

ABSTRAK

Perkembangan *social commerce* melalui tiktok shop mendorong perubahan perilaku masyarakat dalam berbelanja secara daring. Data APJII tahun 2025 menunjukkan bahwa 21,19% masyarakat merasa tidak memerlukan layanan belanja *online* dan 17,59% masih mengalami kesulitan menggunakan aplikasi *e-commerce*. Kondisi tersebut menunjukkan bahwa persepsi terhadap kemudahan penggunaan dan manfaat platform berpotensi memengaruhi minat beli pengguna pada toko eiji.idstore di tiktok shop. Penelitian ini bertujuan menganalisis pengaruh persepsi kemudahan penggunaan dan persepsi kegunaan terhadap minat beli pengguna. *Technology Acceptance Model* (TAM) digunakan sebagai landasan teori yang menjelaskan bahwa persepsi kemudahan penggunaan dan persepsi kegunaan memengaruhi penerimaan teknologi serta perilaku pengguna. Penelitian ini menggunakan metode kuantitatif dengan pendekatan eksplanatif. Data dikumpulkan melalui penyebaran kuesioner kepada 400 responden menggunakan teknik *purposive sampling* dan dianalisis menggunakan smartpls 4. Hasil penelitian menunjukkan bahwa persepsi kemudahan penggunaan berpengaruh positif dan signifikan terhadap minat beli dengan nilai *original sample* sebesar 0,263, *T-statistics* sebesar 3,268, dan *P-values* sebesar 0,001. Persepsi kegunaan juga berpengaruh positif dan signifikan terhadap minat beli dengan nilai *original sample* sebesar 0,477, *T-statistics* sebesar 6,610, dan *P-values* sebesar 0,000. Dimensi mudah dipelajari, memberikan manfaat, dan minat preferensial memperoleh nilai rata-rata tertinggi pada masing-masing variabel. Temuan kebaruan penelitian menunjukkan bahwa persepsi kegunaan memiliki pengaruh yang lebih dominan dibandingkan persepsi kemudahan penggunaan dalam meningkatkan minat beli. Temuan ini mengindikasikan bahwa konsumen pada konteks *social commerce* lebih mengutamakan manfaat nyata yang diperoleh dari platform dibandingkan sekadar kemudahan penggunaannya.

Kata kunci: Minat Beli, Persepsi Kegunaan, Persepsi Kemudahan Penggunaan, *Technology Acceptance Model*

ABSTRACT

The development of social commerce through TikTok Shop has driven changes in people's online shopping behavior. APJII data in 2025 showed that 21.19% of people felt that they did not need online shopping services, while 17.59% still experienced difficulties using e-commerce applications. This condition indicates that perceptions of ease of use and usefulness may influence users' Purchase Intention at the Eiji.idstore on TikTok Shop. This study aims to analyze the effects of Perceived Ease of Use and perceived usefulness on users' purchase intention. The Technology Acceptance Model (TAM) is used as the theoretical foundation, explaining that Perceived Ease of Use and perceived usefulness influence technology acceptance and user behavior. This study employed a quantitative method with an explanatory approach. Data were collected through questionnaires from 400 respondents using purposive sampling and analyzed using SmartPLS 4. The results showed that Perceived Ease of Use had a positive and significant effect on purchase intention, with an original sample value of 0.263, a T-statistic of 3.268, and a P-value of 0.001. Perceived usefulness also had a positive and significant effect on purchase intention, with an original sample value of 0.477, a T-statistic of 6.610, and a P-value of 0.000. The dimensions of ease of learning, providing benefits, and preferential intention obtained the highest average scores within their respective variables. The novelty of this study lies in the finding that perceived usefulness has a more dominant influence than Perceived Ease of Use in increasing purchase intention. This finding indicates that consumers in the context of social commerce prioritize the tangible benefits provided by the platform over ease of use alone.

Keywords: Perceived Ease of Use, Purchase Intention, Perceived Usefulness, Perceived Ease of Use, Technology Acceptance Model.