the determinants of trust and purchase intention in social commerce found that perceived usefulness and ease of use contribute to the formation of trust and directly strengthen consumer purchase intention (Senali et al., 2024). Studies on cross-border e-commerce consumers show that consumer perceptions, including PU and PEOU, along with trust and attitude, significantly influence purchase intention, with trust often mediating the relationship between user perceptions and purchase intention (Wang et al., 2023). Research integrating TAM with social influence variables in live-streaming commerce reports that PU and PEOU increase user trust in the platform and host, which in turn increases purchase intention in the live shopping context (Zhang et al., 2023). These findings indicate that technology perception and trust are consistent determinants of consumer decisions on digital platforms.

However, several studies have shown varying results regarding the strength of the relationship between variables. Some studies explain that PU has a strong direct influence on purchase intention without trust as a mediator (Wang et al., 2023). Conversely, other studies have found that trust plays a significant role as a mediating mechanism between technology perception and purchase intention, thereby increasing consumer confidence in digital transactions (Pratista et al., 2023). A recent study on TikTok Shop showed that PEOU and PU form trust, which in turn influences purchase intention. However, some direct relationships, such as PEOU and Purchase Intention, were found to vary in strength across studies (Dandi and Ridanasti, 2024).

The differences in findings and research contexts create a significant research gap. Variations in results arise primarily from differences in the platforms studied, user demographics, trust measurement methods, and differences in the technological features evaluated by each study. Furthermore, most studies focus more on the context of live-streaming commerce, e-commerce in general, or cross-border e-commerce, rather than on specific features such as TikTok Shop's Yellow Basket, which have unique characteristics and encourage different interaction patterns. Therefore, this study is crucial to address the empirical limitations regarding how PEOU, PU, and trust simultaneously influence consumer purchase intention in the context of social commerce based on TikTok Shop's internal basket system.

METHODS

Research Design

This study applies a quantitative approach with a causal associative research design. This design was chosen to explain the causal relationship and test the influence of independent variables, namely Perceived Ease of Use, Perceived Usefulness, and Trust, on the dependent variable Purchase Intention (Sugiyono, 2019). This approach is relevant to validate the hybrid model of TAM and Trust in the context of social commerce feature adoption.

Research Population

The population in this study includes active TikTok users residing in Surabaya. Given the dynamic nature of the population and its unknown exact size (infinite population), the research focused on the user segment that had interacted with the platform's e-commerce features.

Sampling Strategy

The sampling technique used non-probability sampling, a type of purposive sampling. This technique was chosen to ensure data quality and relevance to the regulatory issues raised. Respondent inclusion criteria were:

1. Domiciled in Surabaya City.
2. Have an active TikTok account.
3. Have accessed or made a transaction through the Yellow Basket feature (TikTok Shop) after the system integration with Tokopedia in 2024. This time criterion is important to capture consumer trust perceptions following the regulatory changes of Permendag 31/2023.

Sample Size

The sample size for this study was 30 respondents. This number was scientifically justified using the Central Limit Theorem. This theorem states that if the sample size reaches a minimum threshold ($n \geq 30$), the distribution of the sample means will approach a normal distribution, regardless of the shape of the original population distribution (Triola, 2012; Chang et al., 2006). Fulfilling this normality assumption is crucial for valid data analysis using parametric statistics such as Multiple Linear Regression. Furthermore, Roscoe (1975) in Sekaran (2016) asserted that a sample size between 30 and 500 is appropriate for most consumer behavior research. Therefore, the number of 30 respondents is considered efficient yet still statistically valid.

RESULT

Respondent Characteristics

This study involved 38 respondents who are active users of TikTok Shop in Surabaya City and have used the Yellow Cart feature after its integration with Tokopedia in 2024. Data was collected through an online questionnaire (1-5 Likert scale) and analyzed using IBM SPSS 25.

Data Quality Test

The validity test shows that all items are valid (calculated $r > 0.320$). The reliability test produces Cronbach's Alpha: $X1=0.604$, $X2=0.615$, $X3=0.740$, $Y=0.518$ (reliable). The classical assumption test was fulfilled: normality (Sig.=0.200), no multicollinearity ($VIF < 10$), and no heteroscedasticity (Sig.>0.05).

Variable	Item	r calculate	r table	Description
Perceived Ease of Use (X1)	X1_1	0.676	0.320	Valid
	X1_2	0.680	0.320	Valid
	X1_3	0.628	0.320	Valid
	X1_4	0.721	0.320	Valid
Perceived Usefulness (X2)	X2_1	0.660	0.320	Valid
	X2_2	0.747	0.320	Valid
	X2_3	0.628	0.320	Valid
	X2_4	0.686	0.320	Valid
Trust (X3)	X3_1	0.692	0.320	Valid
	X3_2	0.758	0.320	Valid
	X3_3	0.741	0.320	Valid
	X3_4	0.672	0.320	Valid
	X3_5	0.642	0.320	Valid
Purchase Interest (Y)	Y1	0.636	0.320	Valid
	Y2	0.661	0.320	Valid
	Y3	0.637	0.320	Valid
	Y4	0.652	0.320	Valid

Validity Test Results

Variable	Cronbach's Alpha	Criteria	Description
Perceived Ease of Use (X1)	0.604	> 0.50	Reliable
Perceived Usefulness (X2)	0.615	> 0.50	Reliable
Trust (X3)	0.740	> 0.50	Reliable
Purchase Interest (Y)	0.518	> 0.50	Reliable

Reliability Test Results

Types of Tests	Result	Criteria	Conclusion
Normality			

- Kolmogorov-Smirnov	Sig. = 0.2	> 0.05	Normally Distributed
- Normal P-P Plot	Points around the line	Visual	Normally Distributed
Multicollinearity			
- X1_Total	VIF = 1.363	< 10	There is no multicollinearity
- X2_Total	VIF = 1.454	< 10	There is no multicollinearity
- X3_Total	VIF = 1.560	< 10	There is no multicollinearity
Heteroscedasticity			
- Scatterplot	Randomly distributed	Visual	No heteroscedasticity
- Glejser Test (X1)	Sig. = 0.579	> 0.05	No heteroscedasticity
- Glejser Test (X2)	Sig. = 0.904	> 0.05	No heteroscedasticity
- Glejser Test (X3)	Sig. = 0.132	> 0.05	No heteroscedasticity

Results of Classical Assumption Tests

Multiple Linear Regression Analysis

A. *F Test and Coefficient of Determination*

The R^2 value of 0.588 indicates that 58.8% of the variation in Purchase Interest is explained by the model. The F test produced an F value of 15.218 ($p=0.000$), proving that all three variables simultaneously have a significant effect on Purchase Interest.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.588	.549	1.000

a. Predictors: (Constant), Total_X3, Total_X1, Total_X2

b. Dependent Variable: Total_Y

Inter-variable Model Summary

Indicator	Value	Description
R	0.767	Strong correlation
R Square	0.588	58% of the variation in Y is explained by the model
Adjusted R Square	0.549	Adjusted for small samples
F calculate	15.218	Significant
Sig. F	0.000	< 0.05 (significant)
Conclusion	X1, X2, X3 simultaneously have a significant effect on Y.	

Regression Test Results and Model Summary

B. Hypothesis Testing

H1: Perceived Ease of Use → Purchase Interest

Results: $\beta = -0.191$, $p = 0.163$ (not significant). H1 is rejected. Ease of use has become a baseline expectation on mature platforms, consistent with the findings of Liao et al. (2022) that ease of use is not significant on platforms with mature UIs and tech-savvy user bases.

H2: Perceived Usefulness → Purchase Interest

Results: $\beta = 0.285$, $p = 0.034$ (significant). H2 is accepted. Consumers who perceive the Yellow Basket as efficient and time-saving show higher purchase interest, confirming the core proposition of TAM.

H3: Trust → Purchase Interest

Results: $\beta = 0.413$, $p = 0.000$ (highly significant). H3 is accepted. Trust is the most dominant predictor. In the context of post-Minister of Trade Regulation 31/2023, the trust factor exceeds the technical factor in determining purchasing decisions, in line with Wang et al. (2023) and Zhang et al. (2023).

Regression Equation:

$$Y = 7.153 - 0.191X_1 + 0.285X_2 + 0.413X_3$$

DISCUSSION

This study examined the influence of Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Trust on consumers' purchase intention toward the TikTok Shop Yellow Cart feature after its integration with Tokopedia. The findings demonstrate that the proposed hybrid TAM–Trust model is only partially supported. Specifically, perceived usefulness and trust significantly influence purchase intention, whereas perceived ease of use does not. These findings suggest that in a mature social commerce environment, consumers place greater emphasis on the functional benefits and credibility of the platform than on the simplicity of its interface.

Perceived Ease of Use and Purchase Intention

The results reveal that perceived ease of use has no significant effect on purchase intention ($\beta = -0.191$; $p = 0.163$). This finding indicates that consumers no longer consider ease of use as a determining factor when deciding whether to purchase through the TikTok Shop Yellow Cart feature. Instead, usability has become a fundamental expectation that users naturally assume from contemporary digital platforms.

This finding contrasts with the original Technology Acceptance Model (TAM), which argues that perceived ease of use positively influences users' behavioral intention through reduced cognitive effort (Davis, 1989). However, it supports recent studies suggesting that the influence of PEOU tends to diminish as users become increasingly familiar with digital technologies. Gupta et al. (2022) argued that technological maturity reduces the explanatory power of PEOU because modern applications generally provide intuitive interfaces and standardized user experiences. Likewise, Dandi and Ridanasti (2024) reported that perceived ease of use no longer directly influences purchase intention in TikTok Shop, as users have become accustomed to navigating social commerce applications.

The insignificant relationship may also be explained by the demographic characteristics of the respondents. Most TikTok users belong to digitally literate generations who regularly use multiple mobile applications. Consequently, platform usability is no longer perceived as a competitive advantage but rather as a minimum standard that every digital platform must satisfy. This finding indicates that platform providers should focus on creating value beyond interface simplicity, particularly by enhancing service quality, transaction reliability, and customer experience.

Perceived Usefulness and Purchase Intention

Perceived usefulness significantly and positively influences purchase intention ($\beta = 0.285$; $p = 0.034$). This result confirms one of the central propositions of TAM that consumers are more willing to adopt technology when they perceive that it provides meaningful benefits and improves task performance (Davis, 1989).

Within the TikTok Shop ecosystem, consumers perceive the Yellow Cart feature as beneficial because it enables instant purchasing without leaving the video or live-streaming environment. The integration between content consumption and purchasing activities reduces search costs, shortens decision-making time, and creates a seamless shopping experience. Such efficiency encourages consumers to develop stronger purchase intentions.

This finding is consistent with Wang et al. (2023), who found that perceived usefulness significantly increases consumers' purchase intention in cross-border e-commerce platforms. Similarly, Zhang et al. (2023) demonstrated that perceived usefulness directly enhances purchase intention within live-streaming commerce by improving consumers' perceptions of shopping efficiency and convenience. Gupta et al. (2022) also concluded that perceived usefulness remains one of the strongest determinants of technology acceptance across various digital platforms.

The findings indicate that practical utility remains an essential competitive advantage in social commerce. Consumers continue to value technologies that simplify purchasing processes, provide rapid access to information, and support efficient decision-making.

Trust and Purchase Intention

Trust emerges as the strongest predictor of purchase intention ($\beta = 0.413$; $p < 0.001$), indicating that consumer confidence in the platform substantially determines purchasing decisions. This finding demonstrates that after the implementation of Indonesian Trade Regulation No. 31/2023 and the restructuring of TikTok Shop through its partnership with Tokopedia, trust has become more influential than conventional technological factors.

This result strongly supports Trust Theory proposed by Mayer et al. (1995), which argues that trust reduces uncertainty and perceived risk, thereby encouraging individuals to engage in transactions under uncertain conditions. The regulatory disruption experienced by TikTok Shop increased consumers' concerns regarding transaction security, privacy protection, and platform reliability. Consequently, consumers now evaluate platform credibility before considering technological convenience.

The finding aligns with Wang et al. (2022), whose meta-analysis concluded that trust consistently serves as one of the strongest antecedents of purchase intention in social commerce. Senali et al. (2024) likewise found that trust significantly mediates consumers' willingness to engage in online purchasing by reducing perceived uncertainty. Zhang et al. (2023) also reported that trust plays a central role in transforming positive technological perceptions into actual purchase intention within live-streaming commerce.

The dominance of trust suggests that technological innovation alone cannot guarantee consumers' willingness to transact. Instead, platforms must continuously reinforce transparency, privacy protection, payment security, and seller credibility to maintain consumer confidence in an increasingly competitive digital marketplace.

Simultaneous Influence of Perceived Ease of Use, Perceived Usefulness, and Trust

The simultaneous regression analysis demonstrates that perceived ease of use, perceived usefulness, and trust collectively explain 58.8% of the variance in purchase intention ($R^2 = 0.588$). This relatively high explanatory power indicates that the hybrid TAM–Trust framework effectively explains consumer purchase intention in social commerce, although trust contributes the greatest explanatory effect.

The findings extend the traditional Technology Acceptance Model by demonstrating that contextual variables become increasingly important when external environmental changes occur. While TAM successfully explains technology adoption under stable conditions, the post-regulatory environment requires additional constructs that capture consumers' perceptions of institutional reliability and transaction security.

Theoretically, this study contributes to the literature by validating the integration of TAM and Trust Theory within a post-regulation social commerce context. Unlike previous studies that primarily examined technology acceptance or usage intention, this research demonstrates that trust provides greater explanatory power than traditional TAM constructs in predicting consumers' purchase intention after significant regulatory intervention. Therefore, extending TAM with trust offers a more comprehensive framework for understanding consumer behavior in contemporary social commerce ecosystems.

From a managerial perspective, TikTok Shop and other social commerce providers should prioritize initiatives that strengthen consumer trust. These include enhancing cybersecurity infrastructure, ensuring transparent privacy policies, improving seller verification mechanisms, providing responsive customer service, and consistently communicating compliance with government regulations. While maintaining an easy-to-use platform remains important, competitive advantage in mature social commerce increasingly depends on consumers' confidence that the platform is secure, reliable, and trustworthy.

CONCLUSION

This study examined the influence of Perceived Ease of Use, Perceived Usefulness, and Trust on consumers' purchase intention in a social commerce context. The regression analysis based on 38 respondents reveals that **Perceived Ease of Use** does not significantly affect purchase intention, suggesting that ease of use has evolved into a basic expectation rather than a distinguishing factor influencing consumers' purchasing decisions. As social commerce platforms have become increasingly user-friendly, consumers no longer consider usability a primary determinant when deciding to make purchases. In contrast, **Perceived Usefulness** demonstrates a significant positive effect on purchase intention, confirming that consumers are more likely to engage in social commerce when they perceive tangible benefits, such as improved shopping efficiency, convenience, and decision-making support. More

importantly, **Trust** emerges as the strongest predictor of purchase intention, indicating that consumer confidence in platform security, transaction reliability, and seller credibility plays a pivotal role in shaping purchasing behavior, particularly in the aftermath of regulatory disruptions affecting digital commerce. Furthermore, the simultaneous analysis indicates that Perceived Ease of Use, Perceived Usefulness, and Trust collectively have a significant influence on purchase intention, with the model explaining 58.8% of the variance ($R^2 = 0.588$). These findings validate the integration of the Technology Acceptance Model (TAM) and Trust Theory, while also demonstrating that trust provides greater explanatory power than the traditional TAM constructs in the context of contemporary social commerce.

From a practical perspective, social commerce providers should prioritize strategies aimed at strengthening consumer trust through enhanced transaction security, transparent policies, effective privacy protection, and compliance with digital regulations. While continuous improvements in platform functionality remain important, building and maintaining consumer trust should be regarded as a strategic priority to foster sustainable purchase intention and long-term platform competitiveness. Despite its contributions, this study has several limitations. First, the relatively small sample size of 38 respondents may limit the generalizability of the findings to broader populations of social commerce users. Second, the study focused only on three independent variables—Perceived Ease of Use, Perceived Usefulness, and Trust—while other factors that may influence purchase intention, such as perceived risk, social influence, electronic word-of-mouth, platform quality, customer experience, and perceived value, were not included. Third, the cross-sectional research design captures consumer perceptions at a single point in time and therefore cannot explain changes in consumer behavior as digital platforms and regulations continue to evolve.

Future research is encouraged to employ larger and more diverse samples across different demographic groups, geographic regions, and social commerce platforms to improve the generalizability of the findings. Researchers may also consider integrating additional theoretical perspectives, such as the Unified Theory of Acceptance and Use of Technology (UTAUT), Stimulus–Organism–Response (S–O–R) theory, or Expectation Confirmation Theory (ECT), to provide a more comprehensive explanation of consumer behavior. Furthermore, longitudinal studies or comparative analyses across different social commerce platforms and regulatory environments would provide deeper insights into how trust and technology acceptance evolve over time and influence consumers' purchase intentions.

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