

FROM SCROLLS TO CARTS: AN EIIC MODEL GROUNDED IN USES AND GRATIFICATIONS ON TIKTOK SOCIAL COMMERCE

Gracela Marisa Sanapang^{1)*}, Monalisa²⁾

¹⁾Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar

²⁾Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar

*gracela.marisa@ciputra.ac.id



e-ISSN 2686-0058

p-ISSN 2715-7695

Article Information

Submitted

09 Desember 2025

Revision

12 Maret 2026

Published

30 Juli 2026

Keywords:

Entertainment,
Information Quality,
Social Interaction,
Convenience, Uses
and Gratifications,
TikTok Social
Commerce

Abstrak: Transformasi Scroll Menjadi Pembelian: Model EIIC Berbasis Teori Uses and Gratifications pada Social Commerce TikTok. Penelitian ini mengembangkan model EIIC perilaku pembelian social commerce TikTok dengan mengintegrasikan hiburan, kualitas informasi, interaksi sosial, dan kemudahan dalam kerangka Teori Uses and Gratifications. Data survei dari 161 pengguna TikTok Indonesia berusia 18–34 tahun dianalisis menggunakan PLS-SEM. Keempat gratifikasi tersebut berpengaruh positif dan signifikan terhadap minat beli, secara bersama-sama menjelaskan 69,8% variansnya; kemudahan menunjukkan pengaruh terkuat, diikuti hiburan, interaksi sosial, dan kualitas informasi. Temuan ini menjelaskan bagaimana gratifikasi hedonis dan utilitarian mentransformasi aktivitas menggulir video pendek menjadi minat beli serta memandu strategi TikTok Shop yang berbasis data.

Abstract: From Scrolls to Carts: An EIIC Model Grounded in Uses and Gratifications on TikTok Social Commerce. This study develops an EIIC model of TikTok social commerce purchase behaviour by integrating entertainment, information quality, social interaction, and convenience within the Uses and Gratifications framework. Survey data from 161 Indonesian TikTok users aged 18–34 were analysed using PLS-SEM. All four gratifications significantly predict purchase intention, jointly explaining 69.8% of its variance; Convenience shows the strongest effect, followed by Entertainment, Social Interaction, and Information Quality. The findings clarify how hedonic and utilitarian gratifications transform short-video scrolling into purchase intention, offering a concise roadmap for optimising TikTok Shop strategies and supporting data-driven social commerce decisions.



INTRODUCTION

The rise of short-video platforms, particularly TikTok, has transformed social media from passive consumption to an interactive, engaging commercial landscape. Research in social commerce underscores that features such as electronic word of mouth, trust, social support, and perceived usefulness significantly drive purchase intentions on conventional platforms like Facebook and Instagram (Yu et al., 2024). However, TikTok's unique architecture emphasizes algorithmically curated short videos, creator-driven content, and in-app checkout, creating a novel environment where entertainment and commerce are seamlessly integrated (Yuan et al., 2022). This shift necessitates a deeper exploration of how various platform gratifications can collectively translate everyday engagement into concrete purchase intentions, moving beyond individual factors like influencer credibility or the urgency invoked by the fear of missing out (J. Zhao & Wang, 2020).

Utilizing Uses and Gratifications (U&G) theory provides an apt framework to understand TikTok users as proactive seekers of specific gratifications in their media interactions (Zulli & Zulli, 2022). Previous applications of U&G in social commerce have demonstrated that entertainment, informativeness, social interaction, and convenience are crucial in fostering engagement and trust, as well as influencing purchase intentions (Dwinanda et al., 2022; Ngo et al., 2023). Nevertheless, most prior studies have primarily examined these gratifications in isolation or in partial combinations, often

within traditional static feeds or text-image formats, thereby overlooking their interrelated effects in the dynamic, mobile-centric environment of TikTok (Kaye et al., 2020).

To address this gap, this study proposes an integrated EIIC framework, comprising Entertainment, Information Quality, Social Interaction, and Convenience, as essential gratifications derived from TikTok social commerce (Ling & Masrom, 2023; Qi & Masrom, 2024). Within this structure, entertainment serves as the principal hedonic component that attracts and retains users, while convenience represents a utilitarian aspect that alleviates the effort associated with shopping. Information quality and social interaction offer cognitive and social reassurances that support evaluation and mitigate perceived risks associated with transactions (Sun & Bao, 2023). By conceptualizing these four gratifications as parallel predictors of purchase intention, the EIIC framework aims to reframe the understanding of TikTok social commerce decision-making as an interconnected architecture rather than a sequence of isolated influences (Ling & Masrom, 2023; Qi & Masrom, 2024).

Empirical focus will be on active TikTok users, particularly within the younger, mobile-savvy demographic that frequently engages with TikTok Shop features. This segment is particularly relevant due to its concentration of platform traffic, purchasing power, and peer influence, while being acutely responsive to hedonic experiences and convenience in the shopping journey (Kaye et al., 2020). Analyzing how EIIC gratifications operate within this demographic will yield insights into the processes by which short-video exposure translates into purchasing tendencies and contribute to a nuanced comprehension of the "from scrolls to carts" phenomenon in an evolving social commerce context.

The research is structured around two key objectives: first, to investigate the extent to which each EIIC gratification, entertainment, information quality, social interaction, and convenience, individually and collectively impacts purchase intention in TikTok social commerce; second, to assess the relative weight of these factors, thereby establishing a hierarchy to identify the most influential dimensions driving purchase intention among active TikTok users (Wibawa et al., 2022). This approach provides a theoretically grounded foundation and empirical backing for prioritizing strategic levers that brands can utilize effectively on TikTok.

LITERATURE REVIEW

Uses and Gratifications in Social Media and Social Commerce

The Uses and Gratifications (U&G) theory provides a valuable framework for understanding users' interactions with social media, particularly on platforms like TikTok, where the fulfillment of specific needs drives user engagement. In this context, users are proactive participants, utilizing media to satisfy their cognitive, affective, social, and utilitarian needs (Martinez et al., 2024). For instance, users are drawn to TikTok for its entertainment and information, as well as for social interaction, community building, and self-expression (Omar & Dequan, 2020; Shao et al., 2023).

Research focusing on TikTok indicates that the platform successfully fulfills these diverse needs, creating a unique configuration of gratifications termed Entertainment, Information Quality, Social Interaction, and Convenience (EIIC). Martinez et al. found that TikTok users report higher satisfaction levels than users of other platforms, attributing their continued engagement to its entertainment value and opportunities for social interaction (Martinez et al., 2024). Andon and Annuar discuss TikTok's success in part as a result of its interactive features and seamless transactional capabilities, which align with the conveniences demanded by social commerce (Andon et al., 2023). These elements significantly influence users' intentions to engage in purchases related to their activities on the platform (X. Yang, 2021).

Moreover, the complexities of consumer behavior within social media environments like TikTok reflect a blend of various gratifications that shape user decision-making processes. Previous studies have primarily examined gratifications in isolation, such as entertainment or informativeness. However, a more comprehensive understanding acknowledges how these factors interact in influencing user engagement and purchase intentions (H. Chen et al., 2023; X. Wang & Guo, 2023).

For example, social interactions foster a sense of community and facilitate trust, both of which are significant predictors of purchase intentions in social commerce contexts (Yang, 2021).

Furthermore, an increasing body of research points to the potential for addictive behaviors associated with social media use, particularly concerning how gratification can lead users into cycles of heightened engagement (Qin et al., 2022; Zhang & Zhu, 2025). Continuous engagement with personalized content on platforms like TikTok can turn motivations for leisure and social connection into compulsive behaviors, raising concerns for mental health. Studies show that prolonged exposure to platform-specific content strengthens addictive tendencies, placing users in interactive loops shaped by algorithmic influences and intensified by fear-of-missing-out cues and highly interactive social commerce features (Ardyan & Sanapang, 2023; Qin et al., 2022; Zhang & Zhu, 2025).

In conclusion, the application of U&G theory within the social media and commerce landscape highlights a complex interplay between user motivations and fulfillment, particularly relevant in TikTok's design and functionality. Appreciating the holistic nature of user engagement, from content consumption to active participation and commerce, provides essential insights into the mechanisms driving the modern digital economy.

Entertainment and Purchase Intention

The proposition that entertainment significantly influences purchase intention in the context of TikTok social commerce is well-supported by empirical research. Entertainment, defined as content that is enjoyable and emotionally engaging, has been established as a core component of advertising value (B. Chen et al., 2025). The literature indicates that when consumers perceive advertisements or branded content as entertaining, their likelihood of developing favorable attitudes and responding positively to commercial persuasion increases (Dwinanda et al., 2022).

Studies in digital and social media advertising consistently find that entertaining content, including humorous, visually appealing, and emotionally resonant themes, enhances consumer engagement and increases purchase intentions (Dwinanda et al., 2022; K.-C. Yang et al., 2017). Specifically, Panggati et al. demonstrate that personalized and interactive short video ads on platforms like TikTok significantly influence users' attitudes toward the ads, leading to increased purchase intentions (Panggati et al., 2022). These findings are complemented by research from Yang et al., which underscores the role of an immersive experience, or "flow," in enhancing customer attention and subsequently their purchase intentions when viewing online video advertisements (K.-C. Yang et al., 2017).

In the unique environment of social commerce on platforms like TikTok, entertainment acts as a crucial catalyst in reducing psychological resistance to product information. Engaging content can sustain users' attention, which aligns with findings regarding the psychological effects of hedonic gratification, where enjoyable interactions and perceived enjoyment facilitate deeper cognitive processing of product offerings and can, under fear-of-missing-out conditions, escalate into almost uncontrollable clicking behavior (Aprianto et al., 2023; Ardyan et al., 2024; Sheikh et al., 2019). This is particularly relevant for Gen Z and young adults, who often engage with TikTok for hedonic rewards; their motivation for enjoyment frequently aligns with commercial messages, making them more receptive to advertisements that reflect their entertainment preferences (Hashim et al., 2018).

The EIIC framework indicates a positive correlation by characterizing entertainment as a hedonic route that augments consumer attention and fosters positive emotional responses. This emotional engagement is essential in translating views of entertainment into tangible purchase intentions. For instance, research conducted by Sembiring and Fahlevi illustrates that advertising value, driven by entertainment, significantly influences consumer purchase intentions (Br Sembiring & Fahlevi, 2023).

In summary, the evidence strongly supports the hypothesis that entertainment positively affects purchase intention within TikTok social commerce. The enjoyable nature of entertaining content enhances user engagement, primes attention, and ultimately facilitates a more favorable attitude toward products presented in this environment.

H1: Entertainment has a positive and significant effect on purchase intention in TikTok social commerce.

Information Quality and Purchase Intention

The influence of information quality on purchase intention is a critical aspect of understanding consumer behavior in digital and social commerce contexts. Information quality encompasses users' perceptions regarding the relevance, accuracy, clarity, and timeliness of the available information, which directly impacts their decision-making processes. In online shopping environments, high information quality is paramount as it reduces uncertainty and enhances perceived trustworthiness, thereby clarifying essential product attributes and transaction conditions (Hidayah et al., 2024; Ngo et al., 2023).

Empirical research consistently supports the assertion that better information quality enhances consumers' trust and facilitates product evaluation, ultimately strengthening purchase intentions. For instance, studies conducted in various e-commerce contexts indicate that consumers are more likely to engage in purchase behavior when provided with clear and reliable product descriptions, detailed specifications, and transparent policies (Danniswara et al., 2017; Dirgantara & Akbar, 2022). These factors are particularly evident in studies of Indonesian online marketplaces, which found a significant correlation between the quality of information and both purchase intention and actual purchase behavior (Dirgantara & Akbar, 2022).

On social media platforms like TikTok, product-related information is conveyed through short videos, text captions, and integrated shopping interfaces. Although entertainment initially captures user attention, the necessity for high-quality information becomes apparent, particularly for younger users who often have limited budgets and heightened sensitivity to perceived risks (C. Wang et al., 2021). If the information presented is vague, inconsistent, or outdated, users may enjoy the video content but hesitate to finalize purchases (Hajli et al., 2017). Consequently, within the EIIC framework, information quality serves as a cognitive assurance mechanism complementing entertainment value, enabling users to make confident evaluations of the products being promoted (Sheikh et al., 2019). The empirical evidence further supports this relationship; for example, a study by Zhao and Wagner identifies a positive correlation between information quality and purchase intention among TikTok users, highlighting that higher-quality content directly motivates purchasing decisions (H. Zhao & Wagner, 2023). Similarly, research examining electronic word-of-mouth (eWOM) and online customer reviews illustrates the significant impact of information quality and credibility on purchase intentions, reinforcing the idea that well-structured, high-quality information is crucial in the decision-making process (Ardyan & Sanapang, 2023; Leong et al., 2021; Sanapang et al., 2024). Therefore, the second hypothesis posited by this research can be articulated as follows:

H2: Information quality has a positive and significant effect on purchase intention in TikTok social commerce.

Social Interaction and Purchase Intention

Social interaction is a critical element in social commerce environments, significantly impacting consumers' purchase intentions. In such contexts, interaction occurs through mechanisms such as comments, likes, shares, and live chats, which enhance user engagement and foster a sense of community. Prior research has demonstrated that social interaction can effectively mediate relationships between perceived risks and purchase intentions, showing how engagement can build trust and intimacy among users, thereby lowering perceived risks associated with purchasing online (Yin et al., 2019).

(Yin et al., 2019) provide evidence that social interaction helps offset risk perceptions by reinforcing trust and intimacy, which could otherwise deter consumers from making purchases in environments perceived as high-risk (Yin et al., 2019). Additionally, (Fairistha et al., 2023) highlight that social interactions and social capital within online communities facilitate knowledge sharing, which in turn enhances consumers' purchase intentions. By exchanging experiences and recommendations, users are more likely to feel informed and confident in their buying decisions (Fairistha et al., 2023).

(Zhou & Tong, 2022) further support this perspective, emphasizing that elements of social commerce, such as reviews, ratings, and discussion forums, work collectively to build trust, which positively influences consumers' intentions to buy. Such social proof is vital in encouraging users to finalize purchases, especially in a social media context where interaction is visible and often happens in real-time, thereby amplifying the credibility of product endorsements (Zhou & Tong, 2022).

On TikTok, the degree of visibility and immediacy in social interactions significantly enhances user engagement. Users can observe interactions in real-time through comment threads, creator responses, and live streams, which play an integral role in shaping purchase intentions. For younger audiences who are highly influenced by peer opinions and social proof, these interactions provide informal endorsements that reassure them about the products being considered (Ming et al., 2021). The interactive cues displayed serve not only as social validation but also as signals of product popularity and community approval, thus enhancing the likelihood of purchase.

Within the EIIC configuration, social interaction operates as a social pathway that encourages purchase intentions by fostering a perceived sense of trust and support within the community. Research by (Sim et al., 2023) indicates that social interaction positively influences purchase intentions among users in live commerce settings, illustrating how engagement builds closer relationships between customers and sellers (Sim et al., 2023). This aligns with findings by (Ngo et al., 2023), which assert that interactive engagements, such as peer reviews and recommendations, can significantly boost emotional connections and purchase intentions among consumers (Ngo et al., 2023). Therefore, the hypothesis posited in this study is as follows:

H3: Social interaction has a positive and significant effect on purchase intention in TikTok social commerce.

Convenience and Purchase Intention

Convenience plays a pivotal role in shaping consumers' purchase intentions within social commerce platforms like TikTok. Defined as consumers' perceptions of the time and effort required to use a service, convenience can be broken down into several dimensions: decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience (Ngo et al., 2023). Each of these dimensions contributes to the accessibility and user-friendliness of the purchasing process for consumers.

Empirical research has consistently shown that higher perceived convenience correlates with increased purchase intention and favorable behavioral responses (Huang et al., 2022). For instance, consumers who can easily search for, evaluate, and purchase products with minimal hassle are more likely to complete transactions and opt for platforms that streamline this process. This phenomenon has been supported by studies conducted in various contexts, indicating the importance of convenience in driving significant purchase decisions among busy consumers (Huang et al., 2022).

TikTok encapsulates service convenience by integrating product discovery, evaluation, and payment into a cohesive mobile interface. For Gen Z and young adult users, who often juggle multiple responsibilities, the minimization of friction in the purchasing journey is crucial (Lee & Choi, 2014). Common barriers, such as complex navigation and lengthy checkout processes, can deter users from completing their purchases. In the context of TikTok social commerce, perceived convenience directly impacts purchase intention by facilitating a quicker, easier, and more reliable user experience across all stages, including decision-making, content access, actual transactions, and post-purchase considerations.

The EIIC framework posits that convenience represents the primary utilitarian route to enhance purchase intention. When users perceive the TikTok Shop as straightforward and efficient, they are more inclined to convert their engagement, viewing products and interacting with content—into actual purchases (Putri et al., 2024). Supporting this, research highlights that consumers tend to favor platforms that reduce the time and effort involved in their purchasing decisions, emphasizing the importance of convenience as a factor underpinning consumer behavior (Mensah et al., 2023). In summary, the following hypothesis can be proposed based on the findings related to convenience in TikTok social commerce:

H4: Convenience has a positive and significant on purchase intention in TikTok social commerce.

METHOD

Research Design

This study employed a quantitative survey design grounded in Uses and Gratifications (U&G) theory, operationalised through an EIIC framework: Entertainment, Information Quality, Social Interaction, and Convenience, as predictors of Purchase Intention (Y) in TikTok social commerce.

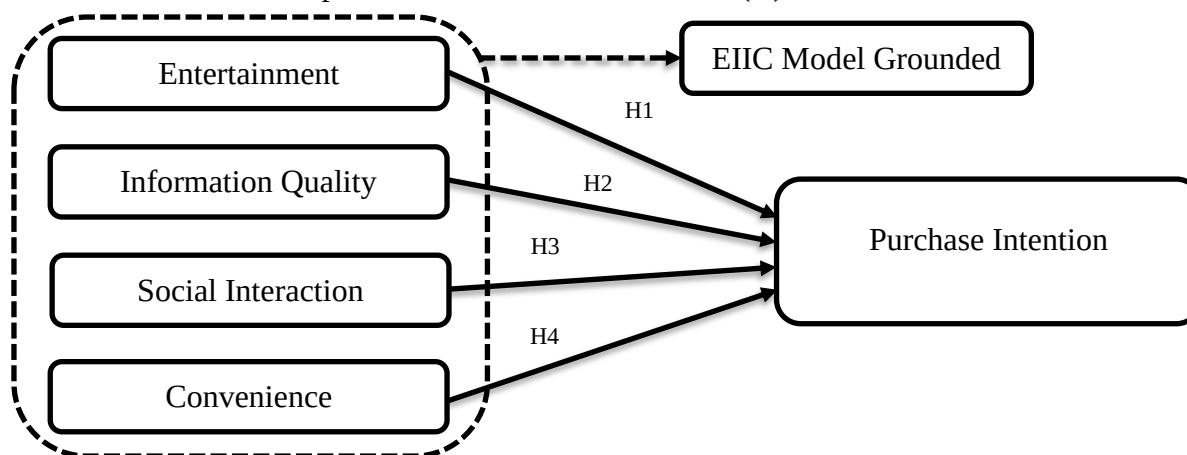


Figure 1. Research Model

Figure 1 depicts the research model, in which the four gratifications derived from TikTok social commerce are specified as exogenous latent constructs, each capturing a distinct aspect of users' experience with TikTok Shop, while Purchase Intention serves as the endogenous construct representing users' deliberate tendency to purchase products encountered on the platform. Data were collected via a self-administered online questionnaire distributed through social media channels to active TikTok users who were familiar with TikTok Shop features.

The target population comprised TikTok users aged 18–34 years, reflecting the age group that dominates the platform's user base and is highly engaged with social commerce. A non-probability purposive sampling technique was used to ensure that only respondents who met the inclusion criteria (being in the specified age range, actively using TikTok, and knowing TikTok Shop) were included. Screening items were used at the beginning of the questionnaire to filter out ineligible participants.

All constructs were measured using multi-item scales on a five-point Likert format ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Entertainment items captured the extent to which TikTok content was perceived as enjoyable, exciting, and engaging. Information Quality items measured perceptions of how relevant, clear, and up-to-date product-related information on TikTok Shop was. Social Interaction items reflected perceived interpersonal closeness and interaction with other users, content creators, and sellers on the platform. Convenience items measured perceived ease and efficiency when searching for products, comparing options, completing transactions, and enjoying post-purchase benefits within TikTok Shop. Purchase Intention items captured respondents' tendencies to intend to buy, recommend, and prefer products promoted via TikTok short videos. All items were adapted from validated scales in prior studies on online advertising value, information quality, social interaction, service convenience, and purchase intention, and were reworded to fit the TikTok social commerce context. Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with WarpPLS 8.0.

Sample Size Determination

The final dataset consists of 161 valid responses from active TikTok users aged 18–34 years. The minimum required sample size was determined ex ante using the power-based approach for PLS-SEM recommended by (J. Hair & Alamer, 2022; J. F. Hair et al., 2019). The calculation assumed a minimum anticipated standardised path coefficient of 0.20, a significance level of 5%, and a desired

statistical power of 80%. Under these parameters, the resulting minimum sample size was $n_{\min} \approx 154.505$, which was rounded up to 155 cases. The realised sample of 161 respondents therefore exceeds the minimum requirement, ensuring sufficient statistical power to estimate the EIIC model and to test the four hypothesised effects of Entertainment, Information Quality, Social Interaction, and Convenience on Purchase Intention.

RESULT AND DISCUSSION

Characteristics of Respondents

This subsection presents a descriptive overview of respondents' background characteristics to contextualize the study population examined in TikTok social commerce. The demographic variables reviewed include gender, age, education level, and employment status. Profiling these attributes helps assess the diversity of the sample and supports the external relevance of the findings to broader Indonesian TikTok shoppers. The classification of respondent characteristics is summarized in Table 1.

Table 1. Characteristics of Respondents

Characteristic	Category	Amount	%
Gender	Female	122	75.8%
	Male	39	24.2%
Age	18–24 years	132	82.0%
	25–34 years	29	18.0%
Education Level	Senior High School (SHS)	88	54.7%
	Diploma (D1/D2/D3)	11	6.8%
	Bachelor's degree (S1)	60	37.3%
	Master's degree (S2) or above	2	1.2%
Employment Status	Student	105	65.2%
	Full-time employee	27	16.8%
	Part-time / Freelancer	12	7.5%
	Entrepreneur	10	6.2%
	Unemployed	7	4.3%

Source: Data Analysis Results (2025)

The sample consists of 161 respondents, dominated by female users (75.8%) and young adults aged 18–24 years (82%). This demographic profile closely mirrors TikTok's core active audience: young, mobile-savvy, and highly engaged with short-form video content. It strengthens the internal consistency of the study because the EIIC model is tested on the very segment that drives TikTok social commerce in practice.

The education profile shows that more than half of respondents completed senior high school or vocational school (54.7%), with a substantial share of undergraduate students and graduates (37.3% S1). Combined with the employment profile, where students account for 65.2% of the sample, the data indicate that the majority of respondents are in a transitional life stage: they have purchasing power, but are still sensitive to convenience, price, and perceived risk. This is exactly the type of consumer likely to respond strongly to hedonic cues (entertainment) and process-related benefits (convenience) on TikTok Shop.

From the perspective of Uses and Gratifications:

- A young, predominantly student sample is typically time-constrained but device-attached. This makes convenience (fast search, easy checkout, integrated payment) highly salient, which is consistent with the finding that convenience has the strongest standardized effect on purchase intention in the EIIC model.

- A female-majority audience is often heavily represented in beauty, fashion, lifestyle, and F&B content on TikTok. These categories are highly visual and hedonic, making entertainment-driven content (fun, aesthetic, relatable videos) an especially powerful driver of attention and subsequent purchase intention.
- Being digital natives, these respondents are accustomed to scanning comments, likes, and creator interactions. This makes social interaction cues (chat, live comments, user-generated feedback) particularly relevant as reassurance mechanisms in the purchase decision.
- Their level of education and familiarity with online shopping means they are able to quickly process information quality (clear specs, price, shipping, return policy). Once basic informational thresholds are met, marginal gains come more from streamlining the journey and enriching the experience than from adding more text-heavy details.

In terms of generalizability, the demographic structure implies that the conclusions of “From Scrolls to Carts: An EIIC Model Grounded in Uses and Gratifications on TikTok Social Commerce” are most robust for young, largely female, student-dominated Gen Z/young millennial segments. The article’s strength is that the EIIC model is tested in a population that realistically represents heavy TikTok Shop users; at the same time, it transparently acknowledges that results should be generalized cautiously to older, more male-dominated, or professionally more diverse populations.

Measurement Model Analysis

Validity Test

Establishing instrument validity is fundamental to ensure each indicator accurately reflects its underlying construct. In this study, validity was evaluated using two criteria—indicator loadings and Average Variance Extracted (AVE). Indicators were judged acceptable when their loadings exceeded 0.70 and the construct’s AVE was above 0.50. The results of this assessment are reported in Table 2.

Table 2. Validity Test

Variable	Items	Loading Factor	AVE	Information
Entertainment (X1)	E1	0.809	0.650	Valid
	E2	0.833		
	E3	0.814		
	E4	0.766		
Information Quality (X2)	IQ1	0.811	0.641	Valid
	IQ2	0.825		
	IQ3	0.816		
	IQ4	0.749		
Social Interaction (X3)	SI1	0.835	0.659	Valid
	SI2	0.791		
	SI3	0.789		
	SI4	0.830		
Convenience (X4)	C1	0.759	0.601	Valid
	C2	0.817		
	C3	0.724		
	C4	0.798		
Purchase Intention (Y)	PI1	0.849	0.747	Valid
	PI2	0.857		
	PI3	0.891		
	PI4	0.881		
	PI5	0.843		

Source: Data Analysis Results (2025)

As evidenced in Table 2, all indicators meet the recommended cutoffs for factor loadings and Average Variance Extracted, confirming convergent validity. Consequently, each item adequately captures its target construct, and the measurement model is appropriate for subsequent analyses.

Reliability Test

Reliability was evaluated using Cronbach's alpha (CA) and composite reliability (CR). The results of this reliability analysis are summarized in the Table 3.

Table 3. Reliability Test

Variable	Cronbach Alpha	Composite Reliability	Information
<i>Entertainment</i>	0.820	0.881	Reliable
<i>Information Quality</i>	0.813	0.877	Reliable
<i>Social Interaction</i>	0.827	0.885	Reliable
<i>Convenience</i>	0.778	0.857	Reliable
<i>Purchase Intention</i>	0.915	0.937	Reliable

Source: Data Analysis Results (2025)

Table 3 indicates that all constructs achieve acceptable internal consistency. For every construct, Cronbach's alpha and composite reliability are above 0.70, confirming the measures' reliability.

Structural Evaluation Model

R-Square Test

This statistic captures the proportion of variance in the dependent variable explained by its predictors. The R^2 estimates are presented in Table 4. The Adj. R^2 statistic indicates the proportion of variance in the dependent variable explained by the independent variables, while adjusting for the number of predictors in the model. Common benchmarks classify the coefficient as strong when > 0.67 , moderate when > 0.33 , and weak when < 0.19 .

Table 4. R-Square Test

Variable	Adj. R Square
Purchase Intention	0.698

Source: Data Analysis Results (2025)

The Adj. R^2 for Purchase Intention is 0.698, meaning that approximately 69.8% of its variance is explained by Entertainment (X1), Information Quality (X2), Social Interaction (X3), and Convenience (X4). By these benchmarks, this reflects strong explanatory power.

Hypothesis Test

Hypotheses were evaluated by examining the estimated path coefficients and their associated p-values. A negative path coefficient indicates a negative relationship between variables, whereas a positive coefficient indicates a positive relationship. Statistical significance is inferred when the p-value < 0.05 .

Table 5. Hypothesis Test

Hypothesis	Path Coefficients	P-Value	Result
X1 $\rightarrow$ Y	0.278	0.001	Accepted
X2 $\rightarrow$ Y	0.159	0.019	Accepted
X3 $\rightarrow$ Y	0.175	0.011	Accepted
X4 $\rightarrow$ Y	0.353	0.001	Accepted

Source: Data Analysis Results (2025)

As shown in the hypothesis testing Table 5, all four predictors exhibit positive and statistically significant effects on Purchase Intention (Y). Specifically, Entertainment (X1) has a standardized path coefficient of $\beta = 0.278$ with $p = 0.001$, indicating a positive and significant relationship with purchase intention. Information Quality (X2) also shows a positive effect ($\beta = 0.159$; $p = 0.019$), as does Social Interaction (X3) ($\beta = 0.175$; $p = 0.011$). The strongest effect is observed for Convenience (X4) with $\beta = 0.353$ and $p = 0.001$. Taken together, these results confirm that all hypotheses are

accepted ($p < 0.05$ for each path). In terms of magnitude, Convenience exerts the largest standardized impact on purchase intention, followed by Entertainment, Social Interaction, and Information Quality. This pattern suggests that reducing friction along the shopping journey (utilitarian gratification) and delivering engaging content (hedonic gratification), supported by social cues and clear diagnostic information, are the most effective levers to elevate conversion on TikTok social commerce.

Understanding purchase intention in TikTok social commerce through the Uses and Gratifications (U&G) framework, operationalized as EIIC (entertainment, information quality, social interaction, and convenience), yields valuable insights into user behavior. The findings suggest that all four gratifications significantly predict purchase intention, with convenience exerting the highest influence ($\beta = 0.353$, $p = 0.001$). This aligns with existing literature that highlights the critical role of ease of access and decision-making in social commerce environments, particularly among younger users who frequent platforms like TikTok (Ardiansah et al., 2024; Atha et al., 2022).

In the context of social commerce, convenience has been consistently emphasized as a vital factor influencing user engagement and purchasing behavior. The ease with which users navigate a commerce interface directly correlates with their intention to purchase, emphasizing the importance of reducing micro-frictions during the shopping process (Hajli et al., 2017; Yin et al., 2019). Younger demographics, such as the student population predominantly using TikTok, are susceptible to time and resource allocation when engaging with e-commerce platforms. They exhibit a heightened preference for streamlined processes that minimize effort, amplifying their purchasing intent (Atha et al., 2022; Hajli et al., 2017). Empirical evidence supports that ease of use significantly enhances user trust and satisfaction, factors that are pivotal in decision-making within social shopping environments (Puwirat & Tripopsakul, 2019; Urinbaeva et al., 2023).

Entertainment is another crucial factor that supports purchase intention, functioning as a catalyst rather than a mere distraction. Engaging content can sustain users' attention, which aligns with findings regarding the psychological effects of hedonic gratification, where enjoyable interactions facilitate deeper cognitive processing of product offerings (Aprianto et al., 2023; Sheikh et al., 2019). TikTok's short video format often embeds calls to action seamlessly within enjoyable narratives, which can reduce evaluation costs and enhance the cognitive appeal of the products shown (Burhanudin et al., 2023). Studies indicate that users respond positively to entertaining content that effectively demonstrates product usage, thereby augmenting their willingness to purchase (Febriyanti & Irmawati, 2024; Ling Kwek et al., 2020).

Social interaction also plays a crucial role in shaping users' purchase intentions on TikTok. Although its direct impact may not be as substantial as convenience and entertainment, social cues provide essential reassurances. Users often look to peer feedback, comments, and engagement with creators as a form of validation before making purchases (Hajli et al., 2017; Yin et al., 2019). Elements like visible user rankings, comment responsiveness, and the engagement displayed by sellers satisfy the need for social proof among consumers, particularly in a young demographic inclined towards communal validation (Wilson et al., 2021).

Information quality, while yielding the smallest coefficient among the EIIC constructs, still carries significant influencer roles, reinforcing that accurate details surrounding products can enhance cognitive trust and provide users with the required assurance to proceed with a purchase. This suggests a threshold effect where, once basic credibility is established, the value of supplemental information diminishes relative to the improvements in entertainment and convenience (Dwinanda et al., 2022; Ong et al., 2022). Clear and consistent product information is critical as users navigate their funnel toward conversion.

By synthesizing these findings against the backdrop of a competitive social commerce landscape, it can be established that the interplay of convenience, entertainment, social interaction, and information quality forms a comprehensive model of purchase intent in the TikTok Shop environment. Merchants and marketers must focus on eliminating transaction frictions, creating entertaining and informative content, and fostering an interactive environment that builds trust and maintains user engagement, in line with broader digital marketing strategy frameworks that emphasize seamless customer journeys and continuous innovation in social commerce (Ardiansah et

al., 2024; Atha Ardelia Cahyanti et al., 2022; Sanapang et al., 2025). Future research could further elucidate causal dynamics within the EIIC framework and/or test the model's applicability across other social platforms and user demographics to enhance its robustness and relevance.

In conclusion, viewing purchase intention on TikTok's social commerce through the Uses and Gratifications lens enables a nuanced interpretation that aligns managerial strategy with users' expectations and behavior. By prioritizing convenience and entertainment, while cultivating social interaction and ensuring informational clarity, brands can navigate this evolving digital commerce landscape more effectively.

CONCLUSION

This study set out to examine which TikTok social commerce gratifications: entertainment, information quality, social interaction, and convenience, shape Gen Z consumers' purchase intention, and how strongly each contributes within an EIIC model grounded in Uses and Gratifications. The structural results show that all four gratifications exert positive and significant effects. Convenience has the strongest influence on purchase intention ($\beta = 0.353$, $p = 0.001$), followed by entertainment ($\beta = 0.278$, $p = 0.001$), social interaction ($\beta = 0.175$, $p = 0.011$), and information quality ($\beta = 0.159$, $p = 0.019$). Together, these constructs explain 69.8% of the variance in purchase intention, indicating substantial explanatory power. Interpreted through Uses and Gratifications, the transition from scrolls to carts is driven by the convergence of a utilitarian pathway centered on convenience and a hedonic pathway centered on entertainment, with social and informational cues consolidating the final decision.

Relative to prior social commerce research, which typically isolates entertainment, e-WOM, or informativeness as separate predictors of engagement and intention, our findings both confirm and refine existing evidence. Consistent with earlier studies, entertainment, social interaction, and information quality remain significant drivers of purchase-related outcomes in social media environments. However, this study adds a clearer hierarchy and a platform-specific configuration: convenience emerges at the decision frontier in a short-video, mobile-first context, indicating that process fluency and effort reduction can outweigh even compelling content in shaping intention. By operationalising Uses and Gratifications through the EIIC model and linking effect sizes to a heavy-use Gen Z cohort, the study offers a more precise account of how gratifications are bundled and prioritised in TikTok social commerce.

The article's main strengths lie in its theoretical integration, methodological rigour, and managerial relevance. Theoretically, it translates the general U&G framework into a concise, four-factor EIIC configuration tailored to short-form video commerce, preserving parsimony while capturing both hedonic and utilitarian motives. Methodologically, the model demonstrates sound measurement properties and strong explanatory capacity ($R^2 = 0.698$), enabling confident interpretation beyond descriptive claims. Managerially, the empirically derived hierarchy provides a concrete playbook: brands should first minimise friction to enhance convenience, then design entertaining demonstrations that sustain attention, while leveraging interaction cues and clear, credible information to reassure consumers at the point of decision. Collectively, these contributions position the EIIC model as a robust and actionable lens for understanding and steering purchase intention on TikTok social commerce.

DAFTAR PUSTAKA

- Andon, S., Nurafizah, S., & Annuar, S. (2023). The Adaptation of Social Media Marketing Activities in S-Commerce: TikTok Shop. In *Information Management and Business Review* (Vol. 15, Issue 1).
- Aprianto, R., Retno Wuryandari, N. E., & . R. I. (2023). The UTAUT2 to Explains How Tiktok Shop Application Affects Consumers' Behavior. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v8i12.13698>

- Ardiansah, M. N., Azizah, A., & Sadida, A. (2024). Social Commerce Success Impact on Business Performance Insight From TikTok Shop Phenomena in Indonesia. *Accounting Analysis Journal*, 13(1), 25–33. <https://doi.org/10.15294/aaaj.v13i1.2778>
- Ardyan, E., & Sanapang, G. M. (2023). Online Compulsive Buying and Brand Addiction in Indonesia: The Importance of Using Fear of Missing Out and Social Commerce Interactivity. *The Winners*, 24(2), 117–126. <https://doi.org/10.21512/tw.v24i2.10817>
- Ardyan, E., Sanapang, G. M., & Goncalves, M. (2024). When clicking becomes uncontrollable: The moderating role of fear of missing out and perceived enjoyment. *Jurnal Manajemen Dan Pemasaran Jasa*, 17(2), 187–202. <https://doi.org/10.25105/jmpj.v17i2.19316>
- Atha, A., Cahyanti, A., Sudarmiati,), Titis,), & Dhewi, S. (2022). Effect of E-Service Quality and E-Trust on E-Loyalty of E-Payment Through E-Satisfaction of Shopee pay Users. In *International Journal Of Humanities Education And Social Sciences (IJHESS) E-ISSN* (Vol. 2, Issue 1). <https://ijhess.com/index.php/ijhess/>
- Atha Ardelia Cahyanti, A., Sudarmiati, & Dhewi, T. S. (2022). Effect of E-Service Quality and E-Trust on E-Loyalty of E-Payment Through E-Satisfaction of Shopee pay Users. *International Journal Of Humanities Education and Social Sciences (IJHESS)*, 2(1). <https://doi.org/10.55227/ijhess.v2i1.234>
- Br Sembiring, A. W., & Fahlevi, R. (2023). The Influence of Online Advertising on Smartphone Purchase Intentions During Covid-19 Pandemic. *Husnayain Business Review*, 3(1), 33–42. <https://doi.org/10.54099/hbr.v3i1.344>
- Burhanudin, B., Ramadhani, R., & Ledesma-Gumasing, R. (2023). Encouraging Trust In Social Media And Social Commerce Intention: Do Informational Support And Emotional Support Matter? *Jurnal Manajemen Indonesia*, 23(2), 185–197. <https://doi.org/10.25124/jmi.v23i2.5521>
- Chen, B., Li, L., Wang, Q., & Li, S. (2025). Promote or inhibit? Research on the transition of consumer potential purchase intention. *Annals of Operations Research*, 348(1), 55–74. <https://doi.org/10.1007/s10479-022-04777-2>
- Chen, H., Ma, D., & Sharma, B. (2023). Short Video Marketing Strategy: Evidence From Successful Entrepreneurs on TikTok. *Journal of Research in Marketing and Entrepreneurship*, 26(2), 257–278. <https://doi.org/10.1108/jrme-11-2022-0134>
- Danniswara, R. B., Sandhyaduhita, P. I., & Munajat, Q. (2017). The Impact of EWOM Referral, Celebrity Endorsement, and Information Quality on Purchase Decision. *Information Resources Management Journal*, 30(2), 23–43. <https://doi.org/10.4018/irmj.2017040102>
- Dirgantara, I. M. B., & Akbar, H. M. (2022). The role of information quality processing in determining purchase intentions through social psychological distance. *Diponegoro International Journal of Business*, 5(2), 109–118. <https://doi.org/10.14710/dijb.5.2.2022.109-118>
- Dwinanda, B., Syaripuddin, F. A., Hudaifi, , & Hendriana, E. (2022). Examining the Extended Advertising Value Model: A Case of TikTok Short Video Ads. *Mediterranean Journal of Social & Behavioral Research*, 6(2), 35–44. <https://doi.org/10.30935/mjosbr/11820>
- Febriyanti, W. F., & Irmawati, I. (2024). The Effect of Utility Value, Hedonic Value and Social Value on Sustainable Purchase Intentions. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 175–190. <https://doi.org/10.37641/jimkes.v12i1.2402>

- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3). <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/eb-11-2018-0203>
- Hajli, N., Zadeh, J., & Richard, A. H. (2017). *A social commerce investigation of the role of trust in a social networking site on purchase intentions* (Vol. 71).
- Hashim, N. H., Normalini, & Sajali, N. (2018). The Influence Factors Towards Mobile Advertising Message Content on Consumer Purchase Intention. *Global Business Review*, 19(5), 1187–1206. <https://doi.org/10.1177/0972150918788746>
- Hidayah, R. T., Adriansyah, I., & Utami, E. M. (2024). The Influence of TikTok EWOM on Purchase Intentions for The Originote Skincare Products. *Asean International Journal of Business*, 3(2), 141–153. <https://doi.org/10.54099/aijb.v3i2.1017>
- Huang, Z., Zhu, Y., Hao, A. W., & Deng, J. (2022). How Social Presence Influences Consumer Purchase Intention in Live Video Commerce: The Mediating Role of Immersive Experience and the Moderating Role of Positive Emotions. *Journal of Research in Interactive Marketing*, 17(4), 493–509. <https://doi.org/10.1108/jrim-01-2022-0009>
- Kaye, D., Rodriguez, A., & Wikström, P. (2020). You Made This? I Made This: Cultures of Automatic (Mis)attribution on Tiktok. *Aoir Selected Papers of Internet Research*. <https://doi.org/10.5210/spir.v2020i0.11354>
- Lee, H., & Choi, J. (2014). Why do people visit social commerce sites but do not buy? The role of the scarcity heuristic as a momentary characteristic. *KSII Transactions on Internet and Information Systems*, 8(7), 2383–2399. <https://doi.org/10.3837/tiis.2014.07.010>
- Leong, C., Loi, A. M.-W., & Woon, S. (2021). The Influence of Social Media eWOM Information on Purchase Intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Ling Kwek, C., Li, Z., Shin Yeow, K., Ka Yee, N., & Thiruchandren, P. (2020). *The Impact of the Number of Trusted Members on the Perceived Credibility of the Information on Social Commerce: The Mediating Roles of Cognitive Trust and Affective Trust*.
- Ling, Q., & Masrom, M. B. (2023a). Role of Live E-Commerce on Consumer Purchase Intentions. *International Journal of Professional Business Review*, 8(6), e02435. <https://doi.org/10.26668/businessreview/2023.v8i6.2435>
- Ling, Q., & Masrom, M. B. (2023b). Role of Live E-Commerce on Consumer Purchase Intentions. *International Journal of Professional Business Review*, 8(6), e02435. <https://doi.org/10.26668/businessreview/2023.v8i6.2435>
- Martinez, R. J., Brammer, S. E., & Punyanunt-Carter, N. M. (2024). ‘I Can Spend Forever on It Without Getting Bored’: Analyzing What College Students Like and Dislike About TikTok. *Media Watch*, 15(1), 113–130. <https://doi.org/10.1177/09760911231211835>
- Mensah, I. K., Zeng, G., & Luo, C. (2023). Determinants of Social Commerce Purchase and Recommendation Intentions Within the Context of Swift Guanxi Among Chinese College Students. *SAGE Open*, 13(2). <https://doi.org/10.1177/21582440231175370>

- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2023). “The effects of social media live streaming commerce on Vietnamese Generation Z consumers’ purchase intention”. *Innovative Marketing*, 19(4), 269–283. [https://doi.org/10.21511/im.19\(4\).2023.22](https://doi.org/10.21511/im.19(4).2023.22)
- Omar, B., & Dequan, W. (2020). Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. *International Journal of Interactive Mobile Technologies*, 14(4), 121–137. <https://doi.org/10.3991/IJIM.V14I04.12429>
- Ong, A. K. S., Prasetyo, Y. T., Vallespin, B. E., Persada, S. F., & Nadlifatin, R. (2022). Evaluating the influence of service quality, hedonic, and utilitarian value on shopper’s behavioral intentions in urban shopping malls during the COVID-19 pandemic. *Heliyon*, 8(12). <https://doi.org/10.1016/j.heliyon.2022.e12542>
- Panggati, I. E., Simatupang, B., & Sri, B. (2022). *The Influence of Trust to Digital Influencer and Digital Advertising Capabilities on Consumers Attitude Toward Digital Advertising in COVID-19 Pandemic*. <https://doi.org/10.46254/ap03.20220333>
- Putri, A. J., Syahputra, S., & Pradana, M. (2024). The Influence of Social Presence on Purchase Intention in Live Video Commerce (Empirical Study in Bandung City). *Journal of Applied Business, Taxation and Economics Research*, 4(1), 121–130. <https://doi.org/10.54408/jabter.v4i1.380>
- Puwirat, W., & Tripopsakul, S. (2019). The Impact of Digital Social Responsibility on Customer Trust and Brand Equity: An Evidence from Social Commerce in Thailand The Impact of Digital Social Responsibility on Customer Trust and Brand Equity: An Evidence from Social Commerce in Thailand 182. In *European Research Studies Journal: Vol. XXII* (Issue 2).
- Qi, L., & Masrom, M. (2024). Role of Live E-Commerce on Consumer Purchase Intentions. *Journal of Ecohumanism*, 3(7), 3574–3582. <https://doi.org/10.62754/joe.v3i7.4494>
- Qin, Y., Omar, B., & Musetti, A. (2022). The addiction behavior of short-form video app TikTok: The information quality and system quality perspective. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.932805>
- Sanapang, G. M., Ardyan, E., & Christian, S. (2024). Understanding The Important Role of Online Customer Reviews in Social Commerce on Customer Trust and Impulse Buying. *Review of Management and Entrepreneurship*, 8(1), 70–84. <https://doi.org/10.37715/rme.v8i1.4336>
- Sanapang, G. M., Monalisa, M., Syam, A., Ardyan, E., & Perdana, C. C. (2025). *Digital Marketing: Strategy & Inovasi Pemasaran Digital*. PT. Green Pustaka Indonesia.
- Shao, J., Zhao, M., Lyu, Y., & Chen, Y. (2023). Why do users keep coming back to TikTok? Understanding users motivation toward the continuous use intention of Chinese adolescent social media users". *Innovative Marketing*, 19(3), 134–144. [https://doi.org/10.21511/im.19\(3\).2023.12](https://doi.org/10.21511/im.19(3).2023.12)
- Sheikh, Z., Liu, Y., Islam, T., Hameed, Z., & Khan, I. U. (2019). Impact of Social Commerce Constructs and Social Support on Social Commerce Intentions. *Information Technology and People*, 32(1), 68–93. <https://doi.org/10.1108/itp-04-2018-0195>
- Sun, Y., & Bao, Z. (2023). Live Streaming Commerce: A compulsive Buying Perspective. *Management Decision*, 61(11), 3278–3294. <https://doi.org/10.1108/md-10-2022-1461>
- Urinbaeva, G., Khasanova, D., & Clugston, C. J. (2023). The effect of perceived corporate social responsibility on purchase intention in mobile commerce: mediating roles of trusting beliefs and

- satisfaction. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/EJMBE-12-2022-0382>
- Wang, C., Chen, F., Yi, F., & Wei, Y. (2021). Critical Conditions Identification for Online Purchase Intention of Fruits: A Fuzzy-Set Qualitative Comparative Analysis. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.713295>
- Wang, X., & Guo, Y. (2023). Motivations on TikTok addiction: The moderating role of algorithm awareness on young people. *Profesional de La Informacion*, 32(4). <https://doi.org/10.3145/epi.2023.jul.11>
- Wibawa, A. P., Iqbal, M., Karyanto, O., Wiliaguna, P., Fajar, R., & Adisaka, V. (2022). TikTok and Indonesian Housewives. *Bulletin of Social Informatics Theory and Application*, 6(1), 1–6. <https://doi.org/10.31763/businta.v6i1.415>
- Wilson, N., Keni, K., & Tan, P. H. P. (2021). The Role of Perceived Usefulness and Perceived Ease-of-Use toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China. *Gadjah Mada International Journal of Business*, 23(3), 262. <https://doi.org/10.22146/gamaijb.32106>
- Yang, K.-C., Huang, C.-H., Yang, C., & Yang, S. Y. (2017). Consumer attitudes toward online video advertisement: YouTube as a platform. *Kybernetes*, 46(5), 840–853. <https://doi.org/10.1108/K-03-2016-0038>
- Yang, X. (2021). *Understanding Consumers' Purchase Intentions in Social Commerce through Social Capital: Evidence from SEM and fsQCA*. <https://doi.org/10.3390/jtaer16>
- Yin, X., Wang, H., Xia, Q., & Gu, Q. (2019). How social interaction affects purchase intention in social commerce: A cultural perspective. *Sustainability (Switzerland)*, 11(8). <https://doi.org/10.3390/su11082423>
- Yuan, L., Xia, H., & Ye, Q. (2022). The Effect of Advertising Strategies on a Short Video Platform: Evidence From TikTok. *Industrial Management & Data Systems*, 122(8), 1956–1974. <https://doi.org/10.1108/imds-12-2021-0754>
- Zhang, C., & Zhu, B. (2025). Digital gratification: short video consumption and mental health in rural China. *Frontiers in Public Health*, 13. <https://doi.org/10.3389/fpubh.2025.1536191>
- Zhao, H., & Wagner, C. (2023). Factors Influencing TikTok-based User Purchase Intention: Comparison Between Potential Customers and Repeat Customers. *Internet Research*, 34(6), 1901–1931. <https://doi.org/10.1108/intr-07-2022-0542>
- Zhao, J., & Wang, J. (2020). Health advertising on short-video social media: A study on user attitudes based on the extended technology acceptance model. *International Journal of Environmental Research and Public Health*, 17(5). <https://doi.org/10.3390/ijerph17051501>
- Zulli, D., & Zulli, D. J. (2022). Extending the Internet meme: Conceptualizing technological mimesis and imitation publics on the TikTok platform. *New Media and Society*, 24(8), 1872–1890. <https://doi.org/10.1177/1461444820983603>