THE INFLUENCE OF TIKTOK SHOP VIDEO ADS ON CONSUMER PURCHASE INTENTION USING THE TAM2 APPROACH IN UNIVERSITY STUDENTS

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Abstract

This research aims to examine the influence of perceived playfulness, perceived usefulness, and personalized product recommendations on purchase intention in TikTok Shop among university students. The study involved 217 respondents who completed questionnaires related to demographic characteristics, frequency of TikTok usage, and their purchasing behavior. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the relationships between the variables. The findings indicate that all proposed hypotheses were supported. Perceived playfulness and perceived usefulness significantly influence purchase intention, with personalized product recommendations affecting both perceived playfulness and perceived usefulness. The model also demonstrated that personalized recommendations directly influence purchase intention. These results suggest that TikTok Shop's effectiveness in enhancing user experience and increasing purchase intention is significantly driven by the perceived enjoyment and usefulness of the platform, as well as the role of personalized product recommendations. The study contributes to understanding the factors that drive purchase intention in the context of social media-based e-commerce.

Keywords: Convenience, E-commerce, Fun, Personalization, TikTok

INTRODUCTION

The rapid development of digital technology in recent decades has brought significant impacts on almost all aspects of human life, including in the field of marketing and consumer behavior. One innovation that has emerged along with the digitalization trend is the increasingly developed social media platforms, such as TikTok. TikTok, initially known as an entertainment platform based on short videos, has now evolved into a space for businesses to effectively market products to a wider audience, especially through the TikTok Shop feature. TikTok Shop allows users to purchase products directly through the platform without having to leave the application, creating a more practical and efficient shopping experience. In this context, TikTok Shop video ads have become one of the most effective marketing tools to attract consumer attention, including among university students who are one of the active user

segments of this platform [1]. With various attractive features owned by TikTok, such as interactive videos, filters, and music, TikTok Shop video ads are able to create a strong appeal for users, thereby influencing their purchase intention [2].

Consumer purchase intention is one of the important factors in determining the success of a marketing strategy, as purchase intention reflects a person's desire or tendency to buy a product or service offered. In the world of marketing, many factors can influence consumer purchase intention, one of which is exposure to advertisements. In today's digital era, advertisements presented through social media, especially videos that have visual and audio appeal, are increasingly proven effective in attracting audience attention [3]. Research on consumer purchase intention in the context of social media has been widely conducted, but there are still gaps in exploring the influence of TikTok Shop video ads on consumer purchase intention, especially among university students [4]. This is very relevant to research, given the increasing number of university students involved in online shopping activities, especially through TikTok Shop [3]. In addition, university students are also a very active segment on social media, so their behavior in responding to video ads on this platform can provide useful insights for the development of future marketing strategies [5].

The rapidly developing information technology each year has changed the way consumers interact with a product and service when they want to buy something. Currently, electronic commerce or e-commerce has become an important part of daily life, especially for the younger generation. This encourages various e-commerce platforms such as TikTok Shop to continue to innovate in presenting effective marketing strategies to attract consumer interest [6]. One innovation that is now widely used is product promotion through TikTok Shop videos. These TikTok Shop videos are designed to provide concise and clear information about products by covering features, benefits, and usage, in a very short duration. The goal is to capture consumer attention in a short time and provide a visual experience that can enhance their understanding of the product [7].

In the field of social e-commerce, entrepreneurs widely use short videos containing information about their products as a form of marketing [8]. Previous studies by Qin et al. (2024) that examined the influence of short videos in the social e-commerce application Xiaohongshu found that short videos influenced audience purchase intention [9]. Therefore, marketing strategies using TikTok Shop videos are increasingly gaining attention as an effective tool in influencing consumer purchasing decisions."""Product explanations through TikTok Shop videos make buyers more likely to understand a product, making the shopping experience feel direct and realistic [7].

As one of the most widely used e-commerce platforms in Indonesia today, TikTok Shop, through its affiliation with Tokopedia, has successfully become one of the largest e-commerce platforms alongside other platforms such as Shopee, Tokopedia, Lazada, and so on [10]. In addition, the increasing prevalence of TikTok application usage among young people and students makes TikTok Shop a very potential platform for attracting consumer buying interest through short video content that is both entertaining and informative [11]. With a large user base and an algorithm that can target consumers personally, TikTok Shop offers opportunities for a brand to market products effectively. TikTok suggests several pieces of information needed in TikTok Shop videos, such as product reviews, testimonials, product

usage tutorials, and so on [12]. Nevertheless, there is still a knowledge gap regarding the actual impact of these TikTok Shop videos on consumer buying interest.

The theory used in this research is the Technology Acceptance Model 2 (TAM2), which was developed from the initial Technology Acceptance Model (TAM). TAM is a model that helps understand customer attitudes towards mobile technology use [13]. Referring to Ajzen and Fishbein's Theory of Reasoned Action (TRA) model, Davis (1989) [14] introduced and developed the technology acceptance model (TAM) and provided a theoretical context that can explain the attitude-intention-behavior relationship. Feng et al. (2024) in their research state that TAM2 is a model that explains factors influencing user acceptance of technology, such as perceived usefulness and perceived playfulness when using technology [15].

There are two specific variables, namely perceived usefulness and perceived ease of use, which are hypothesized as fundamental determinants of user acceptance. TAM was created to predict the likelihood of individuals adopting new technology. Previous studies have conducted research based on TAM and found that perceived playfulness is also an important predictor in addition to perceived ease of use, usefulness, and behavioral participation intention [16]. Alraimi et al. (2015) also believe that playfulness is intrinsically motivating and has a significant impact on users' behavioral intentions [17]. The technology use in this research is short-duration videos used as a tool to promote or explain and inform a product to increase consumer appeal. The TAM2 approach is considered effective for analyzing factors that influence consumer buying interest when they are exposed to these videos.

Students are an interesting population to study in this research because they are active users of digital technology and e-commerce platforms. Students often rely on the internet and e-commerce platforms to meet their daily needs. Research conducted by Zhang et al. (2019) shows that out of 183 students at various universities, 62.8% of them had an addiction to online shopping [18]. This can be driven by students' tendency to be aware of technological developments and their inclination to seek efficient ways to shop. In addition, students are an age group often exposed to various forms of digital marketing, including video advertisements presented through social media and e-commerce platforms.

Previous research by Dou and Zhang (2023) states that TikTok Shop videos have an impact on consumer buying intention [19]. Feng et al. (2024) suggest that there are three dimensions in TikTok Shop videos,namely multimedia effects, virtual experiences, and personalized product recommendations [7]. In this study, the researcher took the variable of personalized product recommendations. Personalized product recommendations are a marketing strategy that uses data and algorithms to provide product suggestions tailored to the preferences and individual behavior of each consumer [20]. This strategy plays an important role in influencing consumer purchasing decisions by utilizing advanced algorithms [21]. The data owned by companies regarding consumer behavior results in recommendations that match the preferences and needs of each consumer.

When consumers visit e-commerce sites and see products that match their preferences and needs, they will feel a more personal shopping experience [10]. This also increases shopping efficiency and consumer satisfaction because they do not need to spend a lot of time searching for the products they want [22]. In digital marketing, such as in TikTok Shop video

ads on TikTok, when ads are designed with entertaining and attractive elements, consumers tend to feel happy when watching. The extent to which consumers experience pleasant experiences and pleasure when interacting with technology or digital platforms is referred to as perceived playfulness [7]. Research shows that positive experiences resulting from playfulness can create a strong association between consumers and brands, which can trigger higher consumer purchase intentions [23].

On the other hand, perceived usefulness assesses the extent to which individuals believe that the use of certain technology will improve their performance or meet their needs [7]. When consumers feel that the ad provides relevant and useful information about the product, they are more likely to rate the product as attractive and useful [24]. Both serve as key drivers that can influence consumer purchase intentions when viewing TikTok Shop video ads, as consumers tend to respond positively to the ads presented [25].

Consumers' emotional involvement through their shopping experience certainly accelerates purchasing decisions. For example, consumer experience through captivating visuals or product recommendations relevant to consumer needs or interests. Thus, when consumers feel connected to a brand or product, they will make a purchase without hesitation [26]. The higher the influence of these factors on consumers, the higher the resulting purchase intention.

Purchase intention refers to the level of desire and intent of consumers to buy a product or service after they are exposed to various forms of marketing communication [27]. Many things also underlie consumers' intention to buy a product, including perceived product quality, trust in a brand, and consumer experience in the shopping process. Purchase intention is not only influenced by rational factors but also by emotional factors. This study aims to identify and analyze how short-duration video ads used as a company strategy can influence consumer purchase intentions on the TikTok Shop platform. This study attempts to explore how personalized product recommendation factors, which adapt to each consumer's different preferences, as well as the perception of pleasure and product usefulness after consumers are exposed to ads, affect purchase intention.

IMPLEMENTATION METHOD

The research method provides a technical explanation of the approach in a study. To obtain testable data, several steps are required, namely determining the method, population, and sample. This section will describe how the population was selected,sampling techniques, and data collection techniques performed by the researcher [28]. The research titled "The Influence of TikTok Shop Video Ads on Consumer Purchase Intention in TikTok Shop Using the TAM2 Approach in Students" with the following hypotheses: H1a: Personalized Product Recommendations have a positive influence on perceived usefulness. H1b: Personalized Product Recommendations have a positive influence on perceived playfulness. H1c: Personalized Product Recommendations have a positive influence on consumer purchase intention. H2: Perceived playfulness has a positive influence on consumer purchase intention. H3: Perceived usefulness has a positive influence on consumer purchase intention. H4: Personalized Product Recommendations positively influence consumer purchase intention

through perceived usefulness. H5: Personalized Product Recommendations positively influence consumer purchase intention through perceived playfulness.

The research population refers to the entire set of individuals, objects, or events that are the focus of the investigation [29]. In this study, the population focuses on Generation Z students because, with this research theme, the selection of the population is relevant to contemporary technological developments [30]. The growth of e-commerce in the current digital era can no longer be prevented and will continue to develop [31]. In 2021, the majority of buyers in social e-commerce were aged 16-24 years (M&C Saatchi Performance, 2022). Within this age range, the population falls into the student age group.

In this study, the sample was obtained from calculations using Structural Equation Modeling (SEM) analysis, with a minimum of 10x the number of questionnaire items, so the researcher needed approximately 130 respondents as a sample [32]. The number 130 is the minimum number, and as the research progresses, a sample size exceeding this number will be sought to minimize data deficiencies when removing outliers. In this study, the sampling technique used was non-probability sampling. The use of this technique means that the sample of participants or cases does not need to be representative or random, but there must be clear reasons for including some cases or individuals rather than others [33]. Meanwhile, the technique used in this study was convenience sampling, which is a sample taken based on spontaneity. By using this technique, the researcher does not need to obtain all members of the population, as the probability of being selected is not precisely known.

In its preparation, the researcher collected 222 respondents through an online survey method to test the hypotheses. The 222 collected respondents were active students in West Java Province. This research used a Google Form questionnaire distributed online through various social media platforms, such as WhatsApp, Line, Instagram, and Twitter/X. Data collection was carried out from November 11 to November 19, 2024. This decision was made after various considerations, looking at the effectiveness and efficiency of time and limited budget. Each question item in the questionnaire was designed using a 5-point Likert scale, with each point consisting of the following descriptions: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

The questionnaire consisted of several sections, namely the first section with filter questions to screen out respondents who did not meet the criteria. The next section was to measure user perceptions of TikTok Shop, presented in several question items,consisting of 3 questions (items) for the personalized product recommendations variable, 4 questions (items) for the perceived usefulness variable, 3 questions (items) for the perceived playfulness variable, and 3 questions (items) for the purchase intention variable. The last section consists of demographic questions.

The data from this questionnaire will be interpreted with the aim of understanding how short-form video advertisements, used as a strategy by the company, can influence consumer purchase intention on the TikTok Shop platform. Data analysis is performed using spreadsheets, which are then exported to SPSS and analyzed in the Smart PLS application. The results and discussion will contain a brief explanation of respondent characteristics using Structural Equation Modeling to test the relationships between variables. This analysis process involves two types of measurements: outer model and inner model. The outer model

test allows for the evaluation of instrument validity and reliability using Confirmatory Factor Analysis (CFA) with the KMO-Bartlett Test to test validity. Validity is a test used to measure the effectiveness of a measuring tool or medium to obtain data [34]. Meanwhile, to measure reliability, Cronbach's α is used. Reliability is an index that indicates the extent to which a measuring tool can be trusted or relied upon [34]. The inner model is performed by calculating the R-Square, Q-Square, and Path Coefficient values to analyze the relationships between variables. Furthermore, the researcher proceeds with hypothesis testing using the bootstrapping process.

RESULTS AND DISCUSSION

A total of 222 respondents were collected and 217 respondents were used for analysis after removing 5 samples identified as not being West Java students [35].

Table 1. results of the questionnaire

Control	Item	Frequency	Percentage (%)
Gender	Male	59	27.19%
	Female	158	72.81%
Age	17	1	0.46%
	18	36	16.59%
	19	59	27.19%
	20	77	35.48%
	21	23	10.60%
	22	13	5.99%
	23	4	1.84%
	24	3	1.38%
	25	1	0.46%
Frequency of TikTok Usage	Very rarely	3	1.38%
	Rarely	12	5.53%
	Sometimes	29	13.36%
	Often	73	33.64%
	Very often	100	46.08%
Expenditure	< Rp 1.000.000	40	18.43%
	Rp 1.000.000 - Rp 2.000.000	111	51.15%
	Rp 2.000.001 - Rp 3.000.000	46	21.20%
	Rp 3.000.001 - Rp 4.000.000	15	6.91%
	> Rp 5.000.000	5	2.30%

Based on Table 1, it can be seen that from the results of the questionnaire, out of 217 students who participated in this study, it was found that females were more dominant than males, with a percentage of 72.81%. Students aged 20 years had a dominance of 35.48% of the total respondents. Based on TikTok usage frequency, respondents who used it very frequently dominated with 46.08%, and respondents with expenditures between Rp. 1,000,000-Rp. 2,000,000 dominated with 51.15%.

Table 2. test validity and reabillity

Variable	Item Code	Item Loading	Outer Weight	CA	CR	AVE
Perceived Playfulness				0.86	0.91	0.77
	PP1	0.85	0.366			
	PP2	0.902	0.388			
	PP3	0.894	0.379			
Perceived Usefulness				0.88	0.91	0.73
	PU1	0.861	0.298			
	PU2	0.82	0.301			
	PU3	0.875	0.299			
	PU4	0.83	0.283			
Personalized Product Recommendations				0.84	0.9	0.75
	PPR1	0.883	0.432			
	PPR2	0.881	0.364			
Purchase Intention				0.85	0.9	0.76
	PI1	0.896	0.384			
	PI2	0.887	0.404			
	PI3	0.836	0.355			

Based on the analysis results, it is known that the AVE (average variance extracted) value. The AVE value itself is the average calculation result of the outer loading value. The AVE value must exceed > 0.5 – 0.7 to be sufficient for convergent validity. Based on Table 2, all AVE values are > 0.7, which means they are sufficient for convergent validity. Then, the CR value is a measurement performed to determine and observe the consistency of an indicator within a variable. If the composite reliability value is > 0.6, it can be said that a variable is consistent or reliable. Based on Table 2, all CR and CA values are > 0.6, indicating that the variables used in this study have good reliability.

Table 3. R-square test

Variabel	R-Square
Perveived Playfulness	**0.175**
Perceived Usefulness	**0.21**
Purchase Intention	**0.4**

To see the significance of the relationship between constructs/variables, the inner model is used to ensure that the constructed structural model is strong and accurate. The inner model is evaluated through the R-test. R-Square or R^2 functions to measure the variation of changes in independent variables against dependent variables. The smaller the R^2 value obtained or closer to 0, the more limited the ability of the independent variables to explain the dependent variable. However, the larger the R^2 value obtained or closer to 1, the more the independent variables can provide all the information needed to predict the dependent variable.

Table 4. Hypotesa test

Variable influence	(STDEV)	T Statistics	P Values	Description
Perceived Playfulness -> Purchase Intention	0,068	3,404	0,001	Significan
Perceived Usefulness_ -> Purchase Intention	0,086	3,766	0,000	Significan
Personalized Product Recommendations_ -> Perceived Playfulness	0,069	6,064	0,000	Significan
Personalized Product Recommendations_ -> Perceived Usefulness_	0,074	6,259	0,000	Significan
Personalized Product Recommendations_ -> Purchase Intention	0,095	2,545	0,011	Significan

Based on research conducted on 217 students, data shows that the majority of respondents are female (72.81%), with a dominant age of 20 years (35.48%). Very frequent TikTok usage was recorded at 46.08%, indicating that the application is very popular among respondents, and the majority of respondents spent between Rp 1,000,000 and Rp 2,000,000 (51.15%). These findings provide an overview that TikTok has great appeal, especially for the student age group, and can be used as an effective platform for marketing strategies aimed at consumers with medium spending.

The evaluation of the outer model shows that all measured variables exhibit good reliability. Average Variance Extracted (AVE) values greater than 0.7 for each construct, as well as Composite Reliability (CR) and Cronbach's Alpha (CA) values greater than 0.6, indicate that this model has adequate validity and consistency for measuring latent variable constructs. Specifically, variables such as "Perceived Playfulness," "Perceived Usefulness,"

and "Personalized Product Recommendations" show excellent measurement quality, which can support further analysis results in the context of purchase intention on TikTok Shop. The hypothesis test results show that all tested relationships between variables have a significant influence. Specifically, the influence of "Perceived Playfulness" and "Perceived Usefulness" on purchase intention was proven significant, with a T-Statistic much greater than the T-Table. This indicates that the feelings of pleasure and perceived benefits by users can increase purchase intention on the TikTok platform. In addition, personalized product recommendations were proven to have a significant influence on perceived playfulness, perceived usefulness, and purchase intention, which emphasizes the importance of personalization in enhancing user experience and encouraging purchasing decisions on TikTok Shop.

CONCLUSION

Based on the research findings, it can be concluded that TikTok Shop video ads significantly influence consumer purchase intention on TikTok Shop, with variables such as perceived excitement, product utility, and personalized product recommendations showing a strong influence. The hypothesis test results, which show a T-Statistic value greater than the T-Table, indicate that all variables studied have a positive impact on consumer purchase intention. These findings support the theory that advertising can increase consumer purchase interest through attractive elements within the advertisement, such as its design and message, which can influence consumer behavior. Thus, TikTok Shop video ads are proven effective in influencing consumer purchasing decisions, which aligns with previous research on the influence of advertising on purchase intention.

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