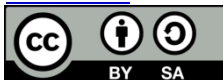


The Role of Trust, Information Richness, and Enjoyment in Shaping Consumer Acceptance of TikTok Live Shopping: Evidence from Jambi City

Irfan Hassandi^{1*}, Widyadhana Candraningtias², Anjastanara Pasae³, Reynhard Laurent Yunata⁴

^{1, 2, 3, 4} Universitas Dinamika Bangsa, Indonesia

Article Info	ABSTRACT
Article history: Received, 22-07-2026 Accepted, 27-08-2026 Published, 03-09-2026	This study examines how Perceived Trust, Information Richness, and Perceived Enjoyment influence Behavioral Intention to use TikTok Live Shopping through Perceived Usefulness and Perceived Ease of Use within an extended Technology Acceptance Model. Data were collected from TikTok Live Shopping users in Jambi City who met the study eligibility criteria and were analyzed using Partial Least Squares Structural Equation Modeling. The findings support all proposed relationships. Perceived Trust, Information Richness, and Perceived Enjoyment positively influence both Perceived Usefulness and Perceived Ease of Use. Among these antecedents, Perceived Enjoyment demonstrates the strongest contribution to both acceptance beliefs, indicating that an engaging and enjoyable live-shopping experience plays an important role in how users evaluate the usefulness and ease of the platform. Behavioral Intention is positively influenced by both Perceived Usefulness and Perceived Ease of Use, with Perceived Usefulness showing the comparatively stronger relationship. These findings indicate that the acceptance of TikTok Live Shopping among users in Jambi City is shaped by the combined roles of trust, information quality, enjoyment, perceived utility, and ease of interaction. The study extends the Technology Acceptance Model by integrating transactional, informational, and hedonic factors within a single framework for explaining live-commerce acceptance. Practically, the findings suggest that credible communication, informative product presentation, and engaging live interactions may strengthen users' acceptance of TikTok Live Shopping.
Keywords: Liveshopping, Tiktok, Technology Acceptance Model, Behavioral Intention, Jambi	
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Corresponding Author:

Irfan Hassandi

Faculty of Management and Business, Dinamika Bangsa University, Jambi City, Indonesia

Jl. Lingkar Selatan 2, Paal Merah, Kota Jambi

Email: *irfanhassandi@unama.ac.id

1. Introduction

The rapid expansion of digital technologies has reshaped global commerce by transforming social media from communication channels into transactional environments. Within this broader shift, live shopping has emerged as a distinctive form of social commerce in which product presentation, consumer interaction, and purchasing occur synchronously through live-streamed video (Habibullah et al., 2025). Unlike conventional e-commerce interfaces, live shopping combines real-time demonstration, interpersonal communication, and embedded transaction functions in a single digital setting. TikTok Shop illustrates the commercial significance of this development, reaching a gross merchandise value of USD 33.2 billion in 2024, representing a 202% year-on-year increase and accounting for 68.1% of global social-shopping GMV by early 2024 (Sintani et al., 2025).

Indonesia represents a particularly important setting in which to examine the acceptance of live shopping. With approximately 157.6 million TikTok users as of mid-2024, Indonesia constitutes the platform's largest user base globally and its second-largest market by GMV, contributing USD 6.2 billion in 2024 (Azzahra et al., 2025). In the same period, six in ten Indonesian consumers reportedly made at least one purchase through a live-shopping platform, while conversion rates were estimated to be up to three times higher than those observed in conventional e-commerce channels (Wulandari et al., 2025). These patterns are situated within a national e-commerce market valued at USD 44.7 billion in 2024 and projected to reach USD 95.84 billion by 2029, with social commerce expanding at an annual rate of 17.1% (Prasetyo, 2025). The scale of adoption therefore makes Indonesia

not only commercially relevant, but also theoretically important for understanding why consumers perceive live-shopping technologies as useful, manageable, and worth continuing to use.

The Technology Acceptance Model (TAM), grounded in the Theory of Reasoned Action (Fishbein, 1979) and the Theory of Planned Behavior (Ajzen, 1991), remains a widely used framework for explaining technology adoption (Raj et al., 2024). TAM identifies perceived usefulness (PU) and perceived ease of use (PEOU) as central determinants of Behavioral intention (Bajunaied et al., 2023). Yet, its parsimonious structure does not fully explain how live-shopping characteristics shape these beliefs, motivating the inclusion of context-specific antecedents such as trust, information quality, and hedonic motivation (Kask et al., 2024).

The key theoretical gap is not whether trust, information, and enjoyment matter individually, but how these distinct mechanisms jointly form the core beliefs of technology acceptance. Existing live-commerce studies often examine them separately, link them directly to purchasing outcomes, or place them within stimulus-response frameworks (Wang et al., 2025). Live shopping, however, simultaneously involves transactional uncertainty, informational ambiguity, and hedonic engagement. Perceived trust reduces uncertainty about the credibility and reliability of the transaction; information richness improves the diagnosticity and immediacy of product-related cues; and perceived enjoyment lowers the subjective psychological cost of interaction while sustaining engagement (Amelia et al., 2025). The novelty of this study therefore lies not in treating these constructs as new, but in integrating them as three complementary mechanisms that simultaneously shape both PU and PEOU within a single extended TAM. This configuration clarifies whether acceptance emerges because live shopping is perceived as credible, informative, or enjoyable, and whether each mechanism strengthens functional value, reduces perceived effort, or both. (Hassandi et al., 2024).

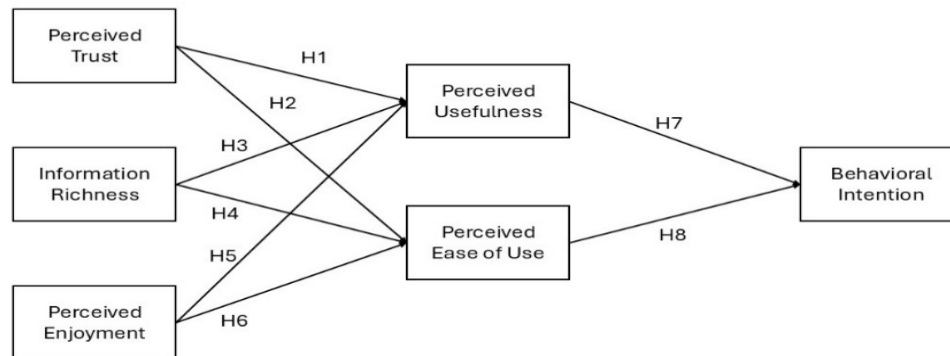


Figure 1. Research Model

A further gap concerns the geographical concentration of Indonesian research, which has largely focused on major metropolitan markets such as Jakarta and Surabaya. Provincial consumers may differ in socioeconomic conditions, digital experience, and platform-use patterns. Jambi City, an emerging commercial centre in Sumatra, therefore, provides a relevant setting for testing whether these mechanisms operate beyond Indonesia's dominant metropolitan markets. Accordingly, this study develops an extended TAM in which perceived trust, information richness, and perceived enjoyment act as parallel antecedents of PU and PEOU, which subsequently predict behavioral intention to use TikTok's live-shopping feature. The proposed model is presented in Figure 1.

Perceived trust refers to confidence that the live-shopping environment, including the platform, seller, and information presented, is credible and reliable (Yum & Kim, 2024). Because consumers cannot physically inspect products, they depend on platform-mediated representations and transaction procedures (Desembrianita et al., 2024). Trust can increase PU by reducing uncertainty about whether the feature's benefits can be realised: credible demonstrations and transaction functions make live shopping appear more capable of improving product evaluation and shopping effectiveness. Trust can also increase PEOU by reducing the cognitive effort devoted to verification, risk monitoring, and defensive

evaluation. A trusted environment therefore makes the feature appear both more valuable and less effortful to use. Accordingly:

H1: Perceived trust has a positive and significant effect on perceived usefulness of TikTok's live shopping feature.

H2: Perceived trust has a positive and significant effect on perceived ease of use of TikTok's live shopping feature.

Information richness is a medium's capacity to convey multiple, immediate, and reinforcing cues that reduce ambiguity (Zou et al., 2025). TikTok live shopping combines visual demonstrations, verbal explanations, comments, questions, and immediate host responses (Guo et al., 2025). Its effect on PU operates through informational diagnosticity: richer cues help consumers evaluate products and resolve uncertainty more effectively, increasing the perceived value of the feature for shopping decisions. Its effect on PEOU operates through reduced information-processing effort: integrated and synchronous cues reduce the need for external search, inference from incomplete information, and repeated clarification (Guo et al., 2025). Thus, information richness should make live shopping appear both more useful and easier to use. Accordingly:

H3: Information richness has a positive and significant effect on perceived usefulness of TikTok's live shopping feature.

H4: Information richness has a positive and significant effect on perceived ease of use of TikTok's live shopping feature.

Perceived enjoyment is the intrinsic pleasure and entertainment experienced while using a technology, independent of transactional outcomes (Amelia et al., 2025). This is especially relevant to TikTok, where shopping is embedded in entertainment, real-time interaction, and social participation. Enjoyment can increase PU through sustained engagement: users who enjoy the experience are more likely to remain attentive, explore functions, and experience benefits such as product discovery, comparison, and rapid clarification. It can also increase PEOU by reducing the subjective burden of effort, because

pleasurable interaction makes navigation, comment participation, and in-stream purchasing feel less demanding (Liang et al., 2025). Perceived enjoyment therefore acts as an affective mechanism shaping both perceived value and perceived effort. Accordingly:

H5: Perceived enjoyment has a positive and significant effect on perceived usefulness of TikTok's live shopping feature.

H6: Perceived enjoyment has a positive and significant effect on perceived ease of use of TikTok's live shopping feature.

Within TAM, PU and PEOU translate these external conditions into Behavioral intention. Consumers who view TikTok's live-shopping feature as useful are more likely to intend to use it because it can improve shopping efficiency, product evaluation, and decision quality (Fatur Rahman et al., 2020). Likewise, perceived ease of use lowers expected effort in navigating, interacting, and completing in-stream purchases, thereby reducing barriers to continued adoption (Hassandi et al., 2023). Accordingly:

H7: Perceived usefulness has a positive and significant effect on Behavioral intention to use TikTok's live shopping feature.

H8: Perceived ease of use has a positive and significant effect on Behavioral intention to use TikTok's live shopping feature.

2. Methods

This study employs a quantitative research design grounded in the positivist paradigm, wherein theoretical propositions derived from the extended Technology Acceptance Model are translated into testable hypotheses and evaluated through statistical analysis of empirical data. The study is cross-sectional in design, consistent with the prevailing convention in consumer behaviour research employing structural equation modelling (Vrontis et al., 2022).

The target population comprises residents of Jambi City who have had prior experience using the live shopping feature on TikTok. Respondents were required to have used TikTok Live Shopping more than once to ensure that their assessments were based on actual and repeated experience rather than incidental exposure. Prior system experience provides a stronger basis for evaluating technology acceptance constructs. The “more than once” threshold was therefore adopted as an operational screening criterion rather than a universally established cut-off. As no administrative database exists to enumerate this population precisely, its exact size is unknown. Accordingly, sample size determination followed Cochran's formula for proportional estimation under conditions of an unknown population: $n = (Z^2 \times p \times q) / e^2$, where $Z = 1.96$ (95% confidence level), $p = q = 0.5$ (maximum variance assumption), and $e = 0.05$ (5% margin of error), yielding a minimum required sample of $n = 385$ respondents (Hasan & Kumar, 2024). This figure represents a sample-size planning threshold rather than evidence of statistical representativeness. Although a nominal precision parameter of 5% was used in the calculation, it should not be interpreted as an achieved population margin of error because respondents were recruited through non-probability sampling. Accordingly, the findings are generalizable primarily to respondents who met the study's eligibility criteria and should not be treated as probability-based estimates for all residents of Jambi City (Ahmed, 2024).

Respondents were selected through purposive sampling, restricted to individuals meeting three eligibility criteria: (1) current residence in Jambi City, (2) Respondents must have used TikTok Live Shopping more than once prior to participating in the survey, and (3) age of 17 years or older. The three criterias of sample was applied to ensure that respondents had accumulated sufficient Behavioral experience to form stable and reflective perceptions of the feature's usefulness, ease of use, and enjoyment, constructs unlikely to be reliably assessed on the basis of incidental or single-instance interaction (Nyimbili & Nyimbili, 2024). Primary data were collected through a structured online questionnaire distributed via Google Forms, shared purposively across TikTok communities and social media networks

with established concentrations of Jambi City residents. All measurement items were assessed on a five-point Likert scale anchored at 1 (Strongly Disagree) and 5 (Strongly Agree), adapted from validated scales in the prior literature and adjusted for contextual alignment with the TikTok live shopping environment (Lehmann & Vogt, 2024).

Table 1. Operationalization of Research Constructs

Construct	Dimension	Code	Indicator	Source
Perceived Trust	Reliability	PT1	I consider sellers on TikTok Live Shopping to be generally reliable when presenting products.	(Muflih, 2023)
	Credibility	PT2	I generally trust the product information presented during TikTok Live Shopping sessions.	
	Integrity	PT3	I believe that sellers on TikTok Live Shopping generally provide product information in an honest manner.	
Information Richness	Information completeness	IR1	TikTok Live Shopping provides sufficiently detailed	(Liu, Lin, et al., 2024)

Perceived Enjoyment (PE)	Information variety	IR2	information about the products being presented. TikTok Live Shopping presents product information in multiple forms, such as verbal explanations, visual displays, and demonstrations. Product demonstrations during TikTok Live Shopping help me understand product features more clearly.	(Holdack et al., 2022)
	Product demonstration	IR3	I find using TikTok Live Shopping enjoyable. Watching TikTok Live Shopping is entertaining for me.	
	Enjoyment	PE1	I find my experience of using TikTok Live Shopping pleasant.	
	Entertainment	PE2	TikTok Live Shopping helps	
	Pleasant experience	PE3		
	Shopping effectiveness	PU1		(Liesa-Orús et al., 2023)

Perceived Usefulness (PU)	Information efficiency	PU2	me make better-informed shopping decisions. TikTok Live Shopping helps me obtain useful product information efficiently. Overall, I find TikTok Live Shopping useful for my online shopping activities.	(Rezvani et al., 2026)
	Overall usefulness	PU3	Learning how to use TikTok Live Shopping is easy for me. I find it easy to understand how to interact with the features available during TikTok Live Shopping. Overall, using TikTok Live Shopping requires little effort from me.	
	Learning ease	PEOU1	I intend to continue using TikTok Live Shopping in the future.	
Perceived Ease of Use (PEOU)	Interaction ease	PEOU2	I expect to use TikTok Live Shopping for	(Zhang & Lee, 2023)
	Effortlessness	PEOU3		
Behavioral Intention (BI)	Continuance intention	BI1		
	Future usage	BI2		

			my future shopping activities. I would consider TikTok Live Shopping when searching for products online in the future.
Usage preference	BI3		

PLS-SEM was selected because it aligns with the predictive and explanatory objectives of this study by maximizing the explained variance in endogenous constructs. It is also well suited to the complex structural model involving multiple direct and indirect relationships and does not require strict multivariate normality, making it appropriate for the characteristics of survey data used in this study (Haji-Othman et al., 2024).

The PLS-SEM analysis followed a two-stage approach (Musyaffi et al., 2022). First, the measurement model was assessed to establish the reliability and validity of the reflective constructs using outer loadings (≥ 0.70), Cronbach’s alpha and composite reliability (≥ 0.70), Average Variance Extracted ($AVE \geq 0.50$) for convergent validity and the Heterotrait–Monotrait ratio (HTMT) for discriminant validity. Second, after satisfactory measurement quality was established, the structural model was evaluated using bootstrapping with 5,000 subsamples to determine the significance of the hypothesized paths at $p < 0.05$. The coefficient of determination (R^2) was used to assess explanatory power, effect size (f^2) to evaluate the contribution of individual exogenous constructs, and $Q^2 (> 0)$ to assess predictive relevance. These assessments collectively provided the basis for evaluating the eight hypothesized structural relationships.

3. Results

Respondent Characteristic

Table 2. Respondent Characteristic Result

Variabel	Category	Frequency	Percentage
Gender	Male	103	26,75%
	Female	282	73,25%
Age	17 – 27 Years Old	83	21,56%
	28 – 38 Years Old	212	55,06%
	39 – 49 Years Old	79	20,52%
	> 50 Year old	11	2,86%
Education	Senior High School	104	27,01%
	Bachelor Degree	232	60,26%
	Master Degree	43	11,17%
	Doctor Degree	2	0,52%
	Others	4	1,04%
Income Level	< 5.000.000	37	9,61%
	5.000.000 – 10.000.000	271	70,39%
	10.000.000 – 15.000.000	52	13,51%
	15.000.000 – 20.000.000	23	5,97%
	> 20.000.000	2	0,52%
Location	Jambi City	385	100%
	Non Jambi City	0	0%
Frequency used	< 3 Times	0	0%
Live Feature In Tiktok	> 3 Times	385	100%

Source: Author, 2026

The study involved 385 respondents, all residents of Jambi City who had used TikTok Live Shopping more than three times, ensuring relevant experience with the feature. The sample was predominantly female (73.25%), with most respondents aged 28–38 years (55.06%), holding a bachelor's degree (60.26%), and earning IDR 5–10 million per month (70.39%). Overall, the demographic profile reflects a predominantly productive-age, educated, and economically active group of TikTok Live Shopping users, providing an appropriate empirical context for examining the proposed research model.

Validity and Reliability Test

Table 2. Validity and Reliability Test Result

Variabel	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Behavioral Intention	0,875	0,868	0,699
Information Richness	0,880	0,875	0,710
Perceived Ease of Use	0,882	0,873	0,713
Perceived Enjoyment	0,898	0,877	0,745
Perceived Usefulness	0,907	0,892	0,764
Perceived Trust	0,897	0,884	0,743

Source: Author, 2026

The results presented in the table indicate satisfactory internal consistency, reliability and convergent validity across all constructs. Composite Reliability values range from 0.875 to 0.907, while Cronbach's Alpha values range from 0.868 to 0.92, with all values exceeding the commonly recommended threshold of 0.70 (Kamis et al., 2020). These results indicate an acceptable level of internal consistency among the indicators within each construct. The Average Variance Extracted (AVE) values range from 0.699 to 0.764, exceeding the recommended minimum threshold of 0.50 and indicating that each construct explains more than half of the variance in its associated indicators (Pratomo et al., 2024). Perceived Usefulness records the highest AVE value (0.764), whereas Behavioral Intention reports the lowest value (0.699), although it remains well above the acceptable threshold (Cheung et al., 2024). Overall, the results provide evidence of satisfactory reliability and convergent validity for the measurement model.

Discriminant Validity

Table 3. Discriminant Validity

	Behavioral Intention	Information Richness	Perceived ease of use	Perceived Enjoyment	Perceived Usefulness	Perceived Trust
Behavioral Intention	0,77					
Information Richness						
Perceived ease of use	0,82	0,82				
Perceived Enjoyment	0,88	0,85	0,75			
Perceived Usefulness	0,78	0,77	0,78	0,82		
Perceived Trust	0,76	0,77	0,83	0,85	0,86	

Source: Author, 2026

Discriminant validity was assessed using the Heterotrait-Monotrait ratio (HTMT). As shown in Table 3, all HTMT values range from 0.75 to 0.88 and remain below the 0.90 threshold, indicating acceptable discriminant validity across the constructs (Purwanto & Sudargini, 2021). Nevertheless, several pairs, particularly Behavioral Intention–Perceived Enjoyment (0.88) and Perceived Trust–Perceived Usefulness (0.86), exhibit relatively high conceptual proximity (Musyaffi et al., 2022). Although these values remain within the acceptable range, they suggest that the corresponding constructs are closely related while still empirically distinguishable.

Model Fit Analysis

Table 4. Model Fit Result

Indicator	Estimated Model
SRMR	0,028
NFI	0,912

Source: Author, 2026

Model fit was assessed using the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI) as complementary indicators of model adequacy in PLS-SEM (Haji-Othman et al., 2024). The SRMR value of 0.028 was below the recommended threshold of 0.08, while the NFI value of 0.912 indicated an acceptable level of comparative fit (Musyaffi et al., 2022). These results provide supplementary evidence that the proposed model is adequately specified. However, global fit indices in PLS-SEM were not treated as standalone confirmation of the theoretical model; instead, model adequacy was interpreted jointly with the measurement model, structural relationships, explanatory power, and predictive relevance (Purwanto & Sudargini, 2021).

Hypothesis Analysis

Table 5. Path Coefficients Analysis

Hypothesis	Path	β	T- Stat	P	Result
H1	PT (Perceived Trust) $\rightarrow$ PU (Perceived Usefulness)	0,299	5,637	0,000	Accepted
H2	PT (Perceived Trust) $\rightarrow$ PEOU (Perceived Ease of Use)	0,291	5,766	0,000	Accepted
H3	IR (Information Richness) $\rightarrow$ PU (Perceived Usefulness)	0,296	6,555	0,000	Accepted
H4	IR (Information Richness) $\rightarrow$ PEOU (Perceived Ease of Use)	0,278	6,064	0,000	Accepted
H5	PE (Perceived Enjoyment) $\rightarrow$ PU (Perceived Usefulness)	0,375	7,485	0,000	Accepted

H6	PE (Perceived Enjoyment) → PEOU (Perceived Ease of Use)	0,399	7,269	0,000	Accepted
H7	PU (Perceived Usefulness) → BI (Behavioral Intention)	0,507	13,205	0,000	Accepted
H8	PEOU (Perceived Ease of Use) → BI (Behavioral Intention)	0,456	11,760	0,000	Accepted

Source: Author, 2026

The structural model shows that all eight hypothesized relationships are positive and statistically significant ($t > 1.96$; $p < 0.001$). Perceived Trust and Information Richness exert significant effects on both Perceived Usefulness and Perceived Ease of Use, while Perceived Enjoyment produces the largest antecedent effects on Perceived Usefulness ($\beta = 0.375$) and Perceived Ease of Use ($\beta = 0.399$). Behavioral Intention is most strongly predicted by Perceived Usefulness ($\beta = 0.507$), followed by Perceived Ease of Use ($\beta = 0.456$). Accordingly, H1–H8 are supported, indicating that the proposed extended TAM relationships are empirically confirmed.

Effect Size Analysis

Table 6. F Square Analysis

Variabel	BI	IR	PEOU	PE	PU	PT
BI						
IR			0,081		0,095	
PEOU	0,296					
PE			0,151		0,138	
PU	0,366					
PT			0,080		0,088	

Source: Author, 2026

The f^2 effect size analysis was used to assess the practical contribution of each predictor beyond statistical significance. Following Cohen's (1988) benchmarks, Perceived Usefulness showed a large effect on Behavioral Intention ($f^2 = 0.366$), while Perceived Ease of Use produced a moderate effect ($f^2 = 0.296$). For the antecedents of Perceived Usefulness, Perceived Enjoyment had the strongest effect ($f^2 = 0.138$), followed by Information Richness ($f^2 = 0.095$) and Perceived Trust ($f^2 = 0.088$). A similar pattern emerged for Perceived Ease of Use, with Perceived Enjoyment again showing the largest effect ($f^2 = 0.151$), followed by Information Richness ($f^2 = 0.081$) and Perceived Trust ($f^2 = 0.080$). Overall, the results indicate that perceived enjoyment is the most influential antecedent of both acceptance beliefs, while perceived usefulness contributes most strongly to behavioral intention.

Coefficient of Determination

Table 7. Coefficient of Determination Analysis

Variabel	R ²
Behavioral Intention	0,672
Perceived Ease of Use	0,653
Perceived Usefulness	0,683

Source: Author, 2026

The assessment of the coefficient of determination demonstrates robust explanatory capacity across all endogenous constructs within the structural model. Specifically, Perceived Usefulness recorded the highest explained variance ($R^2 = 0.683$), followed by Behavioral Intention ($R^2 = 0.672$) and Perceived Ease of Use ($R^2 = 0.653$). Applying the benchmark classifications established by Hair et al. (2019), where R^2 values around 0.50 and 0.75 denote moderate and substantial predictive power respectively, these empirical outcomes confirm that the integrated exogenous antecedents, Perceived Trust, Information Richness, and Perceived Enjoyment collectively account for a moderate-to-substantial proportion of variance in both the cognitive mediators and the primary outcome variable.

Importantly, this balanced distribution of explanatory strength suggests that consumer acceptance of TikTok Live Shopping in this regional urban context is driven by a coherent combination of trust, informational quality, and hedonic experience, rather than being disproportionately dictated by a single construct.

Predictive Relevance

Table 8. Predictive Relevance Result

Variabel	Q ²
Behavioral Intention	0,760
Perceived Ease of Use	0,764
Perceived Usefulness	0,763

Source: Author, 2026

Predictive relevance was assessed using the Q² statistic obtained through the blindfolding procedure. As presented in Table 9, all endogenous constructs recorded Q² values greater than zero, namely 0.760 for Behavioral Intention, 0.764 for Perceived Ease of Use, and 0.763 for Perceived Usefulness. These results indicate that the structural model has strong predictive relevance for the endogenous constructs included in the analysis. However, the Q² values should be interpreted as evidence of the model’s ability to reconstruct omitted observations within the specified model rather than as proof of broader population generalizability or external predictive validity.

4. Discussion

The findings provide context-specific evidence on how TikTok Live Shopping users in Jambi City evaluate and accept the platform’s live-shopping features. Perceived Trust, Information Richness, and Perceived Enjoyment were all positively associated with Perceived Usefulness and Perceived Ease of Use, indicating that users’ acceptance is shaped

by a combination of credibility, information quality, and experiential value rather than by functional considerations alone (Putri et al., 2024). Among these antecedents, Perceived Enjoyment showed the comparatively strongest influence on both acceptance beliefs. In practical terms, this suggests that for the users examined in Jambi City, the entertainment-oriented format of TikTok Live Shopping may make product exploration, interaction with hosts, and exposure to live demonstrations feel more engaging and less effortful (Wang et al., 2025). Enjoyment may therefore strengthen users' willingness to remain attentive during live sessions and to explore available shopping functions, which can enhance their perception that the feature is both useful and easy to use (Prasetyo, 2025). his interpretation is consistent with previous studies that identify enjoyment as an important experiential component of digital commerce and technology acceptance.

Information Richness and Perceived Trust also remain important in this setting because users rely on real-time demonstrations, verbal explanations, comment interactions, and seller responses to evaluate products that cannot be physically inspected during the online shopping process (Liu, Zhang, et al., 2024). Richer information can reduce ambiguity and support product assessment, while trust can reduce uncertainty regarding sellers and the credibility of the information presented. Thus, within the Jambi City sample, the practical value of live shopping appears to emerge from the interaction between engaging presentation, accessible information, and confidence in the shopping environment (Alam et al., 2025).

The findings also reinforce the central logic of TAM, as both Perceived Usefulness and Perceived Ease of Use were positively associated with Behavioral Intention, with Perceived Usefulness showing the comparatively stronger relationship (Kask et al., 2024). or TikTok Live Shopping users in Jambi City, this suggests that continued intention to use the feature is closely related to whether live shopping is perceived as helping them obtain product information, evaluate alternatives, and complete shopping-related activities more effectively, while still remaining simple to navigate and interact with (Natasiah, 2024). The

role of Perceived Ease of Use further indicates that an intuitive live-shopping experience, including straightforward interaction with hosts, comments, and embedded purchasing functions, can lower the perceived effort required to participate.

These findings are consistent with established TAM reasoning that usefulness and ease of use serve as central cognitive evaluations through which users form behavioral acceptance toward technology. Within the present study, trust, information richness, and enjoyment therefore appear to shape Behavioral Intention through their contribution to users' perceptions of usefulness and ease of use. However, because the evidence is based on a cross-sectional, purposively selected sample of TikTok Live Shopping users in Jambi City, the findings should be interpreted as specific to this empirical setting and should not be assumed to represent users in other cities, regions, or live-commerce platforms without further comparative evidence.

5. Conclusion

This study examined how Perceived Trust, Information Richness, and Perceived Enjoyment shape the acceptance of TikTok Live Shopping among users in Jambi City through the extended Technology Acceptance Model. The findings support all hypothesized relationships, showing that the three antecedent constructs are positively associated with Perceived Usefulness and Perceived Ease of Use, which in turn are positively related to Behavioral Intention. Among the antecedents, Perceived Enjoyment emerged as the comparatively strongest contributor to both acceptance beliefs, while Perceived Usefulness showed the strongest relationship with Behavioral Intention. These results indicate that, within the Jambi City context, users' intention to continue engaging with TikTok Live Shopping is shaped by a combination of credibility, informational richness, enjoyment, perceived utility, and ease of interaction. The conclusions are therefore limited to Behavioral

Intention toward TikTok Live Shopping and should not be interpreted as evidence of actual purchasing behavior or purchase intention beyond the constructs tested in this study.

The findings suggest that TikTok Live Shopping stakeholders in Jambi City may enhance user acceptance by emphasizing credible seller communication, rich product information, and engaging live interactions, as these factors are associated with Perceived Usefulness and Perceived Ease of Use, which in turn relate to Behavioral Intention. Nevertheless, the study is limited by its cross-sectional design, purposive sampling, and focus on users in Jambi City, which constrain causal inference and the extent to which the findings can be generalized to other populations and locations. Future research should employ longitudinal or experimental designs, broader geographic samples, and behavioral outcomes beyond intention to examine whether these relationships remain consistent across different live-commerce contexts.

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