

Analysis of Gen Z's Continuous Intention to Use Tiktok Shop in DKI Jakarta Through the UTAUT2 Perspective

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Abstract.

Along with technological development, platforms that combine e-commerce and social media—known as social commerce—have emerged. In Indonesia, TikTok Shop has grown rapidly, as reflected by the increase in Gross Merchandise Value (GMV). TikTok Shop enables users to shop online while engaging with social media in a single application without switching platforms. This study aims to analyze the phenomenon of the growing use of TikTok Shop by examining the role of attributes from the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, and gender, as well as additional variables including perceived price-saving orientation, risk, and trust. Data were collected through an online questionnaire involving 200 Generation Z respondents aged 17 to 29 years, residing in DKI Jakarta, who had made purchases through TikTok Shop within the past three months. Using a quantitative approach with the analysis of the Partial Least Squares Structural Equation Model (PLS-SEM), the results showed that habit, price-saving orientation, and trust exerted a positive and significant influence on the intention to use TikTok Shop. Conversely, performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and perceived risk did not demonstrate significant influence. Furthermore, gender did not moderate the relationships among these variables. These findings confirm that habit, cost-saving orientation, and trust play dominant roles in fostering the continuous intention of TikTok Shop use among Generation Z, offering valuable insights for service providers to develop more effective strategies.

Keywords: TikTok Shop, unified theory of acceptance and use of technology 2 (UTAUT2), continuous intention, Z generation

INTRODUCTION

The internet has come a long way over the past few decades. The convenience provided by new innovations has made people use the internet in their daily lives (Wanof, 2023). Based on Annur (2023), one of the main purposes of Indonesians in using the internet is online shopping, with a percentage of 19.12%. One of the innovations brought by the internet is the emergence of e-commerce, defined as buying and selling activities conducted through electronic media (Semerádová & Weinlich, 2022). As the number of internet users in Indonesia continues to increase, it has triggered a growth in e-commerce users due to the convenience and speed it offers, thereby changing people's consumption patterns and lifestyles (Ekasari et al., 2023). Indonesia is expected to have 58.63 million e-commerce users by 2023, and this number is projected to continue increasing rapidly. Users can find information about items they want to buy through the internet with the help of social media (Ekasari et al., 2023). This indicates that Indonesians use social media to seek references or information about what they are looking for, hoping to find them faster. The average daily social media use exceeding three hours also indicates a strong public interest in these platforms (Kolhar et al., 2021). This situation provides companies with the opportunity to strengthen relationships with customers through social media by marketing their products digitally, often through the Ads feature. The performance of social media marketing has proven to be more effective (60%) than TV advertising (44%) (Dolega et al., 2021; Lou et al., 2023). With better marketing performance and increasing numbers of e-commerce users, a global phenomenon has emerged in which

social media and e-commerce concepts merge into what is known as social commerce (Rosário & Raimundo, 2021).

Social commerce (s-commerce) provides an interactive online environment that supports both social and commercial activities, helping users make better decisions (Attar et al., 2022). S-commerce can be defined as commercial activity that occurs in an online shopping environment supported by social media platforms. It plays an important role in enhancing seller–consumer interactions, which in turn impacts how consumers make purchasing decisions (Rachmad, 2024; Zahara et al., 2021).

This phenomenon significantly affects brand performance through the addition of new features on websites (e.g., reviews), the integration of commercial features into social media platforms (e.g., Instagram Shopping on Instagram, TikTok Shop on TikTok, and Facebook Store on Facebook), and the strengthening of connections between social media and offline brands to improve business performance (e.g., customer service through social media applications) (Moghddam et al., 2024). This integration creates a friendly and trustworthy online marketplace.

In Indonesia, various social media platforms now provide e-commerce features, such as Instagram Shopping, TikTok Shop, Facebook Store, and WhatsApp Business (Effiong et al., 2025; Nurmadinda et al., 2025). The most used social media platforms after WhatsApp (90.9%) are Instagram (85.3%), Facebook (81.3%), and TikTok (73.5%) (Annur, 2024). Each of these platforms offers a different transaction process and shopping experience (Bhattacharya & Sinha, 2022). Facebook, WhatsApp, and Instagram offer similar features where sellers display product catalogs that link transactions through official websites, e-commerce platforms, or WhatsApp Business.

According to the Halim (2022), 52% of Indonesians are aware of buying and selling transactions via social media, or s-commerce. The survey, involving 1,020 respondents, revealed that 880 people or 86% had shopped through social media. Among them, the majority preferred TikTok Shop (46%), followed by WhatsApp Business (21%), Facebook Marketplace (10%), Instagram Shop (10%), and other platforms. The survey also found that Gen Z dominates the group of TikTok Shop users (Salwanisa & Wikartika, 2023).

It was also found that TikTok Shop is the most used s-commerce platform, with around 54% of respondents preferring it as their shopping destination. In second place is WhatsApp, used by 39% of respondents. The higher percentage of TikTok Shop users compared to WhatsApp can be explained by several factors—TikTok Shop provides short product videos, Live features, in-app payment processes, and lower prices. Meanwhile, WhatsApp only displays static product photo catalogs, has a longer payment process requiring users to leave the app, and features relatively higher product prices.

TikTok's growth in Indonesia is increasing rapidly, with Indonesia becoming the country with the highest number of TikTok users at 157.6 million (Budiman et al., 2024). TikTok ranks as the third most frequently used application in Indonesia, with a usage rate of 17.7%. TikTok's dominance is attributed to its creative features that allow users to create short videos with interesting effects and filters (Balogun-Ibijunle et al., 2024; Kaye et al., 2022). Its advanced algorithm delivers personalized and relevant content, enhancing engagement and encouraging users to return for more. TikTok is also known for generating viral trends that attract widespread participation (Hammond, 2023).

In online shopping, consumers naturally want complete information about products. However, users are often dissatisfied because product information is incomplete. A consumer's tendency to continue using an application can be influenced by how easy it is to use. Therefore, TikTok Shop users expect convenience, which drives their continuous intention to use the platform. For TikTok Shop, ease of use remains one of the strongest factors influencing Indonesian consumers' continued use (Annur, 2023).

Users often only see static product photos, which hinders them from viewing the full physical details of items. TikTok provides a different experience by emphasizing short-form video as its core feature. Additionally, its Live feature allows sellers to display and promote products directly to consumers. Through Live sessions, users can see products in real-time and interact with sellers to ask questions and obtain detailed product information (Dirgantari, 2024). In Indonesia, approximately 80% of TikTok Shop sales occur through the Live feature (Bray, 2023). Aprianto et al. (2023) emphasized that users' interest in shopping via TikTok Shop is strongly influenced by the perceived benefits obtained from the platform.

Another key feature driving TikTok Shop's popularity is the Affiliate feature. Business actors can leverage this feature to collaborate with content creators, allowing them to promote products and earn commissions through successful sales made using the yellow cart link. This enables content creators to monetize their influence while helping businesses expand reach and sales. According to a survey by Bismo (2024) 87% of 400 Indonesian respondents reported making purchases based on influencer or celebrity recommendations. This suggests that the affiliate feature fosters users' sustained intention to use TikTok Shop, influenced by the trust and recommendations of their favorite content creators.

TikTok's rise as a leading s-commerce platform is driven by its convenience and practicality, allowing consumers to shop while engaging socially and interacting with sellers in real time. TikTok Shop has transformed shopping behavior by providing faster, safer, and more engaging experiences, influencing 69% of consumers' purchasing decisions (Wahyuni et al., 2024). Its interactive and personalized features—such as recommendations, reviews, and creative influencer content—enhance shopping enjoyment and increase purchase intent. Furthermore, affordable pricing and promotional offers attract consumers. Gender differences also play a role: men prefer efficiency, while women are drawn to app aesthetics and features such as free shipping. TikTok Shop's Gross Merchandise Value (GMV) reached IDR 101 trillion in 2024, underscoring its strong market competitiveness. Despite this growth, data security and regulatory issues remain major challenges that could impact user trust. Understanding the factors influencing continuous user intention is therefore crucial, especially among Gen Z, who dominate platform use and demonstrate high price sensitivity (Mishra et al., 2024).

Several studies have examined consumer behavior in social commerce, yet limitations persist. Mulyani (2021) found that social interaction, trust, and perceived enjoyment significantly affect purchase intention on Instagram-based commerce. However, their study focused on traditional social media contexts and did not consider dynamic features such as livestreaming and affiliate marketing, which are central to platforms like TikTok. Similarly, Al-Kfairy et al.,(2023) analyzed trust and perceived risk in social commerce adoption, showing that trust mitigates risk's negative effect on purchase intention. However, their research centered on Chinese consumers, without addressing generational or gender influences in

emerging markets like Indonesia, where Gen Z leads s-commerce adoption.

This study aims to analyze these factors using the UTAUT2 framework and explore their impact on users' continuous intention to use TikTok Shop, focusing on trust, perceived risk, and price-saving orientation, while considering gender differences. The research is expected to provide insights for both practitioners and academics regarding strategies to enhance the shopping experience on s-commerce platforms.

MATERIALS AND METHOD

The mixed research method combined two types of research, allowing researchers to utilize each method's strengths for a more comprehensive understanding of the phenomenon. In this study, the quantitative method was chosen, using numerical data to explain patterns in views or perceptions and resulting in objective, measurable findings. Research was commonly classified by question type, including exploratory, descriptive, and causal research questions (Sekaran & Bougie). Exploratory questions helped identify initial insights when knowledge about a phenomenon was limited, while descriptive questions collected data to characterize an object or situation, and causal questions tested the influence of one variable on another. In this study, a descriptive approach was used to examine relationships between variables relating to continuous intention on the TikTok Shop platform.

The research focused on factors such as performance expectancy, effort expectancy, and social influence. Participants included Generation Z individuals living in DKI Jakarta who had made purchases through TikTok Shop within the last three months, reflecting the trend of online shopping among this demographic (Populix). Although Generation Z is broadly defined to include people aged 14 to 29, the minimum age of 17 was set to ensure respondents could complete transactions independently. DKI Jakarta was chosen because of its high number of TikTok users (Ginee).

Sampling used non-probability techniques, specifically convenience and purposive sampling (Acharya). Purposive sampling ensured that the data collected was relevant to the research objectives, with balanced sampling between male and female participants. The sample size was set based on a 1:15 ratio recommended by Hair, resulting in 200 respondents to improve accuracy. Primary data was collected online via questionnaire.

Variables included independent, dependent, and moderating variables, each contributing to the analysis of cause-and-effect relationships. Measurement was conducted using an ordinal Likert scale to assess respondents' agreement with questionnaire statements, and questionnaires included both screening and substantive sections. Data analysis relied on the Structural Equation Model (SEM), which helped evaluate complex relationships between variables. The structural model assessed relationships between latent variables using the determination coefficient (R^2) and path significance. Moderation analysis was completed using multigroup analysis to assess the impact of gender on variable relationships.

RESULTS AND DISCUSSION

Hypothesis Test Results

Data processing using SmartPLS4 includes testing the significance level of the path coefficient to determine the degree of influence of independent variables on dependent variables in the built model. The significance test was carried out with a 95% confidence level, which means that the relationship between variables is considered significant if the p-value is below 0.05 and the t-value exceeds the critical limit of 1.645. In addition, to assess the strength of the contribution of each construct individually to the dependent variables, an effect size (f-square) analysis was also performed. The value of f-square indicates the extent to which a construct contributes to the increase in the value of R^2 in the dependent construct. Based on

Cohen's guidelines, the f-square value of 0.02 is categorized as small, 0.15 medium, and 0.35 large, while values below 0.02 indicate a very more or less significant effect on the model. The following are the results of the tests that have been carried out in this study.

Table 1. Hypothesis Test Results

Hypothesis	Path	Path Coefficient	t-values	p-values	f-square	Conclusion
H1	ON → CI	-0,171	2,448	0,007	0,033	Rejected
H2	EE → CI	0,093	1,477	0,070	0,014	Rejected
H3	YOU → THERE	0,094	0,980	0,164	0,010	Rejected
H4	FC → CI	0,003	0,045	0,482	0,000	Rejected
H5	HM → CI	0,134	1,134	0,128	0,014	Rejected
H6	HT → CI	0,317	3,255	0,001	0,112	Accepted
H7	PSO → CI	0,209	2,312	0,010	0,046	Accepted
H8	TR → CI	0,273	1,945	0,026	0,092	Accepted
H9	PR → CI	-0,053	1,326	0,092	0,010	Rejected

source: processed data

Based on hypothesis 1 (H1) testing, it is stated that performance expectancy negatively affects continuous intention. The tests that have been carried out show that H1 is rejected, where the test results of the t-values are greater than 1.645 which is 2.448 and the p-values amount to less than 0.05 which is 0.007. In addition, based on the results of the f-square test, it was found that the number was 0.033, but it had a negative influence shown by the path coefficient value of -0.171.

Based on hypothesis 2 (H2) testing, it is stated that effort expectancy positively affects continuous intention. The tests that have been carried out show that H2 is rejected, where the test results of the t-values are less than 1.645 which is 1.477 and the p-values amount to greater than 0.05 which is 0.07. In addition, based on the results of the f-square test, a number of 0.014 was found, which shows that the influence of effort expectancy on continuous intention tends to be small.

Based on hypothesis 3 (H3) testing, it is stated that social influence affects continuous intention positively. The tests that have been carried out show that H3 is rejected, where the test results of the t-values are less than 1.645 which is 0.980 and the p-values are greater than 0.05 which is 0.164. In addition, based on the results of the f-square test, a number of 0.010 was found, which shows that the influence of social influence on continuous intention tends to be small.

Based on hypothesis 4 (H4) testing, it is stated that facilitating conditions positively affect continuous intention. The tests that have been carried out show that H4 is rejected, where the test results of the t-values are less than 1.645 which is 0.045 and p-values are greater than 0.05 which is 0.482. In addition, based on the results of the f-square test, it was found that the number was 0.000, which shows that the influence of facilitating conditions on continuous intention tends to be very small.

Based on hypothesis 5 (H5) testing, it was stated that hedonic motivation positively affected continuous intention. The tests that have been carried out show that H5 is rejected, where the test results of the t-values are smaller than 1.645 which is 1.134 and the p-values are greater than 0.05 which is 0.128. In addition, based on the results of the f-square test, it was found that the number was 0.014, which shows that the influence of hedonic motivation on continuous intention tends to be small.

Based on hypothesis 6 (H6) testing, it is stated that habit affects continuous intention positively. The tests that have been carried out show that H6 is accepted, where the test results of the t-values are greater than 1.645 which is 3.255 and the p-values are less than 0.05 which is 0.001. In addition, based on the results of the f-square test, it was found that the number was

0.112, which shows that the influence of habit on continuous intention tends to be small.

Based on hypothesis 7 (H7) testing, it is stated that price-saving orientation positively affects continuous intention. The tests that have been carried out show that H7 is Accepted, where the test results of the t-values are greater than 1.645 which is 2.312 and the p-values are less than 0.05 which is 0.010. In addition, based on the results of the f-square test, the number was 0.046, which shows that the influence of price-saving orientation on continuous intention tends to be small.

Based on hypothesis 8 (H8) testing, it is stated that trust positively affects continuous intention. The tests that have been carried out show that H8 is accepted, where the test results of the t-values are greater than 1.645 which is 1.945 and the p-values are less than 0.05 which is 0.026. In addition, based on the results of the f-square test, it was found that the number was 0.092, which shows that the influence of trust on continuous intention tends to be small.

Based on hypothesis 9 (H9) testing, it is stated that perceived risk negatively affects continuous intention. The tests that have been carried out show that H9 is rejected, where the test results of the t-values are less than 1.645 which is 1.326 and the p-values are greater than 0.05 which is 0.092. In addition, based on the results of the f-square test, a number of 0.010 was found, which shows that the influence of perceived risk on continuous intention tends to be small.

Table 2. Moderation Effect Hypothesis Test Results

Hypothesis	Path	Moderation Effect								Conclusion
		Path Coefficient		t-values		p-values		Difference (Male - Female)	p-values	
		Man	Woman	Man	Woman	Man	Woman			
H10a	FC → CI	-0,081	0,149	0,881	0,986	0,378	0,324	-0,230	0,196	Rejected
H10b	HM → CI	0,281	-0,138	1,968	0,646	0,049	0,518	0,419	0,100	Rejected
H10c	HT → CI	0,336	0,336	3,966	1,685	0,000	0,092	0,000	0,983	Rejected
H10d	PSO → CI	0,181	0,303	1,383	2,720	0,167	0,007	-0,121	0,478	Rejected

source: processed data

Hypothesis 10a (H10a) states that gender cannot moderate the relationship between facilitating conditions and continuous intention. The results of the test showed that H10a was rejected, this was proven by multigroup analysis testing which showed that the testing of the effect of facilitating conditions on continuous intention in both men ($\beta = -0.081$, p-values = 0.378) and women ($\beta = 0.149$, p-values = 0.324) were both insignificant. If we look at the differences between the two ($\beta = -230$, p-values = 0.196), it can be concluded that gender differences are not proven to be significant in moderating the effect of facilitating conditions on continuous intention.

Hypothesis 10b (H10b) states that gender cannot moderate the relationship between hedonic motivation and continuous intention. The results of the test showed that H10b was rejected, this was proven by multigroup analysis testing which showed that the test of the effect of hedonic motivation on continuous intention in both men ($\beta = 0.281$, p-values = 0.049) and women ($\beta = -0.138$, p-values = 0.518) were both insignificant. If viewed from the differences between the two ($\beta = 0.419$, p-values = 0.100), it can be concluded that gender differences are not proven to be significant in moderating the influence of hedonic motivation on continuous intention.

Hypothesis 10c (H10c) states that gender cannot moderate the relationship between habit and continuous intention. The results of the test showed that H10c was rejected, this was proven by multigroup analysis testing which showed that the test of the influence of habit on continuous intention in both men ($\beta = 0.336$, p-values = 0.000) and women ($\beta = 0.336$, p-values = 0.092) were equally significant. However, the difference between the two ($\beta = 0.000$, p-

values = 0.983) can be concluded that gender differences have not been shown to be significant in moderating the influence of habit on continuous intention.

The 10d hypothesis (H10d) states that gender cannot moderate the relationship between price-saving orientation and continuous intention. The results of the test showed that H10d was rejected, this was proven by multigroup analysis testing which showed that the test of the effect of price-saving orientation on continuous intention in men ($\beta = 0.181$, p-values = 0.167) was not significant, while in women ($\beta = 0.303$, p-values = 0.007) was significant. However, the difference between the two ($\beta = -0.121$, p-values = 0.478) can be concluded that gender differences have not been shown to be significant in moderating the effect of price-saving orientation on continuous intention.

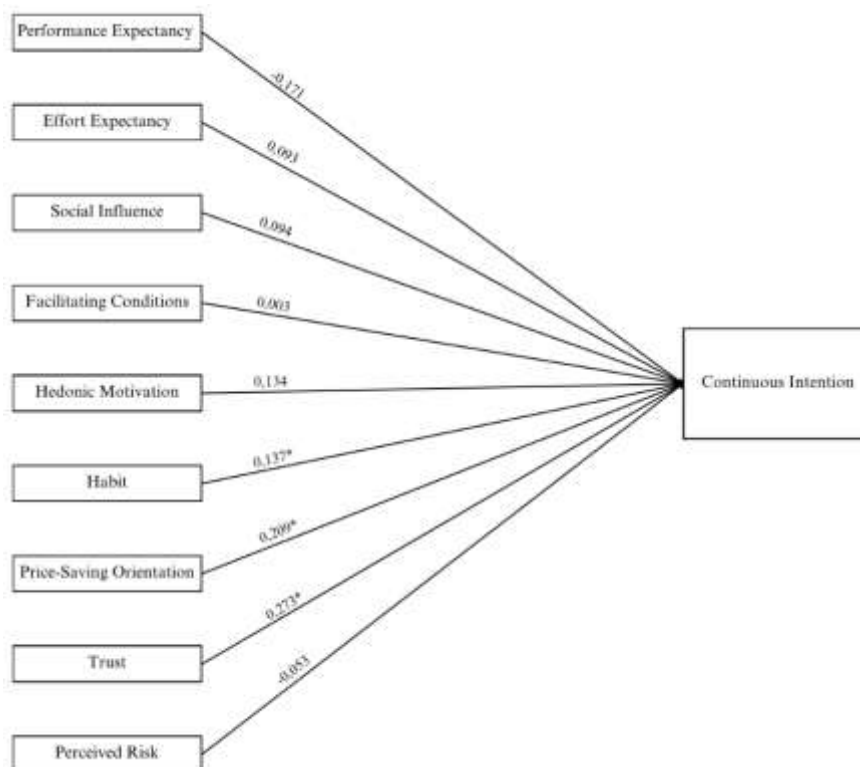


Figure 1. Hypothesis Test Results
source: processed data

The Effect of Performance Expectancy on Continuous Intention

The results of the hypothesis test found that performance expectancy negatively and significantly affected continuous intention. Contrary to this, there have been several previous studies that have found that the perception of individuals who feel helped in improving performance or productivity when performing certain activities through the use of a system or technology can influence their continued intention to use an online shopping platform (Ashoer et al., 2022).

The findings related to the results of this study are supported by the presence of 72% of respondents who have used the TikTok Shop platform for more than one year with the frequency of purchases in the last three months as many as 4-6 times (32.5%). Aldas-Manzano said that the length of the duration of the user experience and the high frequency of transactions will shape respondents to tend to have higher performance expectations for the platform. The more often they use TikTok Shop, the more critical their assessment of service quality and feature stability becomes. When the platform does not show significant performance improvements or even provides an unstable experience, such as an inappropriate recommendation algorithm, limited information on video content, or limited delivery options,

this will lead to disappointment that ultimately decreases the intention to continue using TikTok Shop continuously (Park & Lee).

According to Ainiyah (2024), the expectation of higher system performance is because they are used to relying on technology in daily activities that demand efficiency and accuracy. When these expectations are not met, the disappointment that arises can be greater and directly impact a decrease in sustainable intentions (Rani & Suneja). With the characteristics of gen Z being adaptive to technology, they have a tendency to switch to other platforms that are superior by comparing the various options available, so that the disappointment that arises can make them quickly leave platforms that do not meet their expectations (Zahira & Nasution; Sarahnra).

The Effect of Effort Expectancy Terhadap Continuous Intention

The results of the hypothesis test showed that effort expectancy had a positive and insignificant effect on continuous intention. Contrary to these findings, there are previous researchers who show that the level of ease felt by users in using a system has an influence on the continued intention to use an online shopping platform (Ashoer et al., 2022). On the other hand, there are several previous studies that show results similar to this study, where effort expectancy does not affect users' sustainable intentions in using an online shopping platform (Indrawati & Shaina; Radhia & Tjhin).

The level of difficulty in using an application is no longer an obstacle for users to continue using the platform. This is due to the habits of users who are used to interacting with technology as well as their ability to learn it independently (Radhia & Tjhin). These findings are in line with previous studies that have shown that continuous technological advances have reduced barriers to using applications, as digital systems are now designed to be more intuitive and accessible to users (Cheng et al., 2020).

This is supported by the characteristics of respondents, the majority of whom have been using TikTok Shop for more than a year (72%) and have a fairly high purchase frequency, which is 4-6 times in the last three months (32.5%), indicating that users have become accustomed to using the application. Therefore, the perception of the level of convenience is no longer an important factor in influencing the continued intention to use TikTok Shop. In addition, as a digital generation native Gen Z has become accustomed and adaptive to the intuitive interface and use of digital platforms, including e-commerce and social media. The use of TikTok Shop is considered not to require a great effort to learn or use (Annur, 2023). This makes the perception of ease of use less relevant as a determinant of sustainable intentions.

The Effect of Social Influence on Continuous Intention

The results of the hypothesis test show that social influence affects continuous intention positively and insignificantly. Contrary to these findings, several previous studies have found that social influences from others have an influence on users' continued intention to use online shopping platforms (Bianchi & Saleh, 2024; Ashoer et al., 2022). However, this study is in line with the findings of Radhia & Tjhi who found that there is no social influence on continuous intention in the context of sustainability intentions, where the results of the study show that the intention to continue using an online shopping platform is not influenced by the people around them, but is driven by their own desires.

These findings can be analyzed more deeply through as many as 45% of respondents aged 26 - 29 years, with an educational background dominated by undergraduate graduates (55%). Generation Z is known as the generation that grew up in the digital environment from an early age, and has a high level of technological literacy and a tendency to rely on personal experience and self-exploration in using a digital platform. In this context, gen Z's decision to continue using TikTok Shop is less likely to be based on social opinions of others around them,

but rather on actual experiences and individual perceptions of the benefits, convenience, and convenience that the platform offers.

The characteristics of Gen Z who are more independent in making consumptive decisions are strengthened by a relatively high level of education, which forms a critical and evaluative way of thinking about a technology. This is in line with the character of Gen Z who tend to be independent, oriented to personal experience, and more responsive to the direct functional value of using a platform, compared to external social influences (Achim et al., 2024; Chang & Chang, 2023). That way, the sustainability of using TikTok Shop is more influenced by personal judgment and experience than social encouragement, thus explaining the insignificance of the role of social influence on continuous intention.

The Effect of Facilitating Conditions Terhadap Continuous Intention

The results of the hypothesis test show that facilitating conditions affect continuous intention positively and insignificantly. Contrary to this finding, there have been previous studies that have found that the availability of resources and technical support affects users' continued intention to use online shopping platforms (Radhia & Tjhin). However, these results are in line with the research of Indrawati & Shaina which shows that facilitating conditions have no influence in the context of the sustainability intention of using online shopping platforms. One supporting explanation is that the power of facilitating conditions tends to decline after the initial phase of technology adoption and adoption (Chang).

These findings are supported by the characteristics of the majority of respondents who work as employees (69%) and have a bachelor's education background (55%). This group has become accustomed to using technology to support daily work, communication, and digital transactions. For them, the use of technology is no longer a new thing, but has become a basic necessity in living life (Nurlaila et al.,). This is reinforced by the characteristics of Gen Z who are able to interact with technology naturally without the need for technical guidance (Prensky,), as well as their habits as active social media users who often spend their free time on digital platforms (Ekasani & Kuswinarno; Nisaputri). In addition, most respondents have a monthly income of IDR 5,000,001 to IDR 10,000,000 (48%), which shows financial ability to support digital facilities, such as smartphones and internet networks. That way, it can be ensured that respondents have adequate devices, internet connections, and digital skills to access and use TikTok Shop independently (Indrawati & Shaina). Therefore, facilitating conditions is no longer a determinant of the formation of continuous intention.

The Effect of Hedonic Motivation on Continuous Intention

The results of the hypothesis test showed that hedonic motivation positively and insignificantly affected continuous intention in the context of using TikTok Shop. Contrary to this, several previous studies have found that the pleasure that users feel when using online shopping platforms has a fairly strong effect in influencing their sustainable intentions (Ashoer et al., 2022; Indrawati & Shaina; Radhia & Tjhin). However, this study is in line with the findings of Bianchi & Saleh (2024) who found that there is no effect of hedonic motivation on continuous intention in the context of sustainability intention. This can happen because respondents will be more motivated to engage in hedonistic behavior when they make purchases in person than online. In-person purchases allow respondents to physically hold the products offered to them (Shen), while purchases through online shopping platforms provide only photos and videos.

Based on their characteristics, the majority of respondents have been using TikTok Shop for more than a year (72%), indicating that they have passed the early stages of adoption. In the context of consumer behavior theory, Holbrook & Hirschman explained that in the early stages of technology adoption, users tend to be interested in novelty seeking and innovative

experiences, which gives rise to a hedonistic drive to use these technologies. However, as the experience and intensity of use increase, the appeal to the novelty element begins to decline as users become accustomed to the features and interactions it offers. In line with this, Venkatesh emphasized that when users are familiar and familiar with technology, their attention will be more focused on functional aspects and benefits, rather than emotional pleasure or entertainment. In this context, the continuous intention to continue using TikTok Shop tends to be no longer influenced by hedonistic motivations, but by habit and benefit factors.

Furthermore, the characteristics of Gen Z are known to have an orientation on benefits in decision-making, especially in the context of consumption (Mahemba & Dewi). The characteristics of the majority of respondents have a monthly income of IDR 5,000,001 - IDR 10,000,000 (48%) which shows a relatively high purchasing power. However, when associated with the fact that their spending in the last three months was mostly in the range of Rp 500,001 - Rp 1,000,000 (30%), it shows a cautious consumptive behavior. This consumption pattern indicates that even though they can afford to spend more, purchasing decisions are still made selectively and based on rational considerations, not solely for the pursuit of pleasure or entertainment (Risdayanti). Therefore, the finding that their decision to continue using TikTok Shop was more influenced by functional benefits, thus explaining why hedonic motivation did not have a significant effect on continuous intention.

The Effect of Habit on Continuous Intention

The results of the hypothesis test found that habits positively and significantly affected continuous intention in the context of using TikTok Shop. This can be interpreted that the stronger the habits formed in users will increase their continuous intention in using TikTok Shop. In line with that, several previous studies have also found similar things, where habits significantly affect continuous intention in the use of online shopping platforms (Hu & Gong; Indrawati & Shaina; Radhia & Tjhin). This is due to a shift in consumer behavior who now more often carry out shopping activities through online platforms than conventionally. Previous research has shown that the ease of use of applications is one of the main reasons users switch to online shopping, so they are used to using the platform (Radhia & Tjhin).

The results of the descriptive statistical test show that the use of TikTok Shop has become a habit for users. This is indicated by the highest mean of habit of 4.220 on the HT4 indicator with the statement "Using TikTok Shop feels natural to me". Also, the highest mean of continuous intention on the CI2 indicator with a mean of 4.375 with the statement "I intend to continue using TikTok Shop". Based on these two indicators, it can be concluded that TikTok Shop usage habits are formed from natural feelings when users use the platform. When users are comfortable and used to using TikTok Shop, they will be more likely to continue using TikTok Shop (Kervenoael). Thus, habit not only strengthens the attachment of use, but also becomes a driving factor in forming a sustainable intention to continue using TikTok Shop as an online shopping platform (Handarkho).

Based on the characteristics of respondents, as many as 72% have used TikTok Shop for more than a year. This long duration of use is a factor in the formation of habits because it shows that the user has experienced repeated and consistent behaviors. This is a prerequisite for the formation of habit as a predictor of continuous intention (Limayem). When a behavior has been carried out for a long period of time and there is repetition, then this behavior tends to become automatic in daily life (Krasnikolakis). This is reinforced by data that 32.5% of respondents made purchases 4-6 times in the last three months, which indicates that users are used to making purchases through TikTok Shop.

Daily exposure to the platform can also be seen from the duration of TikTok use, where 39.5% of respondents spend 1-3 hours per day, increasing the likelihood that they will receive repeated stimulus in the form of promotional content, product reviews, and short videos. This

exposure psychologically creates a reinforcement that encourages the formation of habits so that shopping decisions are no longer rational, but are driven by an automatic response that has been formed which has eventually become a routine (Jia). Habit plays an important role in encouraging continuous intention, because when users are used to and comfortable using a platform, they tend to continue using it continuously, even without deep consideration. Thus, these characteristics simultaneously reinforce the influence of habits on continuous intention, as well as explain why users tend to maintain shopping behavior on TikTok Shop over time.

The Effect of Price-Saving Orientation on Continuous Intention

The results of the hypothesis test show that price-saving orientation positively and significantly affects continuous intention in the context of using TikTok Shop. Based on this, it can be said that the higher the user's orientation towards savings, the more their continued intention to use TikTok Shop also increases. In line with that, previous studies have also shown similar results, where price-saving orientation can significantly affect users' sustainable intentions on the use of online shopping platforms (Higuera). This happens because when users can save money through discounts or promotions, they view it as an advantage. These advantages can then strengthen their motivation and increase their intention to continue using the platform (Higuera).

The results of the descriptive statistical test showed that respondents liked the activity of looking for cheap product deals when using TikTok Shop. This is indicated by the high mean of 4.605 on the PSO2 indicator with the statement "I like to look for cheap product deals when using TikTok Shop". Also, the highest mean of continuous intention on the CI2 indicator with a mean of 4.375 with the statement "I intend to continue using TikTok Shop". Based on this, it can be concluded that the preference for high price sensitivity is reflected in the tendency of users to actively seek economic benefits in online shopping activities (Ayuni, 2019). Orientation towards price savings plays an important role as a driver of sustainable intention in using online shopping platforms. When users consistently find economic value through attractive offers or discounts, they tend to feel satisfied and encouraged to continue using the platform in the long term (Ashoer et al., 2023). This ultimately creates a shopping experience that is not only financially efficient, but also reinforces the sustainability intent within the platform.

The characteristics of monthly income and shopping spending on TikTok Shop over the past three months show that Gen Z's consumption preferences are in line with the orientation of saving money. The majority of respondents have a monthly income of IDR 5,000,001 – IDR 10,000,000 (48%), but still limit their spending to the range of IDR 500,001 – IDR 1,000,000 (30%). This pattern reflects the tendency of prices to be one of the main factors in purchasing decision-making (Rahmawati). This tendency is further strengthened by respondents' active behavior in taking advantage of the various discount and promotional programs provided by TikTok Shop, such as flash sales, free shipping, and vouchers, which allow them to save more money (Rahmawati). The existence of these price incentives has been proven to be a driver for increasing the frequency and intensity of purchases, in line with the findings that various forms of promotion are able to trigger users' intention to continue making purchases (Hendrianto & Kusdiyanto). This is in line with the behavior of Gen Z who tend to prioritize needs and compare prices online before making a transaction (Said). Thus, efficient spending patterns and austerity consumption strategies clearly support the influence of price-saving orientation on continuous intention.

The Effect of Trust on Continuous Intention

The results of the hypothesis test show that trust positively and significantly affects continuous intention in the context of using TikTok Shop. This means that the stronger the trust

in users, the more they can increase their tendency to continue using TikTok Shop continuously. In line with this, several previous studies have found similar results, where trust in users can significantly affect their continued intention to use a platform (Indrawati & Shaina; Zhao & Bacao). This trust is formed through the reliability of the services provided, where the more reliable a platform is, the higher the level of trust to continue using the platform (Zhao & Bacao).

The results of the descriptive statistical test showed that respondents believed that the seller on TikTok Shop was trustworthy. This is indicated by the highest trust mean of 4,350 on the TR1 indicator with the statement "Sellers on TikTok Shop are trustworthy". Also, the highest mean of continuous intention on the CI2 indicator with a mean of 4.375 with the statement "I intend to continue using TikTok Shop". Based on these two indicators, it can be concluded that user trust in online sellers is able to reduce uncertainty due to information mismatches, thereby increasing the intention to continue using TikTok Shop (Tumaku; Hajli). This is because the availability of information related to products and sellers can foster user trust in the products sold (Kakkar). Considering that online shopping involves a higher level of uncertainty than visiting a physical store because online transactions do not have the same physical guarantees as traditional shopping experiences (Chen & Chou).

Based on the characteristics of respondents, as many as 72% of respondents have used TikTok Shop for more than a year and the majority have made purchases 4-6 times in the last three months (32.5%). These patterns of usage and repeat transactions reflect active engagement as well as hands-on experiences that allow respondents to assess important aspects of the service, such as the accuracy of product information and the handling of complaints. Consistency in use can build a higher level of familiarity, which plays a role in forming trust (Darvidou, 2024). In the end, this trust strengthens the sense of security and comfort in making transactions, so that the intention to continue using TikTok Shop is increasing.

In this context, the characteristics of Gen Z as a generation that tends to build trust based on personal experience and rational evaluation of service quality, seller integrity, and system security also strengthen the relationship between trust and continuous intention (Amaliya et al., 2025; Zein & Ambarwati). These findings are in line with previous studies that emphasized that post-purchase experiences play an important role in forming trust and sustainable intentions (Asanprakit & Kraiwanit, 2023).

The Effect of Perceived Risk on Continuous Intention

The results of the hypothesis test show that perceived risk affects continuous intention negatively and insignificantly in the context of using TikTok Shop. Contrary to this, several previous studies have shown that perceived risk negatively and significantly affects continuous intention (Thi; Hammouri). Hammouri say that users who have a good understanding of the potential risks of an application will be more aware and aware of the negative consequences that may arise from use.

The findings of this study can be explained through two characteristics of respondents. First, the majority of respondents have been using TikTok Shop for more than a year (72%). Based on Gefen, user experience based on previous interactions can create familiarity and trust in a platform, so that potential risks such as fraud, misdelivery, or product quality are no longer considered serious threats. As a result, the perception of risk has diminished, and respondents still have the intention to continue using TikTok Shop even though the risk remains.

Second, most respondents buy products from the fashion category (93.5%). These products generally have a lower level of risk because the information is visually available through video reviews, live shopping, and creator content. Effective visual design can contribute to building trust from consumers, where the visuals themselves can help consumers to better understand the products offered (Li; Rashid & Ahsan). Thus, both the long duration

of use and the low-risk nature of the product directly reinforce continuous intention despite perceived risk present, thus explaining the insignificance of its effect in this research model.

Gender Moderation in the Influence of Facilitating Conditions on Continuous Intention

The results of the hypothesis test showed that gender did not moderate the influence of facilitating conditions on continuous intention. Conversely, Syanita found that there are differences between men and women related to the influence of resource availability and knowledge on sustainable intentions in the use of an application. Male users tend to put more effort into overcoming obstacles and achieving goals so they are less dependent on facilitating conditions. Whereas, female users tend to place more emphasis on the availability of external facilitating conditions (Venkatesh & Morris; Hennig & Jardim; Rotter & Portugal). This research is in line with research by Radhia & Tjhin which states that there is no difference in attitudes between men and women regarding facilitating conditions for continuous intention behavior in the context of online shopping. This shows that men and women among Generation Z have the ability to utilize available resources and existing support systems (Herzallah).

These findings indicate that technology readiness and ease of access have become equally common standards among genders, particularly in the Gen Z group known as the digitally literate generation. The majority of respondents have made purchases 4-6 times in the last three months (32.5%). This showed that the respondents were experienced online shoppers, who had similar behaviors, regardless of their age, gender, or income level (Hernández). This equality is reflected in the characteristics of respondents who are dominated by individuals with a bachelor's degree (55%) and work as employees (69%), who are familiar with the use of digital technology on a daily basis (Delphia, 2022). In urban areas such as DKI Jakarta, smartphone ownership and access to the internet have become very common, making technical support no longer an obstacle or a relevant differentiator between genders (Indonesian Internet Service Providers Association; Irfan). Therefore, the influence of facilitating conditions on continuous intention tends to be equal, as both men and women have been at relatively equal levels of digital readiness.

Gender Moderation in the Influence of Hedonic Motivation on Continuous Intention

The results of the hypothesis test showed that gender did not moderate the influence of hedonic motivation on continuous intention. There have been several previous studies that have shown similar results, where they found that there was no difference in attitudes between men and women regarding hedonic motivation towards continuous intention behavior in the context of online shopping (Syanita; Indrawati & Shaina; Radhia & Tjhin). This shows that there are similarities in the drive of pleasure and entertainment through the use of TikTok Shop between men and women among Gen Z, where Gen Z itself is known as the generation that actively seeks instant pleasure (Aesthetics), so it is indicated that the influence of users' hedonistic motivation can no longer be differentiated through gender but rather differentiated through generations (Lissitsa & Kol). Based on Alfannur & Kadono (2022), the use of online shopping platforms for consumers in Indonesia is not based on the desire to release pressure or a sense of adventure, but based on the needs and conditions of the consumers themselves.

The majority of respondents in this study had an average duration of using TikTok Shop for 1-3 hours per day (39.50%), which shows a fairly high level of daily engagement with the platform, both by men and women. This duration of use shows that both genders have almost equal access to visual, entertainment, and product offerings that are emotional and enjoyable. Consistent exposure to this attractively designed digital experience leads to an even formation of hedonic motivation, regardless of their gender.

Gender Moderation in the Influence of Habit on Continuous Intention

The results of the hypothesis test showed that gender did not moderate the influence of habit on continuous intention. In this regard, Syanita showed results that were inversely proportional to this study, finding that there were differences between men and women regarding their habits when using online shopping platforms. Research shows that women pay more attention to detail in the evaluation and decision-making process than men (Burns; Meyers-Levy & Tybout). Men usually process information schematically, while women tend to process information more structured and in-depth (Meyers-Levy & Maheswaran). On the other hand, there are several previous studies that have similar findings, namely the absence of differences in habits between men and women towards their continuous intention in the context of online shopping (Indrawati & Shaina; Radhia & Tjhin). This shows that the pattern of technology use between men and women among Gen Z tends to be increasingly similar (Fatika, 2024). That way, gender differences are no longer a factor that significantly affects the habit of using online shopping platforms.

The findings of this study are supported by the majority of respondents in the age range of 26 - 29 years (45%), which is the age group of Gen Z who are used to using digital technology (Sholiha). This generation has a homogeneous pattern of technology adoption, regardless of gender, which is caused by similar technology usage trends so that the habit of using applications is formed naturally and evenly between men and women (Rania). In addition, as many as 72% of respondents have been using TikTok Shop for more than a year, indicating a high level of habit. This length of use allows for the formation of digital routines and no longer depends on gender differences in determining sustainable intentions.

Gender Moderation in the Effect of Price-Saving Orientation on Continuous Intention

The results of the hypothesis test showed that gender did not moderate the relationship between price-saving orientation and continuous intention. These findings are consistent with previous research that also found that there is no difference between men and women regarding price-saving orientation in the use of a platform (Indrawati & Putri). This means that both men and women have the same tendency to look for the best deals for them when shopping on TikTok Shop.

The findings of this study are supported by the majority of respondents having a monthly income of IDR 5,000,001 - IDR 10,000,000 (48%), with spending on TikTok Shop in the last three months of IDR 500,001 - IDR 1,000,000 (30%). This reflects the consumption behavior of Gen Z who have sufficient purchasing power, but still manage spending efficiently and consider economic value in decision-making. Pólya & Máté states that Gen Z is a price-conscious generation, which is reflected in their tendency to compare prices and look for the best deals. Risdayanti also emphasized that Gen Z makes a budget and is smart in finding ways to save money, such as taking advantage of promos and discounts. On the other hand, attractively and interactively packaged promotional content on TikTok Shop such as creator videos, product reviews, and flash sale campaigns, effectively captures the attention of gen Z and further strengthens their orientation towards savings (Sudrajat). In this case, the orientation of price savings is a common trait of Gen Z who is not influenced by gender in determining the intention to use TikTok Shop in a sustainable manner.

CONCLUSION

The rapid growth of the internet has triggered the transformation of people's shopping through social commerce (s-commerce), which combines e-commerce and social media in one application, with TikTok Shop becoming one of the most popular s-commerce platforms in Indonesia. TikTok Shop attracts the attention of Generation Z, who are dominant in its use, because it presents convenience and practicality, as well as increasing transaction activity as

reflected in the significant growth in Gross Merchandise Value (GMV). This study uses the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model to explore the factors that affect the sustainability intentions of TikTok Shop users, focusing on variables such as habit, price-saving orientation, and trust, which have been shown to have a positive effect, while other variables, including performance expectancy and perceived risk, show negative or insignificant influences. The results of the study also show that gender does not play a role as a moderator in the relationship between these variables. These findings provide new insights into understanding the behavior of gen Z users and suggest TikTok to improve the user experience through attractive app design, gamification features, and more flexible delivery options. The study also recommends that future research expand the scope of generations and regions to gain a more comprehensive understanding of online shopping behavior.

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