

# ***Analysis of Factors Influencing Social Commerce TikTok Shop in Indonesia Uses the Unified Theory of Acceptance and Use of Technology 3 (UTAUT 3)***

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## ***Abstract***

*This study examines the social commerce acceptance of TikTok Shop in Indonesia using the Unified Theory of Acceptance and Use of Technology 3 (UTAUT 3) model. The goal of this study is to look into the factors that influence the acceptance of Social Commerce TikTok Shop in Indonesia. Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Personal Innovativeness in IT, and Behavioral Intention are the factors studied. The questionnaires were distributed to 520 TikTok Shop users in Indonesia for this quantitative study. Using the Smart-PLS 3.3.3 program and the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) alternative. The data analysis results show that: (1) Performance Expectancy has an effect on Behavioral Intention; (2) Effort Expectancy has no effect on Behavioral Intention; and (3) Social Influence has no effect on Behavioral Intention. (4) Facilitating Conditions influence Behavioral Intention (5) Hedonic Motivation has no effect on Behavioral Intention. (6) Price Value has no effect on behavioral intention. (7) Habit has an effect on behavioral intention. (8) Personal Innovativeness in IT has an effect on Behavioral Intention (9) Facilitating Conditions has no effect on Use Behavior (10) Habit has an effect on Use Behavior ( 11) Personal Innovativeness in IT influence Use Behavior (12) Behavioral Intention has an effect on Use Behavior*

**Keywords:** *TikTok Shop, Social Commerce, Behavioral Intention, Use Behavior, UTAUT 3*

**Analisis Faktor-Faktor yang Mempengaruhi Penerimaan *Social Commerce TikTok Shop* di Indonesia Menggunakan Model *Unified Theory of Acceptance and Use of Technology 3* (UTAUT 3)**

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**Abstrak**

Penelitian ini menganalisis penerimaan *social commerce* TikTok Shop di Indonesia menggunakan model *Unified Theory of Acceptance and Use of Technology* (UTAUT 3). Tujuan penelitian untuk menguji faktor-faktor yang berpengaruh terhadap penerimaan *Social Commerce TikTok Shop* di Indonesia. Adapun faktor yang diteliti yaitu: *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, *Facilitating Conditions*, *Hedonic Motivation*, *Price Value*, *Habit*, *Personal Innovativeness in IT* dan *Behavioral Intention*. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 520 *user* TikTok Shop di Indonesia. Menggunakan metode *Structural Equation Modeling* (SEM) dengan alternatif *Partial Least Square* (PLS) dengan program *Smart-PLS 3.3.3*. Hasil analisis data menunjukkan bahwa: (1) *Performance Expectancy* berpengaruh terhadap *Behavioral Intention* (2) *Effort Expectancy* tidak berpengaruh terhadap *Behavioral Intention* (3) *Social Influence* tidak berpengaruh terhadap *Behavioral Intention* (4) *Facilitating Conditions* berpengaruh terhadap *Behavioral Intention* (5) *Hedonic Motivation* tidak berpengaruh terhadap *Behavioral Intention* (6) *Price Value* tidak berpengaruh terhadap *Behavioral Intention* (7) *Habit* berpengaruh terhadap *Behavioral Intention* (8) *Personal Innovativeness in IT* berpengaruh terhadap *Behavioral Intention* (9) *Facilitating Conditions* tidak berpengaruh terhadap *Use Behavior* (10) *Habit* berpengaruh terhadap *Use Behavior* (11) *Personal Innovativeness in IT* berpengaruh terhadap *Use Behavior* (12) *Behavioral Intention* terhadap *Use Behavior*

**Kata kunci:** *TikTok Shop*, *Social Commerce*, *Behavioral Intention*, *Use Behavior*, UTAUT 3