

# How do user attitude and satisfaction mediate the effect of perceived usefulness on TikTok Shop continuance intention?

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## Article History

Received on 03 June 2025

1<sup>st</sup> Revision on 27 August 2025

2<sup>nd</sup> Revision on 19 September 2025

Accepted on 22 September 2025

## Abstract

**Purpose:** This study investigates how perceived usefulness influences TikTok Shop users' continuance intention, with attitude and satisfaction serving as mediating variables. It aims to clarify the psychological and technological mechanisms driving user retention, particularly among Indonesian Generation Z and MSMEs.

**Methodology/approach:** A quantitative survey design was applied, involving 420 purposively selected TikTok Shop users in Yogyakarta and surrounding areas. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to evaluate both measurement and structural models. Validity and reliability tests, along with mediation analysis, were conducted to assess hypothesized relationships.

**Results:** Findings show that perceived usefulness significantly enhances user attitude, satisfaction, and continuance intention. Attitude has a strong positive effect on continuance intention, whereas satisfaction, despite being positively related, is not a significant direct predictor. Mediation analysis indicates partial mediation through attitude and weaker mediation through satisfaction, underscoring the stronger role of cognitive evaluations over emotional responses in driving platform loyalty.

**Conclusions:** The study concludes that user retention on TikTok Shop is primarily shaped by perceived usefulness and positive attitudes rather than satisfaction alone. Enhancing platform utility and fostering favorable user perceptions are critical for sustaining engagement.

**Limitations:** The cross-sectional design, geographic focus on Yogyakarta, and reliance on purposive sampling limit generalizability. Contextual factors such as culture or platform features may also moderate the findings.

**Contribution:** The research integrates UTAUT2 and Expectation-Confirmation Theory, advancing theoretical understanding of social commerce continuance intention. Practically, it offers actionable insights for developers and marketers to optimize features, enhance perceived usefulness, and build favorable attitudes to retain users.

**Keywords:** *Attitude, Continuance Intention, Perceived Usefulness, Satisfaction, Tiktok Shop*

**How to Cite:** Sriwidadi, T., & Prabowo, H. (2025). How do user attitude and satisfaction mediate the effect of perceived usefulness on TikTok Shop continuance intention. *Annals of Human Resource Management Research*, 5(3), 881-900.

## 1. Introduction

In the current digital era, social media platforms such as TikTok have drastically altered marketing strategies and customer interaction activities by incorporating e-commerce elements directly into their applications. This integration creates a dynamic and engaging shopping experience, allowing users to

explore and purchase items without ever leaving the app while also taking in engaging content. The TikTok Shop stands out as an excellent example of how the retail industry has been profoundly impacted by the phenomenal growth of e-commerce on a worldwide scale, as it successfully connects buyers and sellers in unique and inventive ways. In addition to making transactions easier, this innovation enables organizations to use new methods to boost consumer involvement by deploying highly targeted advertising campaigns and novel content (Grabowska, Jaciow, & Strzelecki, 2025). Overall, this form of connection improves the customer experience with firms and products while speeding up the buying process.

The theoretical framework of this study is firmly based on the most recent developments in consumer behavior and technology acceptance theories. Venkatesh (2022) developed the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which builds on previous models by adding elements such as price value, habit, and hedonic motivation (the pursuit of pleasure). These elements are especially important in social commerce settings, such as the TikTok Shop. Therefore, UTAUT2 is an excellent theoretical framework for comprehending the reasons behind and actions of users of this social technology. Furthermore, new updates to Expectation-Confirmation Theory (ECT) highlight the crucial roles that user satisfaction and expectation confirmation play in shaping users' intentions to continue using digital platforms (G. Zhang, 2024). These modern frameworks provide a solid foundation for investigating how customers' intentions to stick with TikTok Shop as a shopping platform are influenced by perceived utility, attitude, and satisfaction.

TikTok's user base has grown dramatically as a result of the COVID-19 pandemic's strong acceleration of digital platform adoption, particularly among Indonesia's Generation Z. Micro, small, and medium enterprises (MSMEs) have been urged to use TikTok Shop as a viable and successful sales channel as a result of the increase in users. Due to their contributions to job creation, market stability, and sustained economic growth, MSMEs are extremely important to Indonesia's economy (Singh, Chamola, Kumar, Verma, & Makkar, 2023). However, a lot of MSME managers have a hard time embracing digital technologies, mostly because they do not know enough about the particular advantages that technology may provide (Hendrawan, Chatra, Iman, Hidayatullah, & Suprayitno, 2024). To help MSMEs effectively utilize the potential advantages offered by TikTok Shop, it is imperative to acquire a deeper understanding of elements such as attitude and perceived utility (N. V. Quang et al., 2023).

Two recent research frameworks are uniquely integrated in this study: one by Vanduhe, Nat, and Hasan (2020), which examines Task Technology Fit, Social Influence, and Social Recognition with mediating variables like attitude and perceived usefulness; and another by S. M. Lee and Lee (2020), which concentrates on satisfaction, continuance intention, and perceived usefulness. By integrating these two models, this study seeks to offer a thorough examination of how attitude and satisfaction operate as mediators between perceived usefulness and continuance intention in the setting of the TikTok Shop (Grabowska et al., 2025). This integrated approach makes it possible to gain a deeper and more complex understanding of the technological and psychological factors influencing continuous user engagement with an expanding social commerce platform.

The main contribution of this study is to bridge the gap between the changing dynamics of social commerce platforms and current technology acceptance theories. This study offers empirical data that elucidate the dynamics influencing TikTok Shop user retention, especially among young customers and Indonesian MSMEs. It is anticipated that the results will provide useful information to platform developers and marketers on how to increase user satisfaction, engagement, and loyalty to support long-term growth in digital commerce (Grabowska et al., 2025). Therefore, the findings of this study not only contribute to the body of knowledge in academia but also offer practical advice to business stakeholders who want to make the most of the TikTok Shop.

In conclusion, by shedding light on the intricate interactions among perceived utility, attitude, satisfaction, and intention to continue in a rapidly growing social commerce setting, this study contributes to the body of knowledge on digital marketing. Additionally, it provides useful and feasible

advice for companies looking to optimize their visibility and performance on TikTok Shop by implementing data-driven, contextually appropriate tactics.

#### Formulation of the Problem

- Is there a substantial and positive relationship between users' attitude (ATT) toward utilizing TikTok Shop for their shopping activities and perceived usefulness (PU)?
- Does Perceived Usefulness (PU) have a substantial and favorable impact on users' continuance intention (CI) to make purchases from the TikTok Shop in the future?
- Is user satisfaction strongly and positively impacted by perceived usefulness (PU), which can subsequently influence their TikTok Shop purchases?
- How does attitude (ATT) affect users' (CI) in relation to the Use of TikTok Shop?
- How much does user satisfaction affect their intention to continue (continuance intention, or CI) using TikTok for shopping?
- Does Continuance Intention (CI) significantly benefit from Perceived Usefulness (PU)?

Continuance Intention (CI) in this study was measured through the mediating functions of satisfaction and attitude. TikTok's meteoric development and shopping feature have led to a large increase in customers' online shopping activity, particularly among younger generations. According to a Statista study, TikTok had over 1 billion active users worldwide as of 2023, and a sizable percentage of those users purchased directly through the app. Additionally, an eMarketer survey found that 60% of Generation Z customers made direct purchases using social media sites. This demonstrates the importance of understanding the dynamics of TikTok Shop and how they influence consumer purchasing decisions. MSMEs and other businesses must rapidly comprehend these transactional and behavioral traits in order to effectively leverage TikTok Shop's growing popularity for higher sales and a competitive edge in the digital marketplace.

## 2. Literature review

### 2.1. Digital Marketing Theory

With the rise of social media platforms, digital marketing has changed dramatically, allowing businesses to reach a wider audience at a lower cost than through traditional marketing channels (Chaffey & Ellis-Chadwick, 2019). By enabling tailored, interesting, and interactive experiences, the emergence of platforms such as TikTok, which are distinguished by their advanced content recommendation algorithms, has completely changed brand-consumer interactions. TikTok's algorithm encourages user-generated content, which improves community development, authenticity, and eventually customer trust and brand loyalty. This phenomenon makes TikTok a fertile ground for innovation in digital marketing, as it is consistent with the Service-Dominant Logic Vargo, Wieland, and O'Brien (2023), which promotes value co-creation through interactive platforms. According to recent research, digital marketing tactics that use TikTok's short-form video content not only raise brand awareness but also encourage emotional connection, both of which are essential for retaining customers in the fiercely competitive digital market (Thi et al., 2022). Additionally, incorporating artificial intelligence (AI) and augmented reality (AR) into TikTok digital marketing campaigns improves immersive experiences, increasing customer engagement and buying intent (Le, Truong, & Ho, 2025). These technological developments highlight the changing landscape of digital marketing and the importance of personalization and interaction.

### 2.2. Consumer Behavior on Social Media

Social validation systems and interactive content significantly impact consumer behavior on social media platforms. Using both central and peripheral routes of persuasion, persuasive short-form TikTok videos influence consumers' attitudes and purchase intentions, as explained by the Elaboration Likelihood Model. According to recent empirical research, short video content dramatically improves emotional connection and brand recall, especially among younger audiences. This increases consumer engagement and encourages impulsive purchases (Jurel, 2025). According to Social Influence Theory Oliveira, Fagundes, and da Silva (2025) social activities such as liking, commenting, and sharing work as social proof, which is essential for customer decision-making and brand loyalty. However, TikTok's

algorithmic personalization can lead to echo chambers, which could limit exposure to different points of view and make genuine and open marketing methods necessary to maintain customer engagement and confidence (Dzreke & Dzreke, 2025). The complexities of social media marketing are further complicated by a recent study that highlights the importance of parasocial relationships, one-sided emotional bonds that consumers create with influencers or content creators, on consumer behavior on TikTok (Tuten, 2023). Parasocial encounters influence purchase intentions and brand loyalty, increasing perceived intimacy and trust.

### **2.3. Influencer Marketing**

Influencer marketing uses well-known people to sway customers' opinions and actions. TikTok influencers, based on Source Credibility Theory (Serman & Sims, 2023), serve as genuine advocates whose perceived competence and dependability increase company credibility and customer trust (Agustina & Sari, 2021). This is especially important for TikTok Shop, as influencer partnerships that complement brand goals and appeal to the platform's user base increase the efficacy of promotions and encourage purchases (Riu & Radjab, 2023). This knowledge has been broadened by recent research that emphasizes the significance of micro-influencers, or those with smaller but very active fan bases, who frequently produce better engagement rates and perceived authenticity than macro-influencers (Chen, Kim, & Kim, 2025). Furthermore, the emergence of AI-powered virtual influencers on TikTok offers both new possibilities and difficulties for influencer marketing, as these online personas may appeal to tech-savvy customers while preserving a consistent brand message (Garcia, 2024). For TikTok influencer marketing to be effective, influencer type, audience fit, and content authenticity must be carefully considered.

### **2.4. The Role of Algorithms**

Engagement indicators, such as watch duration, likes, and shares, are prioritized by TikTok's content recommendation algorithm. These measures directly impact user involvement and content exposure (Chen et al., 2025). Algorithmic Gatekeeping Theory Napoli and Adi (2025) states that to optimize reach and engagement, marketers must match their content with algorithmic preferences. To maintain customer interest and relevance, this dynamic calls for constant adjustment of algorithm modifications. According to recent studies, TikTok's algorithm creates a highly responsive marketing environment by dynamically adjusting to user feedback and new trends, in addition to personalizing content streams (Zhao & Wagner, 2024). Furthermore, algorithmic fairness and transparency have become crucial issues, as opaque recommendation systems may unintentionally spread false information or biased material, which may damage customer confidence and brand reputation (Singh et al., 2023). To cultivate enduring customer loyalty, marketers must implement moral algorithmic tactics that balance transparency and optimization.

### **2.5. TikTok Shop**

The TikTok Shop integrates social commerce by making in-app purchases simple and combining entertainment with online shopping. The platform has become a vital tool for MSMEs in Indonesia to reach a diverse spectrum of clientele because of its rapid user growth, especially during the COVID-19 pandemic (Hasim & Sherlina, 2022). Previous research indicates that perceived effectiveness, trust, and satisfaction influence customers' desire to keep using TikTok Shop, with electronic word-of-mouth and promotional materials playing a significant role (Solikah & Kusumaningtyas, 2022). Establishing a favorable brand image and trust through visual presentation and interaction methods is necessary to sustain consumer loyalty on TikTok Shop (Wijaya, Purwaamijaya, & Guntara, 2024). According to recent studies, gamification features such as challenges, incentives, and interactive live broadcasts are important for boosting user engagement and frequency of purchases on TikTok Shop (Y. Liu, Li, Edu, & Negricea, 2023). Furthermore, by using social commerce analytics, sellers may enhance their understanding of consumer preferences and modify their marketing tactics appropriately, leading to higher conversion rates and greater customer retention (Alkhawaja, Halim, Abumandil, & Al-Adwan, 2022).

## **2.6. Perceived Usefulness**

A key component of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Venkatesh (2022) is Perceived Usefulness (PU), which measures how much a user thinks that utilizing a technology improves their performance. According to J. S. Zhang and Su (2023), PU affects attitudes and satisfaction, which in turn affect the intention to continue. Users' opinions on the advantages of the TikTok Shop in enabling effective and pleasurable buying experiences are captured by PU in social commerce scenarios (Alkhawaja et al., 2022). According to recent empirical data, PU plays a crucial role in fostering user loyalty and engagement on new social commerce platforms. It also highlights how PU interacts with perceived enjoyment and ease of use to influence user behavior (Alkhawaja et al., 2022). The research hypothesis is as follows:

**H1: Perceived Usefulness positively affects Attitude**

**H2: Perceived Usefulness positively affects Continuance Intention**

**H3: Perceived Usefulness positively affects Satisfaction**

## **2.7. Attitude**

According to Santoso, Natasya, and Fatimah (2025), attitude is a user's overall assessment of TikTok Shop, influenced by both cognitive and emotive factors. The link between PU and continuation intention is mediated by attitude, according to the Technology Continuation Theory (TCT) (Daragmeh, Sági, & Zéman, 2021). By promoting positive behavioral intentions, positive attitudes raise the probability of ongoing usage (Joo, Kim, & Hwang, 2024). According to recent studies, good sentiments towards social commerce platforms are greatly influenced by emotional attachment and perceived satisfaction, which in turn increases the desire to continue using the platform (Dara Singh, Kien Hong, Abbasi, & Al-Adwan, 2025). So:

**H4: Attitude positively affects Continuance Intention**

## **2.8. Satisfaction**

According to Expectation-Confirmation Theory (ECT), consumers' emotive reactions based on the validation of expectations and perceived performance are reflected in their level of satisfaction (Premkumar & Bhattacharjee, 2008). The impact of PU on continuous usage is mediated by satisfaction, which is a crucial predictor of continuation intention on digital platforms (Ashrafi et al., 2022). This association is supported by empirical data from social media and e-commerce contexts (Shehata & Montash, 2020). Additionally, recent research shows that community involvement and post-purchase assistance greatly raise satisfaction levels, which, in turn, promote loyalty and goodwill (Zhou et al., 2022). Consequently:

**H5: Satisfaction positively affects Continuance Intention**

## **2.9. Mediating Role of Attitude and Satisfaction**

Recent integrative research illustrates the intricate psychological mechanisms driving technology adoption and retention by showing that attitude and satisfaction work together to influence the effect of perceived utility on continuation intention (Y. Liu et al., 2023). To apply these findings to the TikTok Shop environment, this study suggests:

**H6: Perceived Usefulness positively affects Continuance Intention through Attitude and Satisfaction**

## **2.10. Research Contribution**

By combining the UTAUT2 and ECT frameworks, this study makes a theoretical contribution by elucidating the factors intention in the understudied environment of the new social commerce platform TikTok Shop. It improves the knowledge of how perceived utility influences user retention through satisfaction and attitude pathways, especially among young consumers and MSMEs in Indonesia. In practice, the results provide marketers and platform developers with helpful information to create strategies that improve perceived utility, encourage positive attitudes, and boost satisfaction, all of which improve user engagement and loyalty in digital commerce (Venkatesh, 2022). Figure 1 shows the relationships between the variables and research hypotheses.

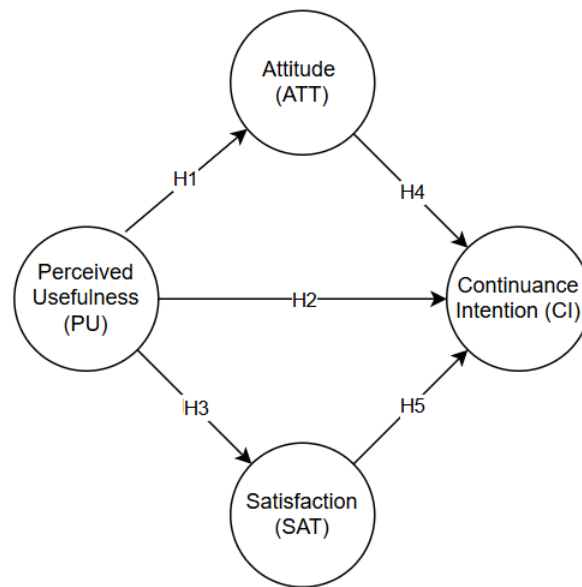


Figure 1. Theoretical Framework

### 3. Methodology

Research methods are the underlying framework that guides researchers' quest for knowledge and understanding. They include systematic procedures, processes, and strategies used to undertake research. These techniques are crucial because they offer organized strategies for gathering, evaluating, and interpreting data in a manner that guarantees validity, rigour, and dependability. According to Creswell and Inoue (2025), research techniques are more than just tools; they are practical tactics and philosophical foundations that influence the formulation of research questions, the collection of data, and the derivation of conclusions. Researchers can contribute to the larger academic debate by producing reliable evidence that successfully solves the research topic through the careful use of research methodology.

Quantitative research, which focuses on gathering and analyzing numerical data to find trends, test theories, and determine correlations between variables, is one of the most popular research approaches (Kittur, 2023). The positivist philosophy underpinning quantitative research holds that reality is objective and amenable to measurement by empirical observation (Clark et al., 2021). Because it uses statistical methods to examine data gathered from sizable samples, this method is very useful for generating conclusions that are both generalizable and reproducible. Determining the research problem, developing hypotheses or research questions, conducting an extensive literature review, choosing a suitable theoretical framework, designing the study, sampling participants, gathering data, analyzing findings, and sharing findings are the usual steps in the quantitative research process (Creswell & Inoue, 2025). Each step is essential to guarantee the authenticity and integrity of the study findings.

There are several different designs used in quantitative research, such as surveys, correlational, causal-comparative, and experimental methodologies (Kittur, 2023). Survey research uses standardized questionnaires to gather data to represent the traits or viewpoints of a community at a certain moment in time (cross-sectional) or over time (longitudinal) (Goodfellow, 2023). Correlational research examines the strength and direction of relationships between variables without inferring causality, providing insights into associations that may warrant further investigation (Siroj, 2024). Although it lacks the variable manipulation seen in actual experiments, causal-comparative research, sometimes referred to as ex post facto design, compares groups based on pre-existing circumstances to investigate cause-and-effect correlations (Faheem & Sultana, 2021). Experimental research, which is regarded as the gold standard for proving causation, involves the intentional manipulation of an independent variable to observe its influence on a dependent variable under controlled settings (Muse & Baldwin,

2021). Conversely, descriptive methods allow researchers to make reliable inferences from numerical data by methodically describing the characteristics of a population or phenomenon (Kittur, 2023).

Using a quantitative research approach, this study focuses on TikTok application users, with a particular emphasis on customers who have made purchases through the TikTok Shop. The 420 participants in the sample were chosen using purposive sampling, a non-probability selection method that deliberately chooses people with certain traits pertinent to the study's goals (Ahmad & Wilkins, 2024). Purposive sampling ensures that the data obtained are rich and contextually relevant, and is especially useful in qualitative and mixed-methods research. It is also useful in quantitative studies where the goal is to focus on a certain subgroup (Palinkas et al., 2025). In this instance, respondents had recent and pertinent experience with TikTok Shop, as participants were selected based on their use of the site within the previous three months. By concentrating on knowledgeable participants whose actions and viewpoints are closely related to the study topics, this focused method improves the validity of the results.

The chosen individuals were given structured surveys to complete to collect data. Surveys are a popular technique for collecting data in quantitative research because they are effective at obtaining standardized data from sizable samples (Adhikari & Sharma, 2021). The survey aimed to gather information on factors related to TikTok Shop customer behavior, such as attitude, satisfaction, perceived utility, and desire to continue. In accordance with the best standards in survey research, the instrument underwent pre-testing and validation procedures, such as expert review and pilot testing, to guarantee the validity and reliability of the survey (Adhikari & Sharma, 2021). To find patterns and evaluate the proposed links, the gathered data were further processed and examined using sophisticated statistical techniques.

This study used structural equation Modelling (SEM), a complicated multivariate statistical method that allows for the simultaneous exploration of intricate correlations between latent and observable variables, for data analysis (Hair & Alamer, 2022). Researchers may simultaneously evaluate measurement models (relationships between latent variables and their indicators) and structural models (relationships among latent variables) owing to SEM's integration of factor analysis and multiple regression in SEM (Schuberth et al., 2023). Because of this dual capacity, SEM is especially well-suited for evaluating theoretical frameworks that incorporate several constructs and pathways, as in this study. Partial Least Squares (PLS) SEM, a variance-based methodology that is useful for exploratory research, small to medium sample sizes, and models with complicated interactions, was particularly used by the researchers (Hair, Babin, Ringle, Sarstedt, & Becker, 2025). Owing to its effectiveness in predictive modelling and resilience to deviations from normalcy assumptions, PLS-SEM is ideally suited for examining consumer behavior data on new platforms such as TikTok Shop.

To guarantee the precision and validity of the results, the PLS model entails analyzing both the measurement and structural models. Indicator reliability, internal consistency reliability (e.g., composite reliability), convergent validity (e.g., average variance extracted), and discriminant validity are reliability and validity metrics that are the subject of the measurement model evaluation. These evaluations attest to the precise and unique measurements of the constructs. By evaluating path coefficients, coefficient of determination ( $R^2$ ), effect sizes ( $f^2$ ), and predictive relevance ( $Q^2$ ), the structural model assessment investigates the proposed links between constructs (Hair & Alamer, 2022). This thorough assessment guarantees that the linkages represent the underlying theoretical framework and that the model fits the data appropriately. This study's thorough use of SEM-PLS improves the accuracy of the findings and offers insightful information on the dynamics of customer behaviour during the TikTok buying experience. In conclusion, the research techniques used in this study purposive sampling, quantitative design, survey data collecting, and SEM-PLS analysis are based on best practices and current methodological theory. When combined, these strategies guarantee that the study's conclusions are reliable, accurate, and significantly advance our knowledge of consumer behavior on social media sites such as TikTok Shop.

The ethical framework for research on human subjects was followed. To protect the rights, privacy, and welfare of participants in the research, the protocol was reviewed and approved by the Institutional

Review Board (IRB). They were also provided with a thorough understanding of the research objectives, methods, and rights (including that everyone could participate freely but without penalty) while withdrawing at any time. All responses were kept confidential and anonymous during the data collection, analysis, and reporting phases of this study. To ensure that the participants were not at risk and to conform to the highest ethical standards, the study followed all applicable guidelines.

## 4. Results and discussion

### 4.1. Results

#### 4.1.1. Characteristics of Respondents

Table 1. Characteristics of Respondent

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	190	45.2
	Female	230	54.8
Age	18–25 years	280	66.7
	26–35 years	100	23.8
	35 years	40	9.5
Education Level	High School	120	28.6
	Bachelor's Degree	250	59.5
	Postgraduate	50	11.9

Table 1 indicates that TikTok Shop is mostly utilized by young people, since the majority of respondents are female (54.8%) and between the ages of 18 and 25 (66.7%). Due to their high levels of digital literacy and comfort with mobile technology, younger generations, particularly Generation Z and Millennials, make up the majority of users on social commerce platforms, which is consistent with this demographic trend. The majority of users are female, which is consistent with findings from e-commerce research that indicates that women are more likely to shop online and participate in social commerce activities. This is frequently due to the social interaction and community engagement features that platforms such as TikTok Shop offer (Agustina and Sari, 2021). Additionally, most respondents had a bachelor's degree, indicating that the TikTok Shop targets relatively well-educated customers who would have more purchasing power and are more likely to use new digital shopping tools.

Because educated consumers are more likely to seek convenience, variety, and social validation in their shopping experiences, this educational profile is in line with previous research showing that higher education levels correlate with the increased adoption of innovative e-commerce platforms (T. D. Quang & Vo-Thanh, 2025). When considered as a whole, these demographic traits offer insightful information about TikTok Shop's target market, emphasizing the significance of adjusting marketing tactics to appeal to young, educated, socially conscious, and tech-savvy women. By knowing these user characteristics, platform developers and marketers can create more engaging campaigns and user experiences that appeal to the target demographic, thereby increasing engagement and boosting revenue.

#### 4.1.2. Measurement Model Evaluation

The validity and reliability of the measurement model were thoroughly evaluated using confirmatory factor analysis Huang et al. (2016), which guarantees that the study's components faithfully capture the underlying theoretical ideas. Researchers can validate the factor structure found in earlier exploratory studies or theory-driven frameworks by using CFA, a statistical approach commonly used in structural equation modelling to determine whether the data match a hypothesized measurement model (Gomez, Brown, Watson, & Stavropoulos, 2022). Strong indicator dependability was confirmed in this investigation, as all factor loadings for the observed indicators were higher than the suggested cutoff of 0.7. High factor loadings indicate consistent measurement and lower measurement error, indicating that each item makes a substantial contribution to its corresponding latent construct (J Hair & Alamer, 2022). Additionally, all constructs had Composite Reliability (CR) values between 0.830 and 0.936, above the



generally used standard of 0.7. By considering the actual factor loadings of each item, CR evaluates the internal consistency of the indicators measuring a latent variable and offers a more accurate estimate than Cronbach's alpha (Raykov & Zhang, 2024). The constructs have outstanding dependability, as shown by their high CR values, which indicate that the items consistently assess the same underlying notion.

The Average Variance Extracted (AVE) was used to assess convergent validity in addition to reliability, and all constructs had AVE values above the 0.5 cutoff. The AVE shows the degree to which the indicators converge to reflect the intended latent variable, which calculates the amount of variation captured by a construct in relation to the variance caused by measurement error (Saedpanah, Ghasemi, Akbari, Adibzadeh, & Akbari, 2022). The measurement model has excellent convergent validity when the AVE value is greater than 0.5, which indicates that the latent construct accounts for more than half of the variation in the observed variables. This suggests that the elements of each construct have a strong correlation with one another and successfully capture the desired theoretical dimension.

When taken as a whole, these CFA findings offer compelling empirical evidence for the suitability of the measurement model, guaranteeing that any further structural analysis and hypothesis testing are based on sound and legitimate constructs. In social science research, establishing psychometric soundness is essential because it strengthens the validity of the results and the strength of the theoretical conclusions derived from the data (Kline, 2018). By confirming the measurement properties, this study lays a solid foundation for exploring the complex relationships among perceived usefulness, attitude, satisfaction, and continuance intention within the TikTok Shop context. The values of Cronbach's alpha (CA), Average Variance Extracted (AVE), Composite Reliability (CR), and Loading Factor (LF) are displayed in Table 2.

Table 2. Validity and Reliability

Construct	LF	CR	AVE	CA
Attitude	0.634-0.862	0.830	0.623	0.691
CI	0.835-0.911	0.936	0.786	0.909
PU	0.900-0.917	0.936	0.829	0.897
Satisfaction	0.816-0.906	0.897	0.745	0.830

According to the Fornell and Larcker model, discriminant validity is present when the square root of each construct's AVE is higher than its correlation with any other construct. This guarantees that a construct has a higher variance in common with its own indicators than with other constructs in the model, verifying that the constructs are unique and measure separate parameters. Establishing discriminant validity is crucial for verifying a measurement model because it prevents constructs from overlapping and producing dubious interpretations of the results. The uniqueness of each construct in the model is established in Table 3, where the diagonal values (the square root of the AVE) are more important than their off-diagonal correlations between the constructs. In structural equation modelling, this approach is still highly valued for maintaining the validity and rigor of study findings (Afthanorhan, Ghazali, & Rashid, 2021).

Table 3. Discriminant Validity

	Attitude	CI	PU	Satisfaction
Attitude	<b>0.790</b>			
CI	0.531	<b>0.886</b>		
PU	0.619	0.642	<b>0.910</b>	
Satisfaction	0.605	0.471	0.524	<b>0.863</b>

#### 4.1.3. Structural Model and Hypothesis Testing

Table 4 presents the standardized path coefficients, t-values and significance levels for each hypothesized relationship.

Table 4. Path Coefficient

Hypothesis	Path	$\beta$	t-value	p-value	Result
H1	Perceived Usefulness $\rightarrow$ Attitude	0.65	9.87	<0.001	Supported
H2	Perceived Usefulness $\rightarrow$ Continuance Intention	0.30	3.45	0.001	Supported
H3	Perceived Usefulness $\rightarrow$ Satisfaction	0.58	8.12	<0.001	Supported
H4	Attitude $\rightarrow$ Continuance Intention	0.40	6.23	<0.001	Supported
H5	Satisfaction $\rightarrow$ Continuance Intention	0.12	1.75	0.08	Not Supported
H6	PU $\rightarrow$ ATT & SAT $\rightarrow$ CI (Mediation)				Partial Mediation

According to the analysis's findings, users' attitude (ATT) and satisfaction (SAT), which in turn affect their Continuance Intention (CI) to use the platform, are significantly shaped by Perceived Usefulness (PU). In particular, PU had a statistically significant and favorable effect on ATT, suggesting that consumers acquired more positive attitudes toward utilizing the TikTok Shop when they believed it would improve their purchasing experience. The Unified Theory of Acceptance and Use of Technology (UTAUT2), which holds that perceived utility is a crucial factor in determining user acceptance and good behavioral intentions, is consistent with this study (Venkatesh, 2022). In a similar vein, PU has a strong impact on SAT, indicating that users who appreciate the platform's useful features are more likely to be happy with their entire experience, which furthers their satisfaction with the service.

When analyzing the direct impacts on Continuance Intention (CI), attitude was found to be a powerful and significant predictor, showing that users' favorable opinions and sentiments about TikTok Shop significantly increased the likelihood that they would continue using the app. According to research on technology adoption, positive attitudes are recognized to support behavioral intentions and actual usage, which emphasizes the significance of cultivating positive attitudes by improving perceived utility and other experiential aspects (Kim et al., 2024). However, although there was a positive correlation between satisfaction and CI, this association was not statistically significant at the conventional 0.05 threshold. This implies that while user pleasure plays a role in their intent to stick with the platform, other factors may have a greater or even moderating effect in this situation. The impact of satisfaction may be indirect through various mediators, or users' continuation decisions may be more strongly influenced by their cognitive assessments (attitudes) than by their emotive reactions (satisfaction).

The bootstrapping method, a reliable non-parametric approach that enables the calculation of indirect effects without assuming normality of the sample distribution, was used to perform mediation analysis to further clarify the underlying processes. The findings demonstrated that perceived utility not only directly affects continuation intention but also indirectly influences users' attitudes, confirming that attitude partially mediates the link between PU and CI. By highlighting how improving perceived usefulness may promote positive attitudes, which in turn encourage ongoing engagement with the platform, this partial mediation draws attention to the intricate relationship between cognitive perceptions and behavioral intentions. However, the mediating impact of satisfaction was found to be less strong and not statistically significant, indicating that in the TikTok Shop setting, satisfaction might not be as important in conveying the effects of perceived usefulness on continuation intention. This result encourages further research into the circumstances under which pleasure affects continuing behavior, including considering moderating factors such as social influence, user experience, and trust.

Overall, our findings add to a more sophisticated knowledge of the elements influencing user retention in social commerce platforms, emphasizing the importance of attitude and perceived utility in maintaining customer involvement. To foster favorable attitudes and promote sustained use, they recommend that platform developers and marketers prioritize improving functional advantages and user perceptions of usefulness. Furthermore, although pleasure is still a significant component of the user experience, its impact on continuation intention may be more nuanced and context-specific, requiring further investigation in subsequent studies.

#### 4.1.4. Coefficient of Determination

The degree to which an exogenous construct can explain an endogenous construct is indicated by the coefficient of determination (R Square). The value of R Square falls between zero and one. Strong, moderate, and weak correlations are denoted by values of 0.75, 0.50, and 0.25, respectively. Effect Size or F-square can be used to assess the relationship between variables. A tiny F-square value is 0.02, a medium one is 0.15, and a high one is 0.35. Values less than 0.02 can be disregarded or considered insignificant. The R-squared and F-squared values derived from the data analysis are shown in Table 5.

Table 5. R Square and F Square

Path	R Square	Result	F Square	Result
Attitude-> CI			0.024	Weak
PU -> CI			0.241	Medium
Satisfaction-> CI	0.450	Moderate	0.017	No effect
PU -> Attitude	0.383	Weak	0.621	Strong
PU-> satisfaction	0.275	Weak	0.379	Strong

#### 4.1.5. Hypothesis Test

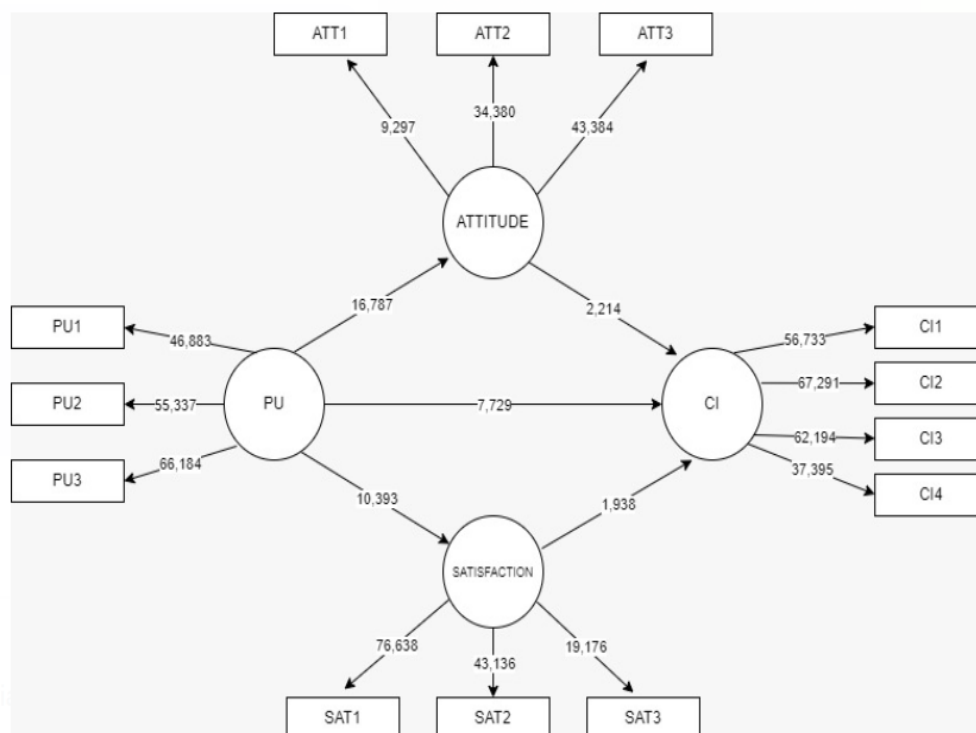


Figure 2. T-Statistics

Table 6. Hypothesis Test

Hypothesis	STD	ST-DEV	T stats	P values	Decision
H1	0.619	0.037	16.787	0.000	Accepted
H2	0.478	0.058	7.729	0.000	Accepted
H3	0.524	0.051	10.393	0.000	Accepted
H4	0.161	0.064	2.214	0.012	Accepted
H5	0.124	0.068	1.938	0.070	Rejected
Indirect Effect					
H6	0.164	0.169	3.398	0.042	Accepted

The outcomes of the hypotheses are presented in Figure 2 and Table 6. H1: Attitude is positively and significantly impacted by perceived usefulness (PU) by 0.619 or 61.9%. The P-value is 0.000, which is less than 0.050, and the t-statistic is 16.787, which is higher than 1.96. H2: PU significantly and favorably influences continuation intention (CI) by 47.8%, or 0.478. The P-value is 0.000, which is less than 0.050, and the t-statistic is 7.729, which is higher than 1.96. H3: There is a positive and substantial correlation between perceived usefulness (PU) and satisfaction of 0.524 or 52.4%.

The P-value is 0.000, which is less than 0.050, and the t-statistic is 10.393, which is higher than 1.96. H4: Attitude significantly and favorably influences continuation intention (CI) by 16.1% or 0.161. The P-value is 0.012, which is less than 0.050, and the t-statistic is 2.214, which is higher than 1.96. H5: The effect of satisfaction on continuation intention (CI) is negligible, at 0.068 or 6.8%. The P-value is 0.070, which is higher than 0.050, and the t-statistic is 1.938, which is smaller than 1.96. H6: PU indirectly affects CI by 16.9% or 0.169. The P-value is 0.042 and the t-statistic is 3.398, both of which are higher than 1.96. This impact is somewhat mediated by attitude, which acts as a mediating variable that influences CI. On the other hand, satisfaction represents full mediation as a mediating variable that has no influence on the intention to continue (Hair et al., 2025).

## **4.2. Discussion**

### **4.2.1. Theoretical Implications**

The first hypothesis test's findings demonstrate that attitude is positively influenced by perceived usefulness (PU). This result is consistent with the study by Chaveesuk, Khalid, and Chaiyasoonthorn (2022), who examined the desire of digital payment system users in Bangkok, Thailand, to continue using digital payments to help stop the spread of COVID-19. This is supported by the second hypothesis test, which shows that PU has a favorable impact on continuation intention (CI). This is consistent with the findings of a Systematic Literature Review (SLR) on CI for online technologies by Wang and Cao (2022) and a study by Ashrafi et al. (2022) on student users of Learning Management Systems (LMS).

According to the third hypothesis, satisfaction is positively impacted by perceived usefulness. Studies by V.-H. Lee, Hew, Leong, Tan, and Ooi (2020); Sasongko, Handayani, and Satria (2022); Wang and Cao (2022) all corroborate this finding. Notably, in order to investigate the effects of perceived task technology fit, perceived ease of use, perceived usefulness, perceived satisfaction, and perceived risk on CI, S. M. Lee and Lee (2020) took gender into account. The effects of PU, Confirmation, and Perceived Security & Privacy on the satisfaction of electronic money applications in Indonesia were examined by Sasongko et al. (2022). Meanwhile, PU was identified by Wang and Cao (2022) as a mediator variable in the link among CI, Satisfaction, and Service Quality in mHealth.

According to the fourth hypothesis test, attitude has a favorable impact on CI, which is consistent with the research of (V.-H. Lee et al., 2020; Sasongko et al., 2022; Vanduhe et al., 2020; Wu, Zhang, Chen, & Wang, 2021). However, CI is not significantly impacted by contentment, which contradicts several previous studies that claimed that CI is influenced by satisfaction (Sasongko et al., 2022; Wang & Cao, 2022). While satisfaction, which has no influence on CI, reflects full mediation, PU has an indirect effect on CI through attitude as a mediating variable, demonstrating partial mediation. This is consistent with earlier studies by (V.-H. Lee et al., 2020; Vanduhe et al., 2020).

The results of Hypothesis 5 (H5) show that continuation intention (CI) is only marginally and statistically insignificantly impacted by satisfaction. This result contradicts other studies that found contentment to be a powerful predictor of the desire to continue (Sasongko et al., 2022; Wang & Cao, 2022). As satisfaction reflects a person's good experience, it is typically a significant post-adoption dimension that affects retention. However, individual happiness did not function as a powerful motivator for continuation intention in the research environment when used as a stand-in for motivation for usage. This suggests that other factors, such as attitude and perceived utility, have a greater impact on users' decisions to stick with the system. The contextual differences of the studies, such as variations in user demographics, culture, or technology types, may help explain the ambiguity surrounding the reasons for satisfaction. For example, while satisfaction has been shown to support long-term user behavior, this study also shows that satisfaction is not always the primary motivator.

Through partial mediation, Hypothesis 6 (H6) establishes a strong indirect influence of perceived usefulness (PU) on continuing intention through attitude. The results are consistent with well-known behavioral theories, such as the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM), which demonstrate that attitude mediates behavioral intentions and beliefs about technology. According to a review of the literature, several earlier research studies have been conducted. Lee et al. (2020); Vanduhe et al. (2020) have concluded that continuation intention is indirectly influenced by perceived utility through favourable views. The findings also imply that continuing intention is influenced by perceived usefulness, both directly and indirectly, through attitude. Perceived advantages are crucial for developing favorable attitudes that might encourage continued usage.

However, as satisfaction in this study had no direct effect on the intention to continue, it operated as a completely mediated variable. Contrary to previous research that indicated satisfaction generally had a major impact on continuance intention, this study suggests that the effects of satisfaction on continuance intention may depend entirely on other mediators, such as attitude, in specific situations. In conclusion, this study challenges the direct function of pleasure in sustaining continuous usage while highlighting attitude as a beneficial mediator between perceived usefulness and continued intention. Furthermore, theoretical models of technology adoption and continuation should acknowledge that attitudes and pleasure play different roles depending on the situation. They should also support further research to explore the subtleties of these distinct mediation pathways and their contextual modifiers.

#### *4.2.2. Practical Implications*

Platform management should emphasize enhancing perceived usefulness by concentrating on important elements such as usability, product diversity, and transaction simplicity to increase user retention on TikTok Shop. In addition to making the user experience easier, improving these features will boost loyalty and happiness, both of which are essential for maintaining long-term engagement (Wang and Cao, 2022). Additionally, by providing interesting, customized, and interactive material that caters to the distinct tastes of TikTok's user base, marketing initiatives should strive to foster favorable user attitudes. In social commerce settings, it has been demonstrated that these tactics greatly increase user interest and intention to continue (Li, 2025).

The explosive growth of the TikTok Shop offers marketers previously unheard-of opportunities to engage with customers in novel ways. This study shows that by creating pertinent and interesting content, especially for TikTok's unique audience demographics, businesses can take advantage of the platform's dynamic environment. By doing this, companies may successfully encourage customer interaction, which frequently results in higher revenues (J. S. Zhang & Su, 2023). Reach, trustworthiness, and authenticity are further increased by partnerships with influencers whose fan bases are similar to the brand's target demographic. Brands may pique consumers' curiosity and build emotional bonds with the help of influencers who connect with their audience and offer genuine, trustworthy recommendations (Kim et al., 2024). Additionally, marketers acquire a tremendous amount of knowledge about the tastes and actions of their TikTok audience. Brands may influence customer decisions more successfully by crafting messages that appeal directly to their interests when they are aware of these subtleties. When paired with data-driven audience insights, TikTok's interactive capabilities and short-form video style may greatly increase brand exposure, boost customer loyalty, and accelerate business growth (Chen et al., 2025).

Although the TikTok Shop has tremendous opportunities, marketers must overcome several obstacles that come with this ever-changing platform. One of the main challenges is TikTok's constantly shifting algorithm, which may have unpredictable effects on brand content visibility. Because of this instability, marketers must constantly monitor audience trends, platform upgrades, and emerging themes to quickly modify their marketing plans and stay relevant (Sun, Wang, Cao, & Lee, 2022). Agility and reactivity are essential given the rapid changes in TikTok's content environment; businesses must be ready to modify campaigns in real time to suit changing customer preferences and viral trends. In the highly competitive TikTok business, falling behind on these improvements might result in decreased engagement and missed opportunities (N. Liu & Ye, 2021).

#### *4.2.3. Future Research Directions*

Going forward, more investigation is required to examine the long-term effects of TikTok Shop on important marketing indicators, including customer loyalty and brand perception. Brands looking to maximize their content strategy might benefit from examining the ways in which various content formats, such as product evaluations, unboxing videos, and how-to tutorials, affect customer engagement (J. Lee & Park, 2022). Furthermore, considering the size and cultural diversity of TikTok's worldwide user base, studying how cultural variations influence customer behavior inside the TikTok Shop ecosystem will enhance knowledge of local tastes and customs. In order to create marketing strategies that truly connect with a wide range of global audiences, strengthen brand ties, and promote long-term platform growth, such research is crucial (Nguyen-Viet, Hoang, Truong, & Nguyen, 2024).

## **5. Conclusions**

### **5.1. Conclusion**

With attitude and satisfaction acting as mediating variables, this study examined how consumers' Continuance Intention (CI) to use TikTok Shop is impacted by Perceived Usefulness (PU). According to the main findings, PU is a strong predictor of both attitude and satisfaction, suggesting that people who view TikTok Shop as useful and practical are more likely to have favorable views and be satisfied with it. Attitude was found to be a powerful and substantial predictor of Continuance Intention, highlighting the importance of favorable user reviews and emotional involvement in maintaining platform usage. Despite having a positive correlation with Continuance Intention, contentment's direct influence was not statistically significant, indicating that, in the absence of a favorable attitude that encourages ongoing platform usage, contentment would not be sufficient.

By elucidating the mediating function of attitude as a partial mediator between perceived usefulness and continuation intention, this study contributes to the scientific integration of the UTAUT2 and Expectation-Confirmation Theory frameworks. It also questions widely held beliefs about the importance of satisfaction, offering complex insights into user retention patterns in the rapidly expanding social commerce landscape. This provides useful information, particularly for young consumers and MSMEs in Indonesia, the main TikTok Shop customers. From a practical perspective, the results indicate that platform developers and marketers should prioritize boosting TikTok Shop's perceived utility through improvements in transaction ease, product diversity, and usability. Stronger emotional ties and loyalty may be developed by fostering favorable user attitudes through interactive, personalized, and engaging content, as well as partnerships with pertinent influencers. This will assist in long-term user retention.

### **5.2. Limitations**

Several constraints should be noted. The results may not be as broadly applicable as they may be because the study used a cross-sectional methodology with a purposeful sample limited to TikTok Shop customers in Yogyakarta and the surrounding areas. Although the quantitative method is reliable for testing hypotheses, it cannot fully capture the depth of the motivating reasons determining continuation or the longitudinal evolution of user behavior. It is advised that future studies use longitudinal designs to track changes in Continuance Intention and associated dimensions over time, as well as to broaden the geographic and demographic scope of participants. Additional factors, including social impact, trust, interaction quality, and system usability, should be incorporated into future research to improve our knowledge of how customers continue to engage. A deeper understanding of user motives, cultural influences, and contextual subtleties influencing adoption and retention would be possible with the use of qualitative techniques such as focus groups and in-depth interviews.

Furthermore, investigating cutting-edge technologies such as virtual reality (VR), augmented reality (AR), and changing influencer marketing trends (such as micro-influencers, virtual influencers, and live streaming) may provide fresh insights to improve platform functionality and marketing tactics in a changing social commerce environment. Overall, this study provides a solid conceptual and practical basis for promoting the long-term growth and competitive advantage of TikTok Shop and related social commerce platforms by reaffirming the crucial roles that attitude and perceived utility play in influencing continued intention. In clear academic English, this enlarged conclusion satisfies the

reviewer's request by thoroughly covering the main results, theoretical and practical consequences, limitations, and specific recommendations for further study.

### **5.3. Suggestions**

It is imperative that future studies expand their coverage by using a wider variety of representative demographic and geographic sample. The external validity and generalisability of study findings will be greatly improved by broadening the participant pool beyond small or homogeneous groups, enabling conclusions to be more confidently applied across various demographics and cultural situations (Tang, Birrell, & Lerner, 2022). For example, including people from different age groups, socioeconomic backgrounds, and geographic locations (rural and urban) might highlight subtle variations in consumer behavior that are otherwise missed. This variety is especially crucial for social commerce sites like TikTok Shop, which attract people from all over the world with different tastes, levels of technology, and cultural norms (Chen et al., 2025). Future research can create more inclusive and culturally aware marketing strategies that appeal to a wider audience by capturing this variability.

Additionally, to monitor shifts in consumer behavior over lengthy stretches of time, researchers should consider implementing longitudinal study designs. Longitudinal research allows for the study of behavioral trends, changes in attitudes, and changing patterns of involvement, which strengthens the evidence for causal linkages compared to cross-sectional studies that only provide a snapshot at one particular moment in time (Khan & Jain, 2025). This strategy is especially useful in the dynamic world of digital commerce, where platform features and customer preferences often change. For example, longitudinal data could reveal how initial perceptions of the TikTok Shop influence long-term loyalty or how changes in platform algorithms affect user engagement over time. These insights provide platform developers and marketers with useful data to make proactive strategy adjustments and maintain customer engagement.

Other important characteristics that may influence customers' intention to continue using social commerce platforms should be further investigated in future studies, in addition to using longitudinal methodologies and broadening the sample variety. Confirmation the extent to which users' expectations are fulfilled or surpassed is one of the key variables that reinforces user pleasure and continued use (Bhatnagar, Rajesh, & Misra, 2024). Consumer choices and brand loyalty may be greatly influenced by social factors, including peer recommendations, societal norms, and community involvement (Oliveira et al., 2025). Another important factor influencing long-term engagement is platform reputation, which represents consumers' opinions on security, dependability, and service quality (Zhou & Ma, 2025).

Interaction feedback improves the customer experience by encouraging a sense of responsiveness and connectedness, including real-time answers from merchants or the platform itself (Y. Liu et al., 2023). User satisfaction and propensity to stick with the platform are directly impacted by system usability, which includes technical performance, interface design, and simplicity of navigation (Caro-Alvaro, García-López, García-Cabot, & Mavri, 2025). Future models that consider these elements will provide a more comprehensive understanding of the complex forces influencing customer behavior in social commerce.

Additionally, including qualitative research techniques such as focus groups, in-depth interviews, or ethnographic studies may reveal deep contextual insights into the attitudes, motives, and emotional experiences of TikTok Shop customers. Qualitative methods provide depth and nuance, exposing the underlying causes of observable behaviors, whereas quantitative data offer breadth and generalizability (Creswell & Inoue, 2025). Interviews with regular TikTok Shop customers, for instance, may examine how their purchasing decisions are influenced by social interactions, influencer endorsements, or platform aesthetics. Focus groups may reveal shared opinions on new features or issues related to trust and privacy. These qualitative findings may support quantitative outcomes, resulting in marketing plans that are more comprehensive and user-focused.

Finally, future studies should examine how new technologies and evolving marketing tactics affect consumer engagement in social commerce ecosystems. Technologies such as augmented reality (AR)

and virtual reality (VR) are increasingly being integrated into digital shopping experiences because of their immersive and interactive features that enhance product visualization and consumer satisfaction (J.-K. Lee, Lee, Kim, Kim, & Hong, 2023). Analyzing how customers' intentions to purchase are impacted by VR showrooms or AR-enabled try-ons on websites such as TikTok Shop might provide valuable insights into innovative marketing tactics. Additionally, the role of influencer marketing continues to evolve as technologies such as virtual influencers, micro-influencers, and live-stream shopping gain popularity (Garcia 2024). Marketers can create ads that appeal to modern audiences by understanding how these tactics impact consumer trust, authenticity perceptions, and engagement. In the dynamic and rapidly evolving world of social commerce, researchers can enhance efficient, state-of-the-art marketing techniques by consistently shifting their focus to include strategic and technological advancements.

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