

Digital Native Perception and Influence of the TikTok Platform as an Online Shop Media Using Method Technology Acceptance Model (Actual Used) to Behavior Consumptive (High School Students in Metro City)

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ABSTRACT

This study explores the perceptions of digital natives regarding the TikTok platform as an online shopping medium and its impact on their consumptive behavior, using the Technology Acceptance Model (TAM). The research focuses on high school students in Metro City and investigates how perceived knowledge and actual use influence their shopping behavior on TikTok. The results reveal that digital natives show significant interest in using the TikTok Shop feature for online shopping. However, the perception of knowledge does not significantly impact consumer behavior, indicating that not all students are aware of the online shopping features on TikTok. On the other hand, the perception of system usage positively influences consumer behavior, leading to stronger purchase intentions. Data analysis shows that 86.5% of respondents find the TikTok Shop feature convenient for online shopping. The study concludes that the usability of the TikTok Shop feature significantly affects the consumptive behavior of high school students in Metro City, demonstrating the platform's potential as a viable medium for online shopping among digital natives.

Keywords: TikTok, Technology Acceptance Model, Consumers Behavior, Digital Natives.

1. INTRODUCTION

The rapid development of technology has transformed communication and information channels from conventional to modern and digital forms. Notably, the widespread availability of internet facilities through mobile phones has made accessing information easier than ever before, regardless of time or location. This trend is evident in Indonesia, where the number of internet users continues to rise, as documented by the Association of Indonesian Internet Services Providers (APJII).

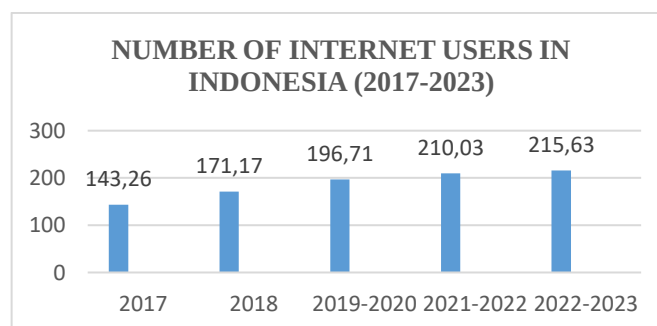


Figure 1. 1 Total Internet Users in Indonesia (2017-2023)
Source: Association Indonesian Internet Service Provider (APJII)

According to Worldometer data from the United Nations in 2023, Indonesia, with a population of approximately 278,553,401 residents, is considered a promising digital market. The Association of Indonesian Internet Service Providers (APJII) reports that there are approximately 215,63 million Internet users in Indonesia, accounting for 78.19% of the total population. A recent survey on

Indonesian internet penetration in 2024, conducted by APJII, indicates that Indonesia's internet penetration rate has reached 79,5%.

In light of the ongoing advancements in information and communication technology, various sectors—such as the economy, society, and culture—have experienced significant impacts. These developments have also influenced lifestyle patterns and consumption behaviors. Presently, technology facilitates online transactions, sales, and purchases, leading to a proliferation of online shopping options accessible to the public without the need for physical seller locations (Yacub & Mustajab, 2020)

Among the various forms of online promotional media, social media marketing stands out. Miller (2009), as cited in Suwarsih et al.'s article (2021), emphasizes the significance of social media platforms—such as Facebook, Twitter, Flickr, and blogs—in the business landscape. Notably, YouTube leads the pack as the most widely used social network category for promotional purposes, followed closely by Facebook, Twitter, and Instagram. These applications serve as effective communication channels for business promotion, as recognized by many enterprises (Suwarsih et al., 2021).

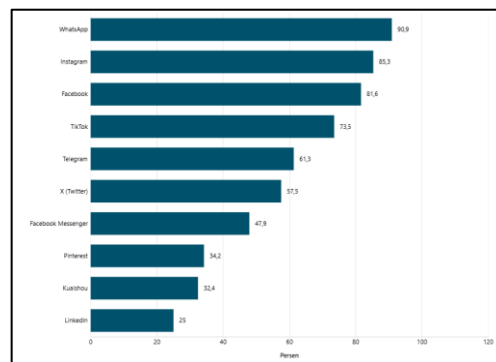


Figure 1.2 Quantity of Social Media Users in Indonesia
Source: Katadata Media Network

According to the latest report from We Are Social, WhatsApp has emerged as the most widely used social media application in Indonesia as of January 2024. Among internet users aged 16 to 64 years, a significant majority—90.9%—utilize this application. Instagram follows closely in second place, with 85.3% of users, while Facebook maintains a presence with 81.6% adoption. TikTok, with 73.5% usage, also plays a notable role. Additionally, 61.3% of users engage with Telegram, and 57.5% with X (formerly known as Twitter). Overall, Indonesia boasts 139 million identified social media users in January 2024, equivalent to 49.9% of the national population (Annur, 2024).

Social media serves as a platform for interactions and socialization while also functioning as an efficient and cost-effective marketing tool. The ease of access provided by social media has become an integral part of technological progress, impacting various aspects. Unlike traditional marketing, the strategic use of technological media requires careful evaluation and innovative approaches (Siagian & Martiwi, 2020)

According to Santoso (as cited in Nanda et al., 2024), social media marketing aims to create awareness, recognition, and brand memory for products, businesses, individuals, or groups. This strategy can be implemented directly or indirectly through platforms such as blogs, microblogs, and social networking sites. The prevalence of social media marketing facilitates online interactions between businesses and customers. In the contemporary landscape, social media significantly influences various aspects of life and shapes purchasing decisions (Suwarsih et al., 2021)

According to Kircova (2018), social media provides brands with an opportunity to continually interact with users. Currently, brands engage in a series of processes that begin with establishing their identity on social networks, blogs, and other digital platforms. These efforts aim to enhance customer service within the marketing framework. Consequently, consumer engagement in today's era encompasses their experiences on social media platforms, reflecting their psychological state. Among all social media platforms, social networking sites such as Facebook, Twitter, YouTube, and TikTok have garnered significant attention from academics and communication professionals. Furthermore, social media serves as a facilitating channel for consumer communication, expediting interactions between consumers (Suwarsih et al., 2021)."

The TikTok Shop feature serves as an effective online shopping medium, functioning both as a promotional tool for sellers and a convenient shopping experience for consumers. TikTok Shop users can engage in live streaming or embed product links within their videos. In the current context, TikTok has evolved beyond mere entertainment to become a multifaceted platform. Beyond consumer convenience, TikTok Shop presents opportunities for sellers and the general public seeking to engage in trade on this platform. Sellers can leverage live streaming features or incorporate product links into short TikTok videos to expand their reach and enhance interactions with consumers (Sa'adah et al., 2022). Consequently, TikTok Shop not only facilitates shopping but also serves as a conduit for business growth and social media marketing. This feature resonates particularly with millennials and Generation Z, enabling more efficient shopping experiences.

Millennials and Generation Z perceive the Internet not only as a functional tool but also as a reflection of their lifestyle. Accustomed to fast and unlimited connectivity, they rely on the Internet as their primary source of information, a platform for self-expression via social media, and a means to build social connections. Opinions suggest that Generation Z will spend their youth and adulthood during an era of economic and social transformation (Sidorcuka & Chesnovicka, 2017). Researchers emphasize that Generation Z adeptly navigates both the real and virtual worlds, considering them complementary. Consequently, they swiftly access information sources and share knowledge with others. Continuous communication occurs through various communication devices and social media platforms (Dolot, 2018). This understanding underscores Generation Z's status as a digital native cohort.

Helsper and Eynon (2010) define the digital native generation as a cohort of young people born during an era when the Internet has seamlessly integrated into their lives. From the very beginning, these individuals have been immersed in cyberspace. Even newborns' photos swiftly transform them into digital citizens through various social media platforms. Their presence in the digital realm inherently characterizes them as digital natives. As they grow, their proficiency in using smartphone devices continues to evolve, starting from childhood and extending into adolescence.

According to research conducted by APJII, the majority of online consumers belong to the younger demographic, which also constitutes the largest group of internet users in Indonesia. The characteristics of this youth cohort include dynamism, a penchant for socializing, and active participation in communities. Additionally, they are susceptible to external influences and often navigate ambiguous situations. In the context of marketing, young people represent a significant and essential target market, given their vulnerability to negative aspects of globalization, such as consumerism and hedonism (Miranda et al., 2017).

In the context of increasing consumption patterns, observable consumer behaviour trends emerge. Consumptive behaviour refers to an individual's inclination to engage in excessive purchasing beyond planned needs (Winarta, 2019). This behaviour is characterized by impulsive buying decisions devoid of rational considerations based on necessity. Furthermore, consumptive behaviour extends beyond mere fulfilment of needs; it also satisfies desires for prestige, status, trend-following, and various other non-essential reasons (Miranda et al., 2017).

In the use of TikTok Shop features, several factors influence consumer behavior. These factors can impact consumer behavior related to the use of technological systems. The Technology Acceptance Model (TAM) is a commonly used method to assess the level of technology acceptance and usage. TAM was developed by Davis et al. (1989) based on the Theory of Reasoned Action (TRA) model. Within the TAM framework, five main constructs exist: perceived ease of use, perceived usefulness, user attitude toward usage, behavioral intention, and actual use. Perceived curiosity, characterized by a strong internal drive to explore new things, motivates human activity and triggers information-seeking behavior (Aburbeian et al., 2022).

In their study, Sa'adah et al. (2022) investigated Generation Z's perception of the use of the TikTok Shop feature within the TikTok application. The results indicated that Generation Z shows significant interest in utilizing this feature for online transactions. Wulandari et al. (2022) also explored the application of TAM, specifically focusing on perceived benefits and usefulness in mobile banking usage among consumers in Surabaya. Their findings highlighted a positive influence of perceived usefulness on consumer behaviour. Furthermore, Herlina et al. (2023) examined consumer behaviour related to the Shopee application using the TAM framework, emphasizing positive outcomes. Hidayanti et al. (2022) discovered a significant association between TikTok Shop as an online shopping medium and the consumptive behaviour of teenagers. Additionally, Vira's research (2021) demonstrated that consumer behaviour is positively influenced by system usage.

The objective of this study is to investigate the impact of the TikTok platform, as an online shopping medium, on the consumption behavior of digital natives. The research focuses on students at SMA Negeri 1 in Metro City, applying the Technology Acceptance Model (TAM) as the theoretical framework.

2. LITERATURE REVIEW

2.1 TikTok

TikTok, a widely popular application worldwide, allows users to create 15-second videos accompanied by music, filters, and other engaging features. It is accessible on mobile devices, providing entertainment videos enjoyed by a broad audience (Adawiyah, 2020). Beyond entertainment, TikTok serves as a platform for promoting various products, including food, cosmetics, and fashion, often leveraging influencers and idol artists. For creative and entrepreneurial teenagers, TikTok can serve as a significant source of income. Its captivating features appeal to multiple generations, from Generation X to Generation Z (Sa'adah et al., 2022).

Among Indonesian users, TikTok has gained widespread popularity across various demographics, with nearly everyone having the app installed on their devices. A recent addition to TikTok's features is TikTok Shop—an online shopping platform that caters to generations X through Z and appeals to a broad audience. While TikTok Shop offers services similar to conventional e-commerce and other marketplaces, its distinguishing factor lies in the affordability of its products. Additionally, TikTok Shop employs promotional strategies to encourage consumers to purchase featured products. With attractive discounts, significant price reductions, and nationwide free shipping, it's no surprise that both millennials and Generation Z prefer shopping on TikTok Shop over other marketplaces (Sa'adah et al., 2022).

2.2 Digital Natives

The term 'digital native,' introduced by Marc Prensky in 2001, refers to the younger generation born after 1980, who have grown up surrounded by mobile phones, computers, and other digital devices throughout their lives (Budiana, 2021). Digital natives exhibit independent, assertive, and emotionally expressive attitudes, often questioning various matters intellectually. They are also recognized as an innovative generation driven by curiosity and a lifelong pursuit of knowledge (Mahbubi, 2023).

In their book, Helsper and Eynon (2010) define the digital native generation as a cohort of young people born during an era when the Internet became an integral part of their lives. From the earliest moments of their existence, they have been immersed in cyberspace. Even newborns' photos swiftly transform them into digital citizens through various social media platforms. Their presence in the digital realm inherently characterizes them as digital natives. As they grow, their proficiency in using smartphone devices continues to develop, starting from childhood and extending into adolescence.

The rapid advancement of technology has facilitated deep access to various information for the digital native generation. A characteristic typical of this generation is their inclination toward instant gratification—a lifestyle that prioritizes speed and ease, often achieved with a simple touch of their fingers. Across various aspects of life, digital natives stand out due to their effectiveness, efficiency, and preference for instant solutions. For instance, when household food supplies are nearly depleted, they easily turn to online shopping platforms, where goods are promptly delivered to their homes (Sa'adah et al., 2022). Digital natives tend to engage in online shopping more frequently than physically visiting brick-and-mortar stores. This habit streamlines their fulfillment of needs, whether through e-commerce platforms or marketplaces like Shopee, Lazada, Tokopedia, or even social media platforms such as TikTok.

2.3 System Information Business

Business Information Systems represent the convergence of information technology and human activities, leveraging technology to support organizational operations. These systems comprise components such as software, hardware, and human expertise, processing information to achieve specific organizational goals (Sa'adah et al., 2022). An illustrative example within the business sector is E-commerce—an electronic commerce platform facilitating transactions between sellers and buyers via the Internet, relying on information systems. TikTok Shop, as a form of E-commerce,

also falls under the category of business information systems involving electronic sales and the storage of transaction-related data.

2.4 Consumptive Behaviour

Consumptive behaviour refers to an individual's tendency to engage in excessive spending beyond planned purchases (Winarta, 2019). Consequently, such behaviour involves irrational spending, often driven by the desire to acquire items as symbols of special status. Consumptive behaviour encompasses the utilization of goods and services within the economy, as well as the decision-making process that precedes these actions (Kurniawan, 2023).

According to Nafira (2022), behaviour consumption:

1. The inability to withhold seduction from sellers often influences the behaviour of consumers.
2. There are feelings of inconvenience to the seller that can influence the decision to purchase.
3. Impatience moments when wanting to buy goods often result in purchasing impulsively without careful consideration.

According to Supriyanto (2021) put forward the causal factors of behaviour consumptive divided on:

1. "Behavior consumptive is influenced by internal factors, such as draft influencing self-decision purchase based on evaluation self Alone. Plus, style life also plays a role, where the individual tends to follow developments in time to buy goods."
2. "External factors that influence behaviour consumptive is group reference, where influence from environment social and friends peer can influence decision purchase."

3. METHODS

3.1 Types of research

According to Sugiyono (2020), descriptive qualitative research involves examining natural phenomena through words, diagrams, and images. It can be interpreted as a research method based on positivist philosophy.

3.2 Population and Sample

Study This uses the Digital Natives population aged 15-18 years, namely students in Senior High Schools in Metro City. According to data from the Ministry of Education and Culture, there are 148,436 high school students in Metro City (<https://dapo.kemdikbud.go.id>). The sampling technique used in the research This is probability sampling, i.e. possible sampling techniques members in the population have the opportunity or the same profitability for chosen as sample (Sugiyono, 2020). The sample size can be determined using the Taro Yamane and Slovin formula. Engkos (cited in Suwarsih et al., 2021) suggests that this retrieval technique is appropriate when the population size is already known. ". As for the formula the as follows:

$$n = \frac{N}{N.d^2 + 1}$$

Information:

n = Number of member sample; N = Number of Population; d^2 = Precision is set at 10%, then:

With entering into the equality, the formula above obtained the minimum sample size as Follows:

$$n = \frac{148.436}{148.436 (0,1)^2 + 1} = 9,93 = 100 \text{ respondent}$$

3.3 Data source

Instrument research used for measure intention, the use TikTok Shop is a Technology Acceptance Model (TAM) model with indicator perception of knowledge and perception Actual Use. To determine the intention behaviour of individuals in the use of technology (Sa'adah et al., 2022).

Deep data study This was obtained through a survey using distributed questionnaires via Google Forms. The questionnaire consists of two main parts: profile respondents and application of the acceptance model technology or perception about the use of TikTok Shop. Every respondent requested to evaluate how far they are. Agree or no agree to use of TikTok Shop. Collected data is then interpreted in a descriptive way. In conclusion, the perception use of TikTok Shop in the Digital Native generation.

3.4 Validity Test and Reliability Test

A validity test is a test used to measure accuracy or whether it is valid or not, such as a questionnaire (questionnaire) (Ghozali, 2019). The validity test will be measured using the SPSS program with method correlation Pearson with $\alpha=5\%$. If the value significant per indicator obtained a significance of 5%, with probability < 0.05 , then it is declared valid.

Meanwhile, reliability testing is tools used for measure A questionnaire which is indicator from variable or construct. A variable or construct can is said to be reliable if produce Cronbach Alpha value (a) 0.60 (Ghozali, 2019).

Terms used to determine whether the instrument is reliable or not:

- If Cronbach Alpha (a) > 0.60 means variable study, this is reliable.
- If Cronbach Alpha (a) < 0.60 , it means the variable study is unreliable

3.5 Multiple Linear Regression Test

According to (Ghozali, 2019) analysis, multiple linear regression is used when a study consists of more than two variables, where analysis regression is used to answer the hypothesis that has been proposed by researchers to know how much big influence variable, independent or free, is influencing factors behaviour consumptive in the shop online. Equality multiple linear analysis is

$$Y = a + b_1X_1 + b_2X_2 + \dots + e$$

Information:

Y: Variable Y

a: Constant

b: Coefficient Regression

X: Variable X

e: Variable out of the model (error)

3.6 Hypothesis Test

Statistical test was used to test the influence of each variable, from independent to variable dependent (Ghozali, 2019). With criteria testing, if the mark significant < 0.05 and the direction coefficient regression variable is independent in accordance with what was predicted, then H.O. is rejected, or H_a supported.

According to (Ghozali, 2019), the method of making decisions can shared into two, namely:

- H₀ accepted and H_a rejected If significance $t > 0.05$ or $t_{\text{count}} < t_{\text{table}}$
- H₀ rejected and H_a accepted If significance $t < 0.05$ or $t_{\text{count}} > t_{\text{table}}$

Based on the description above, the hypothesis in a study is as follows:

a) Influence perception knowledge to behaviour consumptive

H₀₁: Perception knowledge no influence significance to behaviour consumption among high school students in Metro City

Ha1: Perception knowledge is influential and significant in behavioural consumption among high school students in Metro City.

b) Influence Actual Used to behaviour consumptive

H₀₂: Actual Use no influential significance to behaviour consumption among high school students in Metro City

Ha2: Actual Use that is influential and significant in behavioural consumption among high school students in Metro City.

3.7 Coefficient Test Determination (R²)

Coefficient determination (R²) works to measure how much big deep model capabilities explain variation variable dependent. Coefficient value determination (R²) is between 0 (zero) and 1 (one). Coefficient value little determination means the ability of independent variables in explained variation variable dependencies is very limited. However, close value One means variables free give almost all required information for predicting variation variable dependent (Ghozali, 2019).

4. RESULTS AND DISCUSSION

This research explores Generation Z users' perceptions of the TikTok Shop feature within the TikTok application. Drawing upon the Technology Acceptance Model (TAM), we examine individual variations in perceptions. As Mulyana states, perception is an internal cognitive process

that enables us to select, organize, and interpret stimuli from our environment, ultimately influencing our behaviour. The survey questionnaire covered various aspects, including gender, age, and perceptions related to using the TikTok Shop feature. Our findings provide valuable insights into the mapping of these perceptions among Generation Z users.

4.1 Results

4.1.1 Recapitulation Identity Respondent

Table 1. Age Data Respondent

Age Respondent	Percentage
15	12%
16	26%
17	36%
18	26%

Source: Processed data using SPSS 23 (2024)

Table 1 reveals that the majority of respondents fall within the 17-year-old age group, comprising 36 individuals. Meanwhile, 26 respondents are aged 16 or 18, with the smallest group being 15-year-olds, totaling 12 participants.

Table 2. Gender Data Respondent

Respondent	Percentage
Male	39%
Female	61%

Source: Processed data using SPSS 23 (2024)

Table 2 presents the gender distribution among the study participants. Specifically, 61 respondents identified as female, while 39 respondents identified as male.

4.1.2 Recapitulation Response Respondent

The table below presents a recapitulation of respondents' perceptions based on their responses to the questionnaire.

Information:

S.A. : Strongly Agree

A : Agree

DS : Disagree

SDA : Strongly Disagree

Table 3. Perception Knowledge

No	Statement	S.A. [4]	A [3]	DA [2]	SDA [1]	Total Score
1	is You using the TikTok platform	26 (26%)	65 (65%)	7 (7%)	2 (2%)	100 (100%)
2	Do you know the online shop feature on the TikTok platform	25 (25%)	71 (71%)	3 (3%)	1 (1%)	100 (100%)
3	is You often use the feature TikTok Shop	14 (14%)	57 (57%)	25 (25%)	4 (4%)	100 (100%)

Source: Processed data using SPSS 23 (2024)

Table 4. Actual Use

No	Statement	S.A. [4]	A [3]	DA [2]	SDA [1]	Total Score
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1	I follow an online shop account on TikTok which has Lots followers (followers)	14 (14%)	50 (50%)	30 (30%)	6 (6%)	100 (100%)
2	I buy goods from There are many online shop accounts on TikTok get a sign like or love on the photos or product videos	20 (20%)	63 (63%)	16 (16%)	1 (1%)	100 (100%)
3	Complete title and description of the photo products and videos posted by online shops on TikTok show that online shop Trusted	21 (21%)	71 (71%)	7 (7%)	1 (1%)	100 (100%)
4	The hashtag (#) feature on TikTok makes things easier for respondents to find and choose the product they are looking for based on category certain	24 (24%)	69 (69%)	6 (6%)	1 (1%)	100 (100%)
5	I use the mention or arroba feature in the column comment to participate and communicate directly with the owner of the online shop account on TikTok	11 (11%)	68 (68%)	19 (19%)	2 (2%)	100 (100%)
6	I use comments on photos or videos uploaded by online shops on TikTok for evaluate quality products and services from the online shop.	13 (13%)	77 (77%)	9 (9%)	1 (1%)	100 (100%)
7	I decide to buy a product when comments on photos or videos that I want nature-positive	29 (29%)	65 (65%)	5 (5%)	1 (1%)	100 (100%)
8	With the Connected 'Share' feature to social media apart from TikTok, respondents can easily see catalogue products, not only on online shop accounts on TikTok	13 (13%)	80 (80%)	7 (7%)	0 (0%)	100 (100%)

Source: Processed data using SPSS 23 (2024)

Table 4. Behavior Consumptive

No	Statement	S.A. [4]	A [3]	Da [2]	SDA [1]	Total Score
1	I will soon buy products from the online shop on TikTok when I feel in accordance	2 (2%)	64 (64%)	13 (13%)	2 (2%)	100 (100%)
2	I will feel annoyed/confused / always remember if I have not yet bought the product that I want in the TikTok online shop	9 (9%)	40 (40%)	41 (41%)	10 (10%)	100 (100%)
3	I buy goods from My online shop account on TikTok, though goods are Not too important	4 (4%)	29 (29%)	55 (55%)	12 (12%)	100 (100%)
4	I used some money to buy the product that I wanted in the TikTok online shop.	8 (8%)	61 (61%)	23 (23%)	8 (8%)	100 (100%)
5	I always feel satisfied after buying the goods that I want from the online shop on TikTok.	13 (13%)	65 (65%)	21 (21%)	1 (1%)	100 (100%)
6	I shop online at the online shop on TikTok almost every month Because always interested in models or new product	9 (9%)	32 (32%)	45 (45%)	14 (14%)	100 (100%)

Source: Processed data using SPSS 23 (2024)

4.1.3 Validity test

The validity test is said to be valid if the r value is bigger from the r table 0.195 in the study. This is as follows:

Table 6. Validity Test

Variable	Statement	r count	r table	Decision
Perception Knowledge	P1	0.85	0.195	Valid
	P2	0.811	0.195	Valid
	P3	0.866	0.195	Valid
Perception Use System	P4	0.714	0.195	Valid
	P5	0.573	0.195	Valid
	P6	0.738	0.195	Valid
	P7	0.643	0.195	Valid
	P8	0.81	0.195	Valid
	P9	0.801	0.195	Valid
	P10	0.687	0.195	Valid
	P11	0.613	0.195	Valid
Behavior Consumptive	P12	0.665	0.195	Valid
	P13	0.665	0.195	Valid
	P14	0.748	0.195	Valid
	P15	0.74	0.195	Valid
	P16	0.601	0.195	Valid
	P17	0.84	0.195	Valid

Source: Processed data using SPSS 23 (2024)

4.1.3.1 Reliability Test

The reliability test can say to be reliable when Cronbach's alpha is bigger than 0.60; the reliability test results in the study This is as follows:

Table 7. Reliability Test

Variable	Cronbach's Alpha	Critical Value	Conclusion
Perception Knowledge (X1)	0.79	0.6	Reliable
Perception Use System (X2)	0.86	0.6	Reliable
Behavior Consumptive (Y)	0.806	0.6	Reliable

Source: Processed data using SPSS 23 (2024)

In the column labelled "Cronbach's alpha," we observe a value greater than 0.60. This indicates that the construct statements across all variables are reliable. In other words, the items within these statements consistently yield similar responses from different individuals.

4.1.3.2 Multiple Linear Regression Test

Table 8. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1,959	2,040		-0.960	0.339
Total PKnowledge (X1)	0.206	0.181	0.105	1,138	0.258
Total PSystem (X2)	0.617	0.095	0.648	6,502	0,000
a. Dependent Variable: Total Behavior Consumptive (Y)					

Source: Processed data using SPSS 23 (2024)

The calculation results in multiple linear regression in Table 8 is obtained equality regression:

$$Y = -1.959 + 0.206 X_1 + 0.617 X_2$$

Based on equality, the can is known that a mark constant of (-1.959) shows that If perception knowledge (X_1) and perception system usage (X_2) = 0, then mark behaviour consumption of high school students in Metro City is -1,952. Furthermore, coefficient regression on variable X is as follows:

1. Coefficient regression X_1 of 0.206 shows that every increase of 1 unit influences perception knowledge (X_1), and then behaviour consumption (Y) increases by 0.206.
2. Coefficient X_2 regression of 0.617 shows that every existing increase of 1 unit influences actual use (X_2), and then behavior consumption (Y) increases by 0.617.

4.1.4 Hypothesis test

4.1.4.1 T-test

Based on the output in Table 8 above, it is known that:

The calculated t-value for the variable "perception knowledge" (X_1) is 1.138, with a significance level of 0.258. Comparing this to the t-table value at $\alpha = 0.05$ (which is 1.984), we find that the t-count (1.138) is less than the t-table value (1.984). Additionally, the significance value (0.258) is greater than 0.05. Therefore, we accept the null hypothesis (H_{01}) and reject the alternative hypothesis (H_{a1}). In conclusion, perception knowledge has a negative and statistically insignificant influence on consumer behaviour.

The calculated t-value for the variable "perceived system use" (X_2) is 6.502, with a significance level of 0.000. Comparing this to the t-table value at $\alpha = 0.05$ (which is 1.984), we find that the t-count (6.502) exceeds the t-table value (1.984). Additionally, the significance value (0.000) is less than 0.05. Therefore, we reject the null hypothesis (H_{02}) and accept the alternative hypothesis (H_{a2}). In conclusion, perceived system use has a positive and statistically significant influence on consumer behaviour.

4.1.4.2 Coefficient Test Determination (R^2)

Table 9. Coefficient Test Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.689 ^a	0.475	0.452	2,302
a. Predictors: (Constant), Total PASystem (X_2), Total PKnowledge (X_1)				
b. Dependent Variable: Total Behavior Consumptive (Y)				

Source: Processed data using SPSS 23 (2024)

Based on Table 10 above, the mark coefficient determination (Adjusted R Square) was obtained at 0.452 or around 45.2%. So, we can conclude that perception knowledge, perception actual use influential to behaviour consumptive amounted to 45.2%. Meanwhile, the remaining 54.8% is influenced by other factors that are not researched in the study.

4.2 Discussion

4.2.1 The Influence of Perceived Knowledge on Consumptive Behavior

In the analysis of Table 3, it can be seen that not all respondents use the TikTok platform. The percentage indicating agreement with the statement "Strongly Agree" was 26%, and "Agree" was 65%, indicating that 9% of respondents did not use the platform. However, most respondents were knowledgeable about the TikTok Shop feature. As many as 95% of respondents are aware of this feature, and 71% of them use it. Thus, there were several respondents who only knew about the existence of TikTok and the TikTok Shop feature but did not use it or even install the application. Apart from that, some respondents from Generation Z use the TikTok Shop feature to purchase various products, including clothing and food. Their main reason is that this feature offers relatively low prices, including shipping costs, when compared to online stores in general. Apart from that,

advertisements presented by marketers on TikTok provide a creative platform to attract people's interest in buying products through the TikTok Shop feature. In line with previous research findings by Hilal (2021), the TikTok application has been widely used by people for creativity and business. Digital native knowledge about the TikTok application can be used as a reference and an educational tool to develop their abilities.

Based on the data that has been processed, the first hypothesis shows that the perception of knowledge variable has a negative effect on consumer behaviour. In Table 10 regarding the results of the T statistical test, the calculated t-value is 1.138, and the significance probability value is $0.238 > 0.05$. So, it can be concluded that the third hypothesis (H_{01}) in this study, which states that Perceived Knowledge has no influence on Consumer Behavior, is accepted. This shows that although there are many high school students in Metro City who use TikTok, not all of them are aware of the online shopping features on the TikTok platform.

4.2.2 The Influence of Actual Use on Consumptive Behavior

In Table 4, it was found that 64% of respondents agreed to follow online shop accounts on TikTok that had many followers. Accounts with many followers are considered trustworthy and are supported by many testimonials from online buyers. Furthermore, 83% of respondents admitted that they bought goods from TikTok online shop accounts that received lots of likes or love for product photos or videos. Apart from that, 82% of respondents agreed that complete titles and descriptions of product photos and videos posted by online shops on TikTok show trust in the online shop. The hashtag (#) feature on TikTok also received support from 93% of respondents because it makes it easier for them to find and select products based on certain categories. Apart from hashtags, the mention feature in the comment's column is also used by 93% of respondents to participate and communicate directly with online shop account owners on TikTok. Comments on photos or videos uploaded by online shops on TikTok are used by 90% of respondents to assess the quality of products and services. In addition, 94% of respondents think purchasing decisions can be influenced by positive comments on photos or videos of products they are interested in. Finally, 93% of respondents agreed that the 'Share' feature connected to social media other than TikTok made it easier for them to view product catalogues from online shop accounts. The findings of this research are consistent with the results of Vira (2021), which shows that the system in the TikTok shop feature can be easily used. In other words, the system implemented in the TikTok Shop feature can make it easier for digital native buyers to shop online.

Based on the data that has been processed, the fourth hypothesis shows that the variable perception of system use has a positive effect on consumer behaviour. In Table 10, regarding the results of the T statistical test, the calculated t-value is 6.502, and the significance probability value is $0.000 > 0.05$. So, it can be concluded that the third hypothesis (H_{a3}) in this research, which states that perceived knowledge has an influence on consumer behaviour, is accepted. The findings of this research are consistent with the results of Vira (2021), which shows that the system in the TikTok shop feature can be easily used. In other words, the system implemented in the TikTok Shop feature can make it easier for digital native buyers to shop online so that they have strong purchasing intentions.

5. CONCLUSION

Based on the research and discussion, the following conclusions can be drawn:

1. Digital natives show significant interest in utilizing the TikTok Shop feature available in the TikTok app. This feature serves as an alternative for them to engage in online shopping, even amid various other available options.
2. The study's findings indicate that perceived knowledge does not significantly impact consumer behavior in the context of shopping online using the TikTok Shop feature. This suggests that not all high school students in Metro City are aware of or influenced by the online shopping features on TikTok.
3. The research reveals that 86.5% of digital natives find the TikTok Shop feature convenient for online shopping. Furthermore, the actual use positively influences consumer behavior, leading to a stronger intention to purchase through the TikTok Shop feature.

In conclusion, the perception of the TikTok Shop feature's usability significantly impacts the consumptive behavior of high school students in Metro City. This demonstrates the potential of the TikTok platform as a viable medium for online shopping among digital natives.

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