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Explaining Actual Behavior of TikTok Shop Users through Attitude, Subjective Norms, Perceived Behavioral Control, and Behavioral Intention

Dede Solihin¹, Ahyani², Siti Aprilliani³

^{1,2,3} Faculty of Economics and Business, Universitas Pamulang, Indonesia

*Corresponding author¹ dosen02447@unpam.ac.id

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ABSTRACT

Purpose – This study examines how attitudes, subjective norms, and perceived behavioral control influence behavioral intention and actual behavior among TikTok Shop users, highlighting the mediating role of behavioral intention. It aims to identify the key psychological and social factors driving actual purchasing behavior.

Design/methodology/approach – A quantitative survey was conducted. With an unknown population size, the sample followed Hair et al.'s rule of thumb (8 times the number of indicators), requiring at least 120 respondents. Respondents were purposively sampled TikTok Shop users in Tangerang Regency with prior purchasing experience. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). **Findings** – Attitudes and perceived behavioral control significantly influence behavioral intention, while subjective norms do not affect intention but can directly influence actual behavior. Perceived behavioral control affects actual behavior only through behavioral intention. Behavioral intention mediates the relationship between attitudes and perceived behavioral control with actual purchasing behavior. These results indicate that internal evaluations and perceived self-efficacy, through intention, are stronger drivers of purchase actions than social pressure among Generation Z users.

Research limitations/implications – The study focuses on TikTok Shop users in Tangerang Regency, limiting generalizability. Nevertheless, the findings contribute to consumer behavior theory and provide practical insights for digital marketers to enhance engagement and transaction rates through cognitive and social mechanisms. **Originality/value** – This research provides empirical evidence of how attitudes and perceived behavioral control shape actual behavior on TikTok Shop, highlighting the interplay between intention, social influence, and real consumer action in digital commerce.

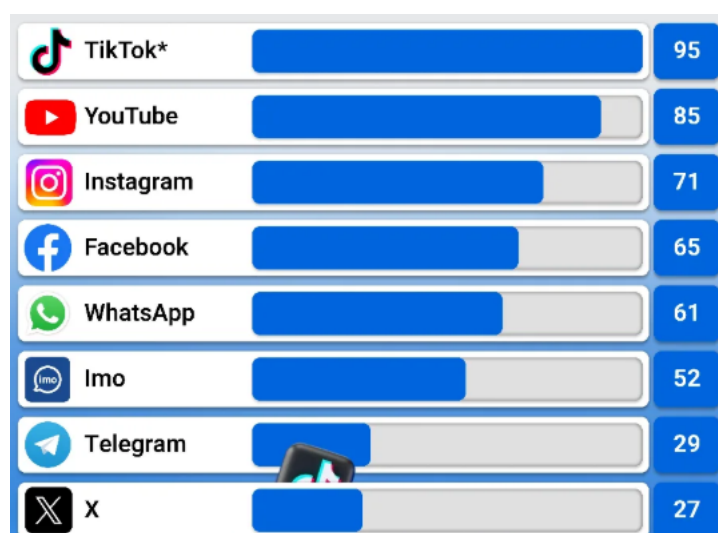
INTRODUCTION

Online live selling has evolved into one of the most important elements in the digital marketplace system, particularly on platforms such as TikTok Shop (Sambora et al, 2024). This development has grown significantly in recent years in line with the increasing accessibility of the internet and the widespread use of mobile devices among the public (Azis et al., 2024). These technological advancements enable business actors to establish direct two-way

communication with consumers without geographical barriers, thereby providing a practical shopping experience that can be accessed from anywhere (Putri et al., 2025). This shift in consumption patterns has created new business opportunities, where real-time interaction and more personalized shopping experiences have become highly attractive added values (Mustamin et al., 2025). Consumers are also increasingly interested in the live selling method because it offers direct, interactive, and more convincing product demonstrations (Shen & Wang, 2024).

Following the rapid advancement of digital commerce, transaction activities have become increasingly vital for business sustainability as well as for meeting consumer needs (Solihin & Furyanah, 2025). Various data indicate a sharp increase in the frequency of online purchases compared to previous periods (Nonis et al., 2024). Features that allow real-time stock monitoring and instant product updates provide consumers with greater flexibility to make more rational purchasing decisions before completing transactions (Marlina et al., 2024). Product categories such as cosmetics, personal care, fashion, and electronic devices have become the most dominant commodities in transactions conducted through social media platforms (Kotelevets, 2025).

The growth of e-commerce in Asia, including Indonesia, has been recorded as one of the fastest in the world (Marlina et al., 2024). Innovative marketing strategies employed by sellers, such as short product videos and fast-paced live broadcasts, have proven effective in capturing consumer attention while instantly communicating product benefits (Shen & Wang, 2024). In Indonesia, the presence of TikTok Shop has drastically accelerated changes in the digital retail market structure (Solihin et al., 2025). Consumers are increasingly encouraged to choose online shopping due to the ease of application navigation, the flexibility of payment methods, and the convenience offered (Nur & Dewanto, 2022).



Source: We Are Social dan Meltwater (2025)

Figure 1. Average Global Social Media Access Duration on Android Phones (May 2025)

According to a report by We Are Social and Meltwater, TikTok has become the social media platform with the highest daily usage duration globally, with an average of around 95 minutes per user per day on Android devices, surpassing YouTube and Instagram, indicating a very high level of user engagement. This high intensity of use confirms that TikTok is no longer merely a medium for entertainment but has also evolved into a digital interaction space that

influences consumer decision-making. However, the abundance of product alternatives on digital platforms often makes it difficult for consumers to make the best choice (Wibowo et al., 2024). Furthermore, increasingly competitive competition among sellers encourages the use of more aggressive promotional strategies through social media, which can ultimately affect purchase intentions and customer loyalty (Putra & Dewi, 2024). This situation demonstrates the importance of identifying the factors that shape consumer behavior in more depth (Firmansyah, 2025).

This research is motivated by a research gap in digital consumer behavior studies, particularly in the use of the Theory of Planned Behavior (TPB) to explain the actual behavior of TikTok Shop users. Most previous research still focuses on the formation of behavioral intention through three main determinants: attitude, subjective norms, and perceived behavioral control (Ajzen, 2020). Meanwhile, studies that specifically examine how these three variables influence actual behavior, either directly or through behavioral intention, in TikTok Shop users are still relatively limited (Anggraini, 2024). Referring to the development of models from various previous studies, this study integrates the variables of attitude, subjective norms, and perceived behavioral control in predicting behavioral intention, which subsequently leads to actual behavior (Hidayati & Destiana, 2023; Marcellino & Dewi, 2023).

This research is expected to provide strategic contributions to digital businesses. The resulting managerial findings can serve as a guide for TikTok Shop sellers in understanding the factors that drive consumer engagement and loyalty in the evolving social commerce environment. Furthermore, the model used is also expected to provide a theoretical foundation for further research examining market dynamics and consumer behavior in the era of social media-based commerce.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Attitude

Attitude is an individual's positive or negative evaluation of the implementation of a particular behavior (Babu & Shivnani, 2024). Attitudes are formed based on behavioral beliefs regarding the potential consequences of an action and the value assigned to those consequences (Wandani et al., 2024). A favorable attitude arises when an individual perceives that the behavior will produce beneficial results, while an unfavorable attitude develops when the expected results are perceived as less beneficial (Meutia et al., 2025). In line with this, Anggraini (2024) states that attitude reflects a consumer's overall assessment of whether a behavior is considered good, beneficial, and desirable. Furthermore, Marlina et al. (2024) explain that attitude plays an important role in shaping a person's tendency to perform a behavior through the process of cognitive evaluation.

Subjective Norms

Subjective norms are an individual's perception of social pressure from significant others regarding whether a behavior is necessary (Shi et al., 2025). This construct arises from normative beliefs, namely beliefs about whether individuals or groups considered significant approve or disapprove of the behavior (Khan et al., 2022). Saad et al. (2023) explain that subjective norms reflect the influence of family, friends, coworkers, and the broader social environment in shaping behavioral decisions (Saad et al., 2023). Similarly, Firmansyah (2025) states that subjective norms represent the extent to which social expectations encourage an individual to perform a behavior (Firmansyah, 2025).

Perceived Behavioral Control

Perceived behavioral control refers to an individual's perception of the ease or difficulty of performing a behavior (Tseng et al., 2022). This variable reflects the extent to which individuals believe they possess the resources, opportunities, knowledge, and abilities necessary to carry out the behavior (Hurst et al., 2024). Nur and Dewanto (2022) argue that perceived behavioral control is closely related to self-confidence in managing obstacles and utilizing available resources effectively (Nur & Dewanto, 2022). Furthermore, Usman et al. (2025) emphasize that perceived behavioral control also reflects an individual's sense of control over the implementation of a particular behavior.

Behavioral Intention

Behavioral intention is a motivational factor that indicates a person's desire to try and the amount of effort they plan to expend to perform a behavior (Nurtanto et al., 2025). This variable reflects an individual's readiness to perform a particular action in the future (Qazi & Husin, 2024). Nonis et al. (2024) stated that behavioral intention is the most direct predictor of actual behavior because it reflects the strength of a person's commitment to carrying out that action (Nonis et al., 2024). Likewise, Zou and Fu (2024) argued that stronger intentions significantly increase the likelihood of actual behavior being realized.

Actual Behavior

Actual behavior is a concrete action taken by an individual as a manifestation of previously formed behavioral intentions (Zhang et al., 2025). Actual behavior reflects the implementation of intentions into observable actions and is influenced by the level of actual control over those behaviors (Christina & Yasa, 2025). Ong et al. (2024) explain that actual behavior is the end result of psychological and cognitive processes that encourage individuals to translate intentions into concrete decisions and actions (Ong et al., 2024). Furthermore, Kotelevets (2025) states that actual behavior can be assessed from the consistency and frequency of actions taken within a certain period.

Hypothesis

The Influence of Attitude on Behavioral Intention

Attitude reflects an individual's internal evaluation of the consequences of performing a particular behavior, both cognitively and affectively (Ajzen, 2020). This evaluation involves consumers' perceptions of whether an action is considered beneficial, favorable, and desirable (Anggraini, 2024). A positive evaluation of an object will automatically shape an individual's tendency to perform the behavior (Marlina et al., 2024). Studies conducted by Babu and Shivnani (2024), Hidayati and Destiana (2023), and Meutia et al. (2025) indicate that attitude has a positive and significant effect on behavioral intention. This is further supported by Wandani et al. (2024), who state that the more favorable the individual's attitude, the stronger the desire to try and the greater the planned effort.

H1: Attitude positively influences Behavioral Intention

The Influence of Subjective Norms on Behavioral Intention

Subjective norms reflect how consumers perceive the influence of significant others, such as family, colleagues, and the social environment (Saad et al., 2023). This occurs because individuals tend to behave in accordance with social expectations and what is considered

appropriate according to others' views (Ajzen, 2020). Subjective norms represent the extent to which social expectations encourage individuals to perform a behavior (Firmansyah, 2025). Studies by Khan et al. (2022), Putra and Dewi (2024), and Sinambela et al. (2022) consistently show that subjective norms positively influence behavioral intention. Findings from Shi et al. (2025) also support that social support is a critical factor in shaping intention because consumers tend to accept suggestions from trusted parties.

H2: Subjective Norms positively influence Behavioral Intention

The Influence of Perceived Behavioral Control on Behavioral Intention

Perceived behavioral control refers to an individual's perception of the ease or difficulty of performing a behavior based on available resources and opportunities (Ajzen, 2020). This variable reflects the extent to which individuals believe they possess the necessary abilities and technical control (Nur & Dewanto, 2022). Self-confidence in managing obstacles strengthens individuals' intention to perform the behavior (Usman et al., 2025). Various studies by Tseng et al. (2022), Widjaja and Dewi (2023), and Hurst et al. (2024) confirm that perceived behavioral control positively affects behavioral intention. Altes et al. (2024) further emphasize that ease of access is a major driver for consumers to develop strong adoption intentions.

H3: Perceived Behavioral Control positively influences Behavioral Intention

The Influence of Attitude on Actual Behavior

Attitude does not only stop at the intention stage but can also directly drive the realization of actual actions (Babu & Shivnani, 2024). When individuals hold strong evaluative beliefs that a behavior provides maximum benefits, the tendency to directly execute the action becomes stronger (Ajzen, 2020). Mature cognitive evaluation helps individuals minimize hesitation when performing the behavior (Marlina et al., 2024). Studies by Babu and Shivnani (2024) and Marlina et al. (2024) show that attitude has a significant direct correlation with actual behavior. Positive evaluations embedded in consumers' cognition trigger rapid behavioral responses in the form of real decisions.

H4: Attitude positively influences Actual Behavior

The Influence of Subjective Norms on Actual Behavior

Social expectations from reference groups often act as a direct trigger for individuals to perform a behavior (Shi et al., 2025). Subjective norms create conditions in which individuals feel that performing a particular behavior is a social obligation that must be fulfilled to remain aligned with their group (Saad et al., 2023). This encourages the manifestation of intention into directly observable actions (Ajzen, 2020). Research findings by Shi et al. (2025) and Sinambela et al. (2022) confirm that subjective norms positively influence actual behavior. Strong social environmental influence can stimulate concrete actions as a form of conformity to prevailing norms.

H5: Subjective Norms positively influence Actual Behavior.

The Influence of Perceived Behavioral Control on Actual Behavior

Perceived behavioral control acts as a proxy for actual control that determines the successful execution of behavior (Ajzen, 2020). If individuals feel they have full control over resources and opportunities, they will be more confident in taking immediate action without delay (Tin et al., 2025). High self-control facilitates the transition from planning to execution

(Usman et al., 2025). Studies by Tin et al. (2025) and Usman et al. (2025) show that perceived behavioral control positively affects actual behavior. This is based on the assumption that the availability of supporting facilities makes it easier for individuals to directly realize the desired behavior.

H6: Perceived Behavioral Control positively influences Actual Behavior

The Influence of Behavioral Intention on Actual Behavior

Behavioral intention is the closest predictor of actual behavior, indicating how much effort an individual plans to exert in performing an action (Zou & Fu, 2024). Intention reflects the strength of an individual's commitment to carrying out a previously formed action (Nonis et al., 2024). The stronger the intention, the greater the likelihood of actual behavior being realized (Kotelevets, 2025). Studies by Kotelevets (2025), Nurtanto et al. (2025), and Zhang et al. (2025) prove that behavioral intention significantly affects actual behavior. Actual action is the final outcome of mature psychological and cognitive processes (Ong et al., 2024).

H7: Behavioral Intention positively influences Actual Behavior

The Influence of Attitude on Actual Behavior through Behavioral Intention

Behavioral intention functions as a mediating variable that translates individuals' positive evaluations into actual actions (Hair et al., 2022). Without the formation of a solid intention, positive evaluations may not be strong enough to produce consistent behavior (Nurtanto et al., 2025). This mediation process explains how attitude drives intention before eventually reaching the stage of actual behavior. Studies by Asignacion et al. (2026) and Ong et al. (2024) show that behavioral intention significantly mediates the effect of attitude on actual behavior.

H8: Attitude positively influences Actual Behavior through Behavioral Intention

The Influence of Subjective Norms on Actual Behavior through Behavioral Intention

Social environmental influence first shapes individual intention before being realized in actual behavior (Asignacion et al., 2026). Intention acts as an internal mechanism that absorbs social pressure and transforms it into a commitment to act (Hair et al., 2022). Without intention, social expectations from others will not be transformed into real action (Mukti & Ernawadi, 2024). Studies by Mukti and Ernawadi (2024) and Setyawan and Soepatini (2025) prove that behavioral intention significantly mediates the relationship between subjective norms and actual behavior.

H9: Subjective Norms positively influence Actual Behavior through Behavioral Intention

The Influence of Perceived Behavioral Control on Actual Behavior through Behavioral Intention

Perceptions of self-capability increase intention, which in turn ensures the successful execution of behavior (Ong et al., 2024). Intention acts as a mediator that strengthens individuals' beliefs that the behavior can be carried out with available resources (Hair et al., 2022). Self-control provides the foundation for the emergence of stable intentions to be executed into action (Zhang et al., 2025). Studies by Zhang et al. (2025) and Solihin et al. (2025) show that behavioral intention positively mediates the effect of perceived behavioral control on actual behavior.

H10: Perceived Behavioral Control positively influences Actual Behavior through Behavioral Intention

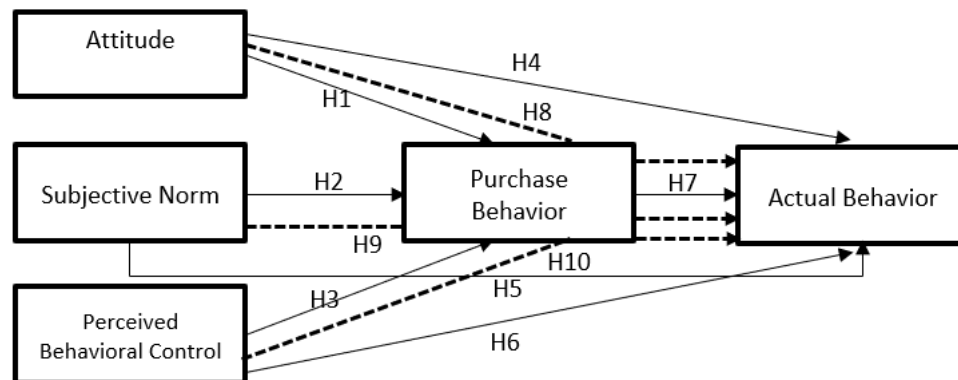


Figure 2. Conceptual Framework

RESEARCH METHODOLOGY

This study employed a quantitative approach with a causal research design to examine the relationships among Attitude (ATT), Subjective Norms (SN), Perceived Behavioral Control (PBC), Behavioral Intention (BI), and Actual Behavior (AB) among TikTok Shop users. Data were collected using a structured questionnaire measured on a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree (Sugiyono, 2020). Each construct was operationalized using three reflective indicators, resulting in a total of 15 indicators, in line with the reflective measurement approach recommended by Hair et al. (2022). The operationalization of variables used in this study is presented below.

Table 1. Variable Operationalization

Variable	Indicator	Code	Source
Attitude	Perceived usefulness of online shopping	ATT1	Ajzen (2020); Anggraini (2024)
	Perceived ease of online shopping	ATT2	
	Positive attitude toward online shopping	ATT3	
Subjective Norms	Family influence	SN1	Ajzen (2020); Saad et al. (2023)
	Peer influence	SN2	
	Social media influence	SN3	
Perceived Behavioral Control	Capability to shop online	PBC1	Ajzen (2020); Nur & Dewanto (2022)
	Availability of supporting facilities	PBC2	
	Ability to overcome barriers	PBC3	
Behavioral Intention	Intention to shop online	BI1	Nonis et al. (2024); Rinaldi et al. (2025)
	Planned online shopping	BI2	
	Willingness to recommend e-commerce	BI3	
Actual Behavior	Frequency of online shopping	AB1	Ong et al. (2024); Kotelevets (2025)
	Transaction value	AB2	
	Consistency of online shopping on TikTok Shop	AB3	

The population consisted of TikTok Shop users in Tangerang Regency, with an unknown population size. Therefore, the minimum sample size was determined using the Hair et al. (2022) guideline of 8 x 15 of indicators, resulting in 120 respondents. The sampling technique used purposive sampling, with criteria including respondents who had made at least one purchase through TikTok Shop in the last six months and resided in Tangerang Regency. Data were collected through an online questionnaire distributed via Google Forms. The data were

analyzed using a two-stage PLS-SEM approach with SmartPLS 4.10. The first stage evaluated the measurement model through internal consistency, convergent validity, and discriminant validity using factor loadings, AVE, composite reliability, and HTMT. The second stage assessed the structural model using R^2 , f^2 , Q^2 , and path coefficients through bootstrapping with 5,000 resamples. Participation was voluntary, and all respondents provided informed consent prior to completing the questionnaire.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 2 Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Female	63	52.5
	Male	57	47.5
Age	20–30 Years	57	47.5
	31–40 Years	31	25.8
	41–50 Years	18	15.0
	> 51 Years	14	11.7
	Student	50	41.7
Occupation	Entrepreneur	29	24.2
	Civil Servant	17	14.2
	Others	24	20.0
	4–5 Million	54	45.0
Income	6–7 Million	24	20.0
	8–9 Million	30	25.0
	> 10 Million	12	10.0

The characteristics of TikTok Shop users in Tangerang Regency show a fairly diverse composition. Based on gender, the respondents were dominated by females with 63 people (52.5%), while males accounted for 57 people (47.5%). In terms of age, the majority of respondents were in the 20–30 years category with 57 people (47.5%), followed by 31–40 years with 31 people (25.8%), 41–50 years with 18 people (15.0%), and above 51 years with 14 people (11.7%). Based on occupation, most respondents were students with 50 people (41.7%), followed by entrepreneurs with 29 people (24.2%), civil servants with 17 people (14.2%), and others with 24 people (20.0%). In terms of income, the majority earned IDR 4–5 million with 54 people (45.0%), followed by IDR 8–9 million with 30 people (25.0%), IDR 6–7 million with 24 people (20.0%), and above IDR 10 million with 12 people (10.0%). These findings indicate that TikTok Shop users in Tangerang Regency are predominantly young productive-age consumers, female, students, and middle-income earners, reflecting an active market segment that is highly adaptive to the rapid growth of social commerce.

Evaluation of Measurement Model Test (Outer Model)

In this study, the measurement model (outer model) was analyzed using validity and reliability tests. The validity assessment included convergent validity and discriminant validity, while reliability was evaluated using Composite Reliability and Cronbach's Alpha. The results of the calculations for the full model are presented as follows:

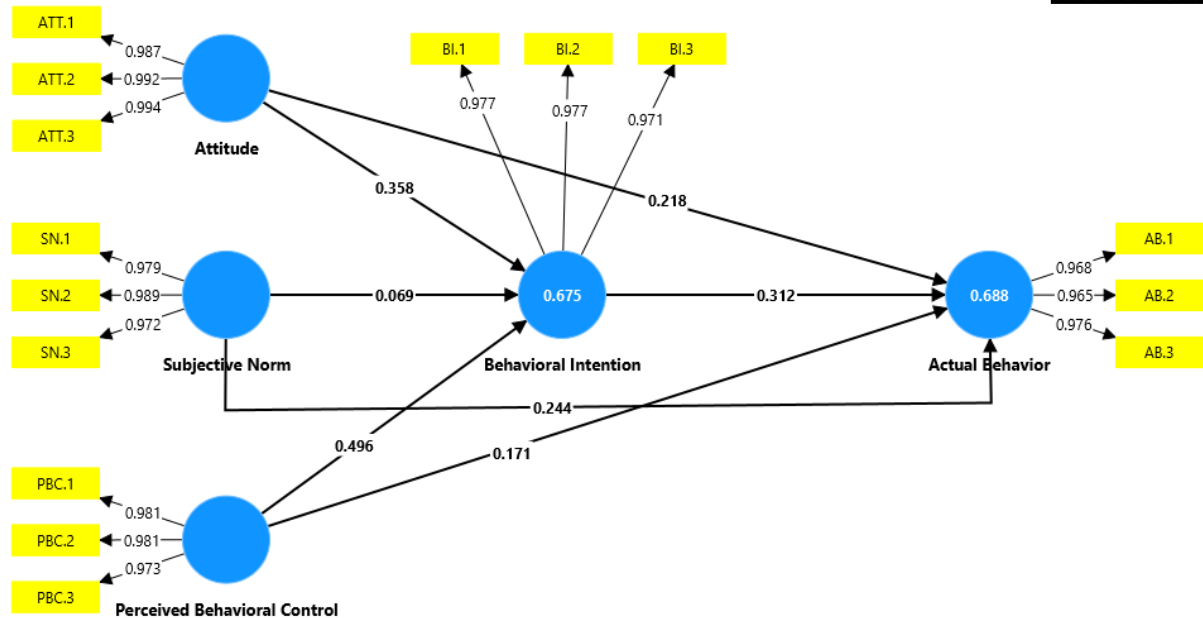


Figure 3. Results of PLS Algorithm Analysis (Outer Model)

Convergent Validity

Table 3. Outer loadings

Variable	Indicator	Outer loadings
Attitude	Perceived usefulness of online shopping	0.987
	Perceived ease of online shopping	0.992
	Positive attitude toward online shopping	0.994
Subjective Norms	Family influence	0.979
	Peer influence	0.989
	Social media influence	0.972
Perceived Behavioral Control	Capability to shop online	0.981
	Availability of supporting facilities	0.981
	Ability to overcome barriers	0.973
Behavioral Intention	Intention to shop online	0.977
	Planned online shopping	0.977
	Willingness to recommend e-commerce	0.971
Actual Behavior	Frequency of online shopping	0.968
	Transaction value	0.965
	Consistency of online shopping on TikTok Shop	0.976

Source: Primary data processed (2026)

Table 3 indicates that all indicators have outer loading values above 0.70, ranging from 0.965 to 0.994, which confirms strong convergent validity. This result shows that each indicator is highly representative in measuring its respective construct and is therefore suitable for further analysis in the structural model.

Discriminant Validity

Table 4. Cross loadings

	Actual Behavior	Attitude	Behavioral Intention	Perceived Behavioral Control	Subjective Norm
AB.1	0.968	0.667	0.723	0.674	0.703
AB.2	0.965	0.664	0.715	0.682	0.669
AB.3	0.976	0.707	0.766	0.732	0.724
ATT.1	0.703	0.987	0.702	0.602	0.663

	Actual Behavior	Attitude	Behavioral Intention	Perceived Behavioral Control	Subjective Norm
ATT.2	0.692	0.992	0.698	0.592	0.657
ATT.3	0.688	0.994	0.686	0.594	0.639
BI.1	0.749	0.703	0.977	0.747	0.636
BI.2	0.718	0.674	0.977	0.744	0.645
BI.3	0.750	0.676	0.971	0.736	0.671
PBC.1	0.696	0.585	0.739	0.981	0.713
PBC.2	0.732	0.603	0.757	0.981	0.712
PBC.3	0.678	0.578	0.739	0.973	0.719
SN.1	0.695	0.621	0.629	0.726	0.979
SN.2	0.717	0.644	0.661	0.698	0.989
SN.3	0.708	0.672	0.671	0.724	0.972

Source: Primary data processed (2026)

Table 4 shows that each indicator has the highest loading on its corresponding construct compared to other constructs, confirming that the measurement model meets the discriminant validity requirement through cross loadings. All indicators of Actual Behavior, Attitude, Behavioral Intention, Perceived Behavioral Control, and Subjective Norms consistently load strongest on their respective variables, indicating that each construct is empirically distinct and well measured. These results demonstrate that the indicators are appropriate for representing their latent variables in the structural model.

Table 5. Fornell-Larcker criterion

	Actual Behavior	Attitude	Behavioral Intention	Perceived Behavioral Control	Subjective Norm
Actual Behavior	0.970				
Attitude	0.701	0.991			
Behavioral Intention	0.758	0.702	0.975		
Perceived Behavioral Control	0.718	0.602	0.762	0.978	
Subjective Norm	0.721	0.659	0.667	0.731	0.980

Source: Primary data processed (2026)

Table 5 demonstrates that the square root of AVE for each construct is higher than its correlations with other constructs, indicating that the model satisfies the Fornell–Larcker criterion for discriminant validity. This result confirms that Actual Behavior, Attitude, Behavioral Intention, Perceived Behavioral Control, and Subjective Norms are empirically distinct constructs and that each variable explains its own indicators better than it explains other constructs in the model.

Table 6. Heterotrait-monotrait ratio (HTMT)

	Actual Behavior	Attitude	Behavioral Intention	Perceived Behavioral Control	Subjective Norm
Actual Behavior					
Attitude	0.715				
Behavioral Intention	0.780	0.714			
Perceived Behavioral Control	0.737	0.611	0.780		
Subjective Norm	0.740	0.669	0.683	0.747	

Source: Primary data processed (2026)

Table 6 shows that all HTMT values are below the recommended threshold of 0.90, ranging from 0.611 to 0.780, indicating that the model has good discriminant validity. This confirms that each construct is conceptually distinct and adequately differentiated from the other variables in the measurement model.

Composite Reliability

Table 7. Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Actual Behavior	0.968	0.970	0.979	0.940
Attitude	0.991	0.991	0.994	0.982
Behavioral Intention	0.974	0.974	0.983	0.950
Perceived Behavioral Control	0.978	0.978	0.985	0.957
Subjective Norm	0.979	0.980	0.986	0.960

Source: Primary data processed (2026)

Table 7 indicates that all constructs have excellent reliability and validity, as reflected by Cronbach's alpha and composite reliability values above 0.70, while all AVE values exceed 0.50. These results confirm that the measurement model is highly reliable and demonstrates strong convergent validity, making all constructs suitable for further structural model analysis.

Structural Model Evaluation (Inner Model)

R-Square

Table 8. R-Square

	R-square	R-square adjusted
Actual Behavior	0.688	0.678
Behavioral Intention	0.675	0.667

Source: Primary data processed (2026)

The R-square results in Table 8 indicate that the independent variables have a strong influence on the dependent variables. Specifically, 68.8% of the variance in Actual Behavior is explained by Attitude, Subjective Norms, Perceived Behavioral Control, and Behavioral Intention, while the remaining 31.2% is influenced by other factors outside the model. Similarly, 67.5% of the variance in Behavioral Intention is accounted for by Attitude, Subjective Norms, and Perceived Behavioral Control, leaving 32.5% explained by external factors. These findings suggest that the model has substantial explanatory power, although there are still additional variables not included in the study that may affect users' intentions and actual behavior on TikTok Shop.

F-Square

Table 9. F-Square

	f-square
Attitude -> Actual Behavior	0,068
Attitude -> Behavioral Intention	0,211
Behavioral Intention -> Actual Behavior	0,102
Perceived Behavioral Control -> Actual Behavior	0,031
Perceived Behavioral Control -> Behavioral Intention	0,333
Subjective Norm -> Actual Behavior	0,074
Subjective Norm -> Behavioral Intention	0,006

Source: Primary data processed (2026)

Table 9 shows the effect size (f^2) of each independent variable on the dependent variables, indicating the strength of their contribution. Perceived Behavioral Control has the largest effect on Behavioral Intention ($f^2 = 0.333$), followed by Attitude on Behavioral Intention ($f^2 = 0.211$), and Behavioral Intention on Actual Behavior ($f^2 = 0.102$), suggesting moderate to strong effects. The effects of Attitude, Subjective Norms, and Perceived Behavioral Control on Actual Behavior are smaller ($f^2 = 0.031$ – 0.074), while Subjective Norms have a minimal effect on

Behavioral Intention ($f^2 = 0.006$). Overall, these results indicate that Behavioral Intention is the key driver of Actual Behavior, and Perceived Behavioral Control is the most influential factor shaping Behavioral Intention among TikTok Shop users.

Hypothesis Testing Results

Table 10. Hypothesis Testing Results

	Original sample	Sample mean	Standard deviation	T statistics	P values
Attitude -> Behavioral Intention	0.358	0.364	0.086	4.182	0.000
Subjective Norm -> Behavioral Intention	0.069	0.079	0.115	0.603	0.546
Perceived Behavioral Control -> Behavioral Intention	0.496	0.479	0.123	4.029	0.000
Attitude -> Actual Behavior	0.218	0.230	0.082	2.678	0.007
Subjective Norm -> Actual Behavior	0.244	0.246	0.106	2.309	0.021
Perceived Behavioral Control -> Actual Behavior	0.171	0.175	0.101	1.697	0.090
Behavioral Intention -> Actual Behavior	0.312	0.295	0.094	3.304	0.001
Attitude -> Behavioral Intention -> Actual Behavior	0.112	0.105	0.039	2.888	0.004
Subjective Norm -> Behavioral Intention -> Actual Behavior	0.022	0.019	0.033	0.665	0.506
Perceived Behavioral Control -> Behavioral Intention -> Actual Behavior	0.155	0.146	0.067	2.313	0.021

Source: Primary data processed (2026)

Table 10 presents the results of hypothesis testing for the relationships among Attitude, Subjective Norms, Perceived Behavioral Control, Behavioral Intention, and Actual Behavior of TikTok Shop users. The results indicate that Attitude has a significant positive effect on Behavioral Intention ($\beta = 0.358$, $t = 4.182$, $p < 0.001$), suggesting that users' positive attitudes toward online shopping increase their intention to engage in transactions. Similarly, Perceived Behavioral Control also significantly influences Behavioral Intention ($\beta = 0.496$, $t = 4.029$, $p < 0.001$), implying that when users perceive online shopping as easy and manageable, their intention to shop increases. In contrast, Subjective Norms do not have a significant effect on Behavioral Intention ($\beta = 0.069$, $t = 0.603$, $p = 0.546$), indicating that social pressure from family, peers, or social media does not strongly affect users' intentions.

Regarding the influence on Actual Behavior, Attitude ($\beta = 0.218$, $t = 2.678$, $p = 0.007$) and Subjective Norms ($\beta = 0.244$, $t = 2.309$, $p = 0.021$) are significant predictors, while Perceived Behavioral Control shows a positive but marginally insignificant effect ($\beta = 0.171$, $t = 1.697$, $p = 0.090$). This suggests that although users' attitudes and social influences directly shape their actual shopping behavior, perceived ease of use alone may not guarantee higher actual behavior without the mediating role of intention. Behavioral Intention significantly affects Actual Behavior ($\beta = 0.312$, $t = 3.304$, $p = 0.001$), confirming that intention is a crucial mediator between psychological factors and actual shopping behavior.

The mediation analysis further supports this view. Behavioral Intention significantly mediates the effect of Attitude on Actual Behavior ($\beta = 0.112$, $t = 2.888$, $p = 0.004$) and Perceived Behavioral Control on Actual Behavior ($\beta = 0.155$, $t = 2.313$, $p = 0.021$), whereas the mediation effect of Subjective Norms is not significant ($\beta = 0.022$, $t = 0.665$, $p = 0.506$). These findings indicate that TikTok Shop users' intentions are the key pathway through which their attitudes and perceived control translate into actual shopping behavior, while social influence plays a less prominent role. Overall, the results validate the Theory of Planned Behavior, highlighting that

individual attitudes and perceived behavioral control are the strongest determinants of online shopping intention and behavior, whereas social norms have limited impact.

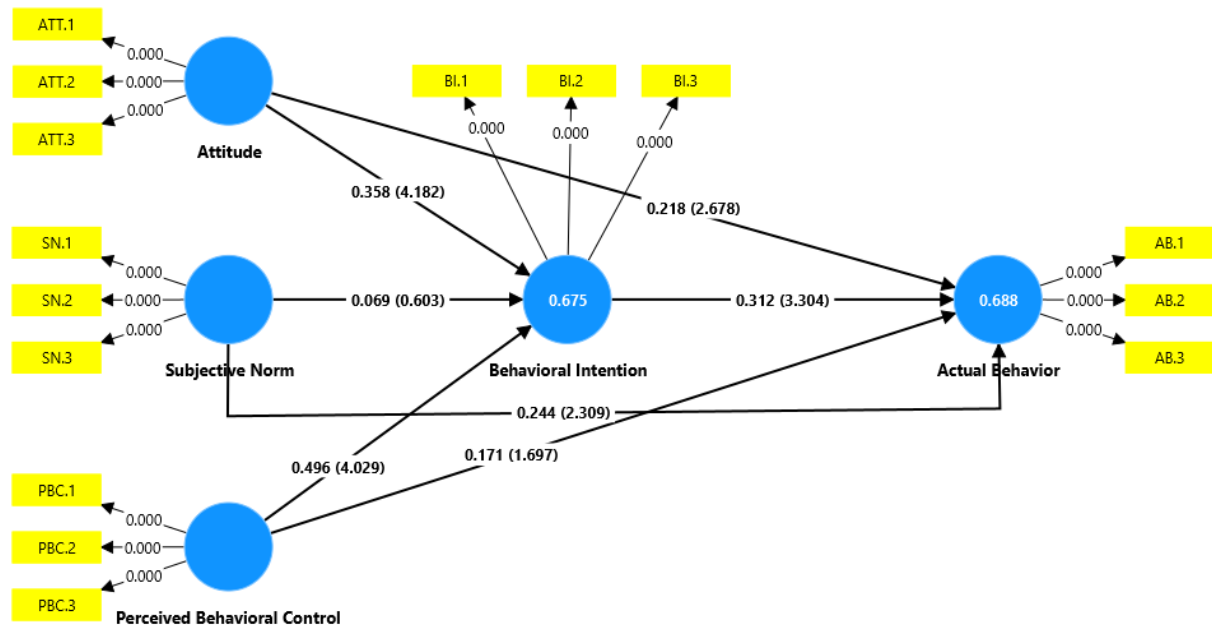


Figure 3. Bootstrapping SEM-PLS

Discussion

The Influence of Attitude on Behavioral Intention

The results of the study show that attitudes positively and significantly influence individual behavioral intentions. This indicates that respondents' personal evaluations of an action are the primary motivating factor in shaping their desire to perform it. When individuals have a favorable assessment and perceive that the action provides benefits that align with their personal values, their mental commitment or intention to carry out the behavior will automatically strengthen. This finding aligns with the theory proposed by Ajzen (2020) that attitudes are a function of an individual's beliefs about the consequences of a behavior. Research by Anggraini (2024) also confirms that positive attitudes toward a particular object directly strengthen purchase intentions. Furthermore, Altes et al. (2024) found that perceptions of the usefulness and value of attitudes are crucial determinants in shaping future technology usage intentions.

The Influence of Subjective Norms on Behavioral Intention

The results of the study indicate that subjective norms did not significantly influence behavioral intentions. This finding indicates that respondents' intentions tended to be independent and not driven by social pressure, family expectations, or peer influence. Respondents relied more on personal considerations and internal assessments than on efforts to meet the expectations or demands of those around them in determining their intentions to act. This phenomenon is supported by research by Hansfel (2020), who found that in the context of entrepreneurial intentions, subjective norms did not make a significant contribution compared to attitudinal factors and behavioral control. A similar finding was also expressed by Ayuningtyas & Susanti (2022), who found that social influences were often less dominant than personal beliefs and religiosity. Furthermore, Respati & Santoso (2021) emphasized that the

social environment is not always capable of stimulating a person's interests if it is not based on a strong cognitive understanding within the individual.

The Influence of Perceived Behavioral Control on Behavioral Intention

The results of the study indicate that perceived behavioral control has a positive and significant effect on behavioral intention. This means that a person's intention to act is highly dependent on their perceptions of ease, resource availability, and self-efficacy in mastering the situation. The greater an individual's confidence that they have complete control over existing obstacles, the higher their intention to engage in that behavior. This finding aligns with a study by Firmansyah (2025), who supports this finding by stating that behavioral control is a key driver of intention to use public services. According to Babu & Shivnani (2024), the availability of facilities and access are crucial control elements in fostering public intention. Nurtanto et al. (2025) also added that the perception of ease of access to technological devices significantly determines the strength of users' intentions to adopt new innovations.

The Influence of Attitude on Actual Behavior

The results of the study indicate that attitudes have a direct and significant influence on actual behavior. This finding proves that an individual's positive evaluation of something can trigger concrete action without always having to go through a lengthy process of considering intentions. A deeply ingrained attitude serves as a driving force that transforms perception into concrete action, indicating that respondents' internal beliefs are mature enough to be executed. This finding aligns with a study by Hurst et al. (2024), which states that a supportive attitudinal disposition will directly manifest in actual consumption behavior. According to Syabani et al. (2024), a strong attitude toward a field often immediately motivates someone to take concrete action. Khan et al. (2022) also explain that a positive attitude acts as a catalyst that accelerates the transition from thought to physical action.

The Influence of Subjective Norms on Actual Behavior

The results of the study indicate that subjective norms significantly influence actual behavior. Although social factors are unable to shape initial intentions, environmental pressures have been shown to be able to force or trigger actual behavior directly during the execution stage. This indicates the presence of peer pressure or environmental expectations that encourage individuals to carry out an action when a real-life situation occurs, even though they may not have initially planned it. This finding aligns with a study by Asignacion et al. (2026), who found that social influences in the physical environment can encourage spontaneous purchasing behavior. Kotelevets (2025) also argued that cultural and social norms often determine actual behavior when individuals interact directly within a community. This suggests that the social environment has a stronger coercive force at the action stage than at the planning or intention stages.

The Influence of Perceived Behavioral Control on Actual Behavior

The results of the study showed that perceived behavioral control did not have a significant direct impact on actual behavior. This finding implies that simply feeling capable or having supporting facilities does not guarantee that someone will actually take action. The perception of ease and availability of resources is only a potential that requires further encouragement to be transformed into concrete action in the field. According to Hair et al.

(2022), there is often a gap between what is perceived as control and the reality of implementation in the field. Research by Marcellino & Dewi (2023) revealed that even though someone feels in control, unexpected external constraints often hinder the realization of the behavior. Zhang et al. (2025) also added that self-control must be synergized with the fulfillment of other needs to become concrete action.

The Influence of Behavioral Intention on Actual Behavior

The results of the study indicate that behavioral intention has a positive and significant effect on actual behavior. This confirms that intention is the most crucial bridge and the closest predictor of a person's actions. The stronger the desire and mental plan an individual has developed, the greater the likelihood that the plan will be realized in the form of tangible and measurable actions. Christina & Yasa (2025) emphasized that a mature intention is an absolute requirement before someone makes a real online transaction. This finding aligns with the study by Ong et al. (2024) who found that in shopping activities, the intention that arises when viewing a promotion is the main driver of payment. Zou & Fu (2024) also emphasized that intention serves as the final gateway that determines whether a behavior will actually be carried out.

The Influence of Attitude on Actual Behavior through Behavioral Intention

The results of the study indicate that behavioral intention significantly mediates the influence of attitude on actual behavior. This pattern illustrates a systematic flow in which a positive attitude first strengthens intention, which then motivates a person to act. This mediating role emphasizes that conscious decisions and mental planning are crucial steps in transforming perception into action. This finding aligns with research by Altes et al. (2024), which shows that intention serves as a crucial link that translates benefit evaluation into adoption. Similarly, according to Rinaldi et al. (2025), the effectiveness of an attitude in producing long-term behavioral change depends heavily on the strength of the intention successfully built through the cognitive process.

The Influence of Subjective Norms on Actual Behavior through Behavioral Intention

The results of this study indicate that behavioral intention is unable to mediate the influence of subjective norms on actual behavior. Because subjective norms fail to form intentions in the initial stage, the connecting pathway to actual behavior is broken. This indicates that the influence of others in this study is not processed through conscious consideration of intentions, but rather operates through other mechanisms or occurs spontaneously at the action stage. This finding aligns with a study by Qazi & Husin (2024), which found that intention often fails to act as a mediator if individuals perceive the decision to be highly personal and unaffected by social pressure. Saad et al. (2023) also stated that in certain contexts, environmental pressures are not strong enough to be internalized into a planned intention.

The Influence of Perceived Behavioral Control on Actual Behavior through Behavioral Intention

The results of the study indicate that behavioral intention significantly mediates the relationship between perceived behavioral control and actual behavior. This finding confirms that even though someone feels they have the ability and resources, this will only become a real action if the individual has a firm intention. The feeling of being able to create intention, and

this intention becomes the energy to actually execute the action. This finding aligns with the study by Nurtanto et al. (2025), which explains that the availability of supporting tools will improve behavioral performance only if the individual has a strong intention to use them. This is also supported by Usman et al. (2025), who stated that the accessibility and ease of use of technology will encourage real action in society by first strengthening the intention to adopt.

CONCLUSION

This study examined the determinants of behavioral intention and actual behavior in the context of TikTok Shop users, drawing upon the Theory of Planned Behavior (TPB). The findings highlight that attitudes and perceived behavioral control are primary drivers of behavioral intention, emphasizing the importance of individual evaluations and perceived ease of use in shaping users' willingness to engage in online transactions. Subjective norms, while less influential on intention, were found to exert a direct effect on actual behavior, suggesting that social pressures can trigger spontaneous actions even in the absence of a pre-formed intention. Furthermore, the study confirmed that behavioral intention serves as a crucial mediator, particularly in translating attitudes and perceived control into actual behavior. This reinforces the TPB framework by demonstrating that conscious mental planning and commitment are essential for converting perceptions and capabilities into observable actions. In contrast, subjective norms do not consistently operate through intention, indicating that social influences may act more directly on behavior or through informal, context-dependent mechanisms. These insights contribute to the theoretical understanding of consumer behavior in digital platforms, particularly among Generation Z, who exhibit a preference for personal evaluation and self-efficacy over social conformity in decision-making processes.

From a managerial perspective, the results suggest that e-commerce platforms such as TikTok Shop should prioritize enhancing users' positive perceptions and perceived control through intuitive design, user-friendly features, and clear guidance on transactional processes. Simultaneously, leveraging social elements, such as trending content or peer engagement, may effectively influence actual user behavior even when intentions are not strongly formed. This dual approach focusing on both internal cognitive drivers and external social stimuli offers a comprehensive strategy to increase user engagement and transaction rates.

Despite its contributions, this study has several limitations. First, the cross-sectional design restricts the ability to establish causality over time, and findings may not generalize beyond the demographic profile of Generation Z users in the studied region. Second, the study relied on self-reported measures, which may be subject to bias or social desirability effects. Future research could adopt longitudinal designs or experimental interventions to capture behavioral dynamics over time, explore other mediating or moderating variables such as trust or platform loyalty, and extend the context to other digital marketplaces or geographic regions to enhance generalizability.

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