

**ANALISIS PENGARUH *TECHNOLOGY ACCEPTANCE MODEL* (TAM)
EXTEND PERCEIVED VALUE DAN *TRUST* TERHADAP NIAT BELI
PADA TIKTOK LIVE SHOPPING**

SKRIPSI



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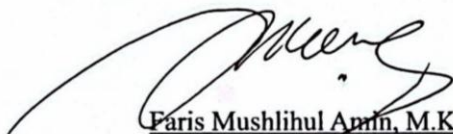
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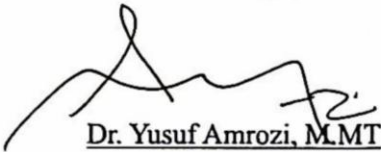
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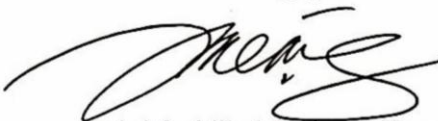
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ABSTRAK

ANALISIS PENGARUH *TECHNOLOGY ACCEPTANCE MODEL* (TAM) *EXTEND PERCEIVED VALUE* DAN *TRUST* TERHADAP NIAT BELI PADA TIKTOK LIVE SHOPPING

Oleh:

Marsha Alifia Vesthi

Perkembangan teknologi digital saat ini telah mendorong popularitas TikTok Live Shopping sebagai salah satu media *social commerce* yang banyak digunakan untuk berbelanja secara daring. Seiring dengan meningkatnya penggunaan *platform* tersebut, diperlukan pemahaman mengenai faktor-faktor yang memengaruhi niat beli pada TikTok Live Shopping. Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Enjoyment*, *Perceived Value*, dan *Trust* terhadap *Purchase Intention* dengan *Attitude* dan *Trust* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 261 pengguna TikTok Live Shopping yang merupakan mahasiswa aktif pada perguruan tinggi di Surabaya. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan kriteria responden pernah melakukan pembelian melalui TikTok Live Shopping. Data dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *Perceived Ease of Use*, *Perceived Value*, dan *Trust* berpengaruh positif dan signifikan terhadap *Attitude*. Selain itu, *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap *Perceived Usefulness*, serta *Perceived Value* berpengaruh positif dan signifikan terhadap *Trust*. Sebaliknya, *Perceived Enjoyment* dan *Perceived Usefulness* tidak berpengaruh signifikan terhadap *Attitude*. *Attitude* dan *Trust* terbukti berpengaruh positif dan signifikan terhadap *Purchase Intention*. Dari sembilan hubungan langsung yang diuji, tujuh hubungan signifikan dan dua hubungan tidak signifikan. Sementara itu, dari sepuluh hubungan tidak langsung yang diuji, enam hubungan signifikan dan empat hubungan tidak signifikan. Temuan ini menunjukkan bahwa *Attitude* dan *Trust* berperan penting dalam meningkatkan *Purchase Intention* pada TikTok Live Shopping.

Kata kunci: *Technology Acceptance Model*, PLS-SEM, *Perceived Value*, *Trust*, *Purchase Intention*, TikTok Live Shopping.

ABSTRACT

ANALYSIS OF THE EFFECT OF TECHNOLOGY ACCEPTANCE MODEL (TAM) EXTEND PERCEIVED VALUE AND TRUST ON PURCHASE INTENTION IN TIKTOK LIVE SHOPPING

By:

Marsha Alifia Vesthi

The rapid development of digital technology has increased the popularity of TikTok Live Shopping as one of the social commerce platforms widely used for online shopping. Along with the increasing use of the platform, it is important to understand the factors that influence purchase intention in TikTok Live Shopping. This study aims to analyze the effects of Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Perceived Value, and Trust on Purchase Intention, with Attitude and Trust serving as mediating variables. This study employed a quantitative approach using a survey method by distributing questionnaires to 261 TikTok Live Shopping users who were active university students in Surabaya. The sampling technique used was purposive sampling, with respondents selected based on the criterion of having made purchases through TikTok Live Shopping. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that Perceived Ease of Use, Perceived Value, and Trust have positive and significant effects on Attitude. In addition, Perceived Ease of Use has a positive and significant effect on Perceived Usefulness, while Perceived Value has a positive and significant effect on Trust. In contrast, Perceived Enjoyment and Perceived Usefulness do not have significant effects on Attitude. Attitude and Trust are proven to have positive and significant effects on Purchase Intention. Of the nine direct relationships tested, seven were significant and two were insignificant. Meanwhile, of the ten indirect relationships tested, six were significant and four were insignificant. These findings indicate that Attitude and Trust play important roles in enhancing Purchase Intention in TikTok Live Shopping.

Keywords: *Technology Acceptance Model, PLS-SEM, Perceived Value, Trust, Purchase Intention, TikTok Live Shopping.*

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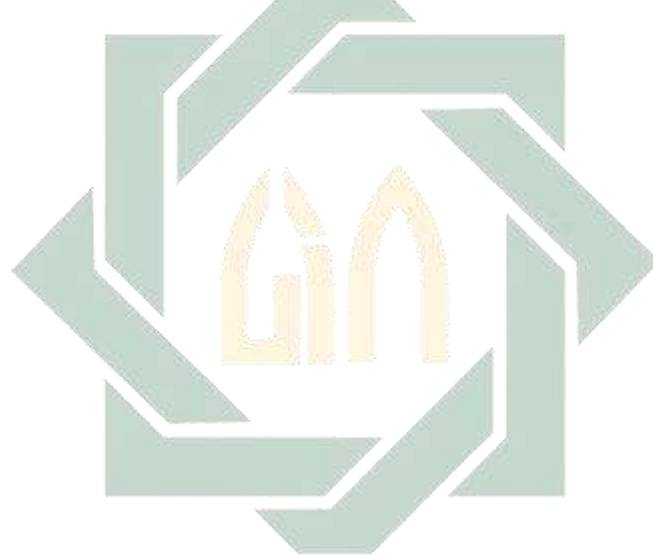
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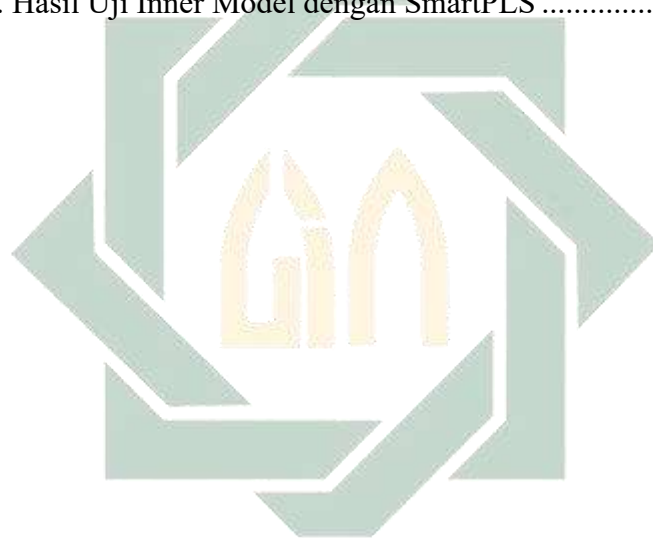
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