

ADOPTION OF TIKTOK LOCATION TAG VOUCHERS AMONG GEN Z IN THE FOOD & BEVERAGE SECTOR

Haqqi¹, Adnan Kasofi², Osly Usman³, Ryna Parlyna⁴

¹ Universitas Negeri Jakarta, Indonesia

² Universitas Negeri Jakarta, Indonesia

³ Universitas Negeri Jakarta, Indonesia

⁴ Universitas Negeri Jakarta, Indonesia

Email: fazahqqi@gmail.com¹, adnankasofi@unj.ac.id², oslyusman@unj.ac.id³, oslyusman@unj.ac.id⁴

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Abstract

This study investigates Generation Z's intention to use TikTok Location Tag Vouchers in the food and beverage sector. Using an extended Technology Acceptance Model, we examine three predictors: Perceived Economic Benefit, Perceived Ease of Use, and Social Influence. A quantitative survey was conducted among 109 Gen Z consumers in Jakarta who actively use TikTok and have voucher experience. Partial Least Squares Structural Equation Modeling reveals that Social Influence and Perceived Economic Benefit significantly affect intention to use, while Perceived Ease of Use was found to be insignificant. Social Influence emerged as the strongest driver, highlighting the role of peer validation. These findings challenge assumptions about Gen Z's price sensitivity, demonstrating that social factors drive adoption more than technical ease of use. For food and beverage businesses, this suggests prioritizing influencer ecosystem development and social proof over mere interface simplicity. Future research should examine actual redemption behavior and cross-cultural variations.

1. INTRODUCTION

The transformation of the digital economy has significantly altered consumer behavior, particularly among Generation Z, who now rely heavily on social commerce platforms for their purchasing decisions. In this landscape, price sensitivity remains a dominant characteristic. Recent industry reports highlight that 79% of Gen Z consumers wait for products to be discounted before purchasing, while only 21% are willing to pay full price, indicating that perceived economic benefits are fundamental to digital consumption habits PwC (2025). Furthermore, data from GWI (2025) reveals that two out of five Gen Z consumers actively search for coupons prior to a transaction, with 51% citing price as the primary factor driving their purchase decisions.

Among social platforms, TikTok has emerged as a critical channel for the Food and Beverage (F&B) sector. Research by Dewantoro et al. (2025) emphasizes that appetizing visuals on TikTok are key to its digital marketing effectiveness. This is supported by Elliott & Truman (2024), who found that 1,392 food advertisements targeted at adolescents across major platforms were dominated by fast food (25.1%) and beverages (28.7%), demonstrating the sector's aggressive market penetration. The impact of this content is profound; Poh et al. (2024) confirms that TikTok directly influences Gen Z purchasing behavior through live streaming and content interaction, while Wang et al. (2024) suggest that viral food content significantly shapes daily consumption practices and eating habits among youth.

To capitalize on this engagement, TikTok has integrated location-based services, specifically the "Location Tag Voucher." This feature aligns with the concept of Mobile Phone Location Based Advertising (MLBA), defined by Hooda et al. (2024) as the delivery of offers, such as vouchers, based on the consumer's geographic location. Xia et al. (2021) argue that promotional offers proximate to the location and time of purchase significantly increase

consumer purchase aspirations. By tagging a location in a video, creators allow users to claim discounts directly, merging social influence with immediate economic utility.

However, existing research reveals significant gaps that motivate this investigation. Wang et al. (2024) warn that the casual nature of TikTok food videos often conceals their potential influence, necessitating a deeper understanding of these mechanisms. Elliott & Truman (2024) note that while visual style is a top persuasive technique, research on the specific interaction between location-based vouchers and video content remains limited. Additionally, Kaur and Kumar (2020) explicitly suggest a need for further research within specific social commerce contexts and local promotion integration. Most critically, despite the popularity of TikTok Shop, no empirical studies have specifically examined the adoption factors for Location Tag Vouchers in the F&B sector, creating a clear research gap between documented phenomena and actual explanatory evidence.

Furthermore, previous studies examining economic benefits, platform usability, and social factors have not jointly investigated these constructs specifically for location-based voucher adoption. While Alhamdina and Hartono (2023) demonstrate that economic benefits influence TikTok Shop purchases, Dandi and Ridanasti (2024) show that ease of use drives TikTok Shop intentions, and Nurwenda et al. (2025) confirm that social influence affects TikTok Shop usage, no research has isolated how these three factors interact specifically within the location tag voucher feature. This fragmentation of knowledge prevents practitioners from understanding whether conventional e-commerce priorities remain valid in geographically targeted social commerce environments. The absence of evidence directly addressing this feature represents a critical research gap that weakens practical guidance for businesses deploying location-based promotional strategies on TikTok.

Therefore, this study aims to fill this gap by analyzing the factors influencing Gen Z's intention to use TikTok Location Tag Vouchers in the F&B sector. Drawing from the identified phenomena and research limitations, this research focuses on three key predictors grounded in the Technology Acceptance Model: Perceived Economic Benefit, Perceived Ease of Use, and Social Influence. Understanding these drivers is crucial for businesses to optimize their digital strategies and for researchers to comprehend the evolving intersection of location-based technology and social commerce.

2. LITERATURE REVIEW

2.1 Theoretical and Conceptual Background

2.1.1 Technology Acceptance Model (TAM)

Davis (1989) introduced the Technology Acceptance Model (TAM) to explain why individuals accept or reject new information systems through two core beliefs: perceived usefulness and perceived ease of use, which shape attitudes and then intention to use. Grounded in the Theory of Reasoned Action, TAM assumes that users form rational evaluations of how much a system will help them and how much effort it requires before deciding to adopt it.

Subsequent work has extended TAM by adding social and contextual factors, arguing that usefulness and ease alone are often insufficient in rich social environments such as social commerce. Venkatesh and Davis (2000), for example, proposed TAM2, which explicitly integrates social influence as a determinant of technology adoption, showing that normative pressure from important others can modify perceptions of usefulness and strengthen intention to use. In parallel, Kaur and Kumar (2020) demonstrate that in social commerce settings, constructs such as social influence and social capital enhance the explanatory power of TAM because users rely on communities and peers when assessing new online features.

In digital consumer contexts, TAM has also been extended with economic variables. Studies on online food delivery and e-commerce incorporate perceived economic benefits, such as price and time savings, into the usefulness dimension and find that these benefits significantly shape intention among young consumers (Safitri, 2024). Research on TikTok and short video platforms similarly shows that perceived usefulness and ease of use remain central, but may be complemented by social influence, habit, and content related factors when explaining engagement and purchase intention (Lamimi et al., 2024; Grabowska et al., 2025). In this study, TAM is adapted by treating perceived economic benefit, perceived ease of use, and social influence as key external beliefs that jointly determine Generation Z's intention to use TikTok Location Tag Vouchers in the food and beverage sector.

2.1.2 Perceived Economic Benefit

Perceived Economic Benefit (PEB) refers to a consumer's assessment of the financial advantages gained from a transaction, including direct price reductions and broader value such as reduced fees or time savings. Kwon & Namkung (2022) describe it as the utility that users derive from lower prices and superior value offers, particularly important for consumers who actively pursue value for money in digital services. Budisetiawati and Thabrani (2025) further note that for Generation Z, economic value is not a secondary consideration but a primary filter through which they evaluate digital offerings, prioritising efficient services that maximise benefits while keeping costs under control.

In social commerce environments, several studies show that economic incentives operate through both instrumental and psychological channels. Alhamdina and Hartono (2023) find that discounts and bundled promotions

on TikTok Shop strengthen brand trust and purchase intentions because users feel they are making rational, financially sound choices. Reynard et al. (2025) similarly argue that economic benefits can reinforce rational decision making by offering concrete cost savings that translate into more favourable attitudes toward new technologies. Evidence from food delivery platforms indicates that voucher and coupon programmes directly increase the likelihood of platform selection and repeat use, as consumers perceive clear cost savings compared to offline purchases (Nugroho et al., 2025).

However, research on TikTok also suggests that economic benefits do not always dominate behaviour. Grabowska et al. (2025) show that while favourable cost perceptions increase purchase intention, their impact can be moderated by other factors such as intelligent recommendation systems, user habit, and perceived social influence. In the context of TikTok Location Tag Vouchers, perceived economic benefit therefore has a dual role: it lowers the effective price of food and beverage items at specific outlets, and it reduces search costs because discounts are embedded directly in location tagged content. This study treats perceived economic benefit as a rational driver of intention to use the voucher feature but also recognises that it competes with social validation and platform experience for Gen Z's attention.

2.1.3 Perceived Ease of Use

Perceived Ease of Use (PEOU) remains a central determinant in adopting new technologies. It is generally defined as the degree to which an individual believes that using a particular system will be free of physical and mental effort. According to Dandi & Ridanasti (2024), when users perceive a platform like TikTok to be effortless, they develop a positive attitude that directly drives their intention to use it. This concept is further elaborated by Wulandari & Susanti (2023), who suggest that ease of use also implies a quick learning curve. Users should feel confident that they do not need to struggle or expend significant energy to understand how the features work.

In the context of Generation Z and the Food & Beverage sector, the definition becomes more specific regarding intuitiveness and clarity. Research by Sandira et al. (2025) highlights that for Gen Z, ease of use is synonymous with a navigable and intuitive interface. This demographic expects a seamless experience free from technical obstacles or glitches, as noted by Novitan & Nawawi (2025) which significantly influences their trust in the platform. Furthermore, Kurniawan & Tankoma (2023) argue that for food delivery and related services, the system must be clear and understandable to avoid user confusion. Therefore, within this study, Perceived Ease of Use refers to the perception that accessing and claiming TikTok Location Tag Vouchers is a clear, intuitive, and hassle-free process for Gen Z consumers.

2.1.4 Social Influence

Social influence captures the extent to which individuals believe that important others think they should use a particular technology. In models such as TAM2 and UTAUT2, it appears as a key determinant of behavioural intention, especially in early stages of adoption and in settings where social norms are salient (Venkatesh & Davis, 2000). Pangkey et al. (2023) highlight that for entertainment applications, young users often align their adoption decisions with what is perceived as popular within their peer groups, reflecting a desire to remain connected to shared trends.

Within digital commerce and short video platforms, social influence manifests through recommendations from friends, family, and influencers, as well as visible indicators of popularity such as views, comments, and shares. Nurwenda et al. (2025) show that social influence significantly shapes Gen Z's intention to use TikTok Shop features in Jakarta, confirming the normative power of peers and content creators in this environment. Similarly, research in the food and delivery sector finds that social cues and social proof, such as frequent appearances on the "For You" page or positive user reviews, play a critical role in app adoption and purchase decisions (Yutika et al., 2024; Nuralam et al., 2024).

In the specific case of TikTok Location Tag Vouchers, social influence operates at the intersection of trend and perceived rationality. When friends, partners, or favourite food vloggers are seen routinely claiming vouchers at certain locations, using the feature becomes both socially endorsed and framed as a smart way to save money (Budisetiawati & Thabrani, 2025). Content analyses of food marketing on digital platforms suggest that visual style and peer like testimonials make voucher use appear normal and desirable among adolescents and young adults (Elliott & Truman, 2024; Poh et al., 2024). Reflecting these dynamics, this study expects social influence not only to complement economic and ease of use considerations but also to emerge as a dominant driver of intention to use, consistent with findings that peer validation can outweigh pure price sensitivity in Gen Z's social commerce behaviour.

2.1.5 Intention to Use

Intention to Use is widely regarded as the primary predictor of actual user behavior in the adoption of new technology. According to Lamimi et al. (2024), this variable represents the subjective probability that an individual will perform a specific action, such as utilizing a platform for information seeking purposes. This concept implies that the stronger the intention, the more likely the behavior will occur. This perspective is reinforced by Kurnia Asri et al. (2025), who describe intention as the extent to which a person has formulated a conscious plan to engage in a future behavior, particularly within the realm of digital financial services and payment systems.

In the specific context of Generation Z and social commerce, the intention to use is not merely about accessibility but is deeply influenced by the perceived value offered by the platform. Research by Nurwenda et al. (2025) indicates that the intention to use TikTok Shop among this demographic is significantly driven by an orientation toward saving money. Their findings suggest that Generation Z users are more likely to plan their usage of a platform if they perceive a clear economic advantage. Similarly, Nugroho, Fauzan, et al. (2025) found that in online food delivery platforms, the motivation to continue using the service is directly strengthened by tangible incentives, such as vouchers and discounts provided by the application.

Furthermore, regarding the use of digital promotional tools, Gu et al. (2023) define the intention to use electronic coupons as the willingness of consumers to actively acquire and redeem them during their shopping process. Drawing from these various perspectives, this study defines Intention to Use as the willingness and conscious planning of Generation Z consumers to utilize the TikTok Location Tag Voucher feature to obtain economic benefits when purchasing Food and Beverage products.

2.2 Empirical Review and Hypothesis

2.2.1 The Effect of Perceived Economic Benefit on Intention to Use

Perceived Economic Benefit serves as a primary extrinsic motivator in digital consumption. Safitri (2024) finds that perceived economic benefit and social interaction have a positive and significant effect on purchase intention and trust among Tokopedia users, which shows that concrete savings and efficient transactions strengthen both confidence in the platform and willingness to buy. In a similar way, Alhamdina and Hartono (2023) report that economic benefits in the form of lower prices and promotions for Skintific products on TikTok Shop increase brand trust and online purchase intention, suggesting that users view discounted purchases as rational and financially sound decisions.

Evidence from food delivery services confirms that vouchers and discounts function as tangible economic cues that directly trigger platform choice and continued use. Nugroho et al. (2025) show that discount vouchers and perceived benefits significantly affect the decision to use GrabFood in Semarang, both through a direct path and through perceived benefits as a mediator, because consumers experience real cost savings and improved service value relative to offline purchases. Saad (2021) and Troise et al. (2021), as summarized by Nugroho et al. (2025), also find that voucher programs in food service increase trial and repeat usage, since users feel that they obtain better value without sacrificing convenience or quality. In digital financial services, Budisetiawati and Thabrani (2025) demonstrate that economic value is a significant driver of intention to use the OLLIN banking application among Generation Y and Z, which indicates that these cohorts give priority to cost efficiency and time savings when adopting a new digital tool.

At the same time, several studies point out that economic benefits do not always dominate behavior and may be conditional on context and perceived value. Grabowska et al. (2025) show that for Polish TikTok users, cost related perceptions can even reduce perceived usefulness when users associate financial concerns with risk and lower trust, while social influence, recommendations, and habit explain a large share of variance in purchase intention. Studies of social commerce also show that economic benefits often work through trust and attitude, so without a credible platform and positive experience, price promotions may fail to translate into higher intention to buy (Dabbous et al., 2020; Safitri, 2024).

For TikTok Location Tag Vouchers in the food and beverage sector, perceived economic benefit operates through two main mechanisms. First, it reduces the effective price of food and beverage items at specific outlets, which makes visits to restaurants and cafes feel more affordable than paying the normal price. Second, it lowers search costs because discounts are embedded directly in location tagged content, so users do not need to leave TikTok or spend extra effort to find promotions. In this environment, Generation Z users who perceive strong monetary value from location tag vouchers are likely to see voucher use as both a rational budgeting choice and a smart way to consume social content, although these perceptions still compete with social validation and platform habit for attention. Based on the theoretical framework and empirical evidence above, the following hypothesis is proposed:

H1: Perceived Economic Benefit has a positive and significant effect on the Intention to Use TikTok Location Tag Vouchers.

2.2.2 The Effect of Perceived Ease of Use on Intention to Use

Perceived Ease of Use (PEOU) is defined as the extent to which a user believes that using a particular system would be free of effort. Recent empirical studies confirm that PEOU is a critical predictor of behavioral intention among Generation Z. Dandi (2024) shows that perceived ease of use significantly influences intention to use TikTok Shop in Indonesia, both directly and indirectly through attitude toward using, which suggests that Generation Z users favor platforms where navigation and transactions feel simple and familiar. In another context, Wulandari and Susanti (2023) find that perceived ease of use and perceived usefulness shape decisions to use TikTok in Kebumen, because users do not want to invest much energy in learning how a feature works before adopting it.

In food related services, ease of use reduces cognitive barriers and learning costs, which encourages trial and continued use. Ayhn et al. (2024) report that ease of use is a primary determinant of Generation Z intention to use online food delivery services, since a clear ordering process and intuitive interface lower uncertainty when buying

meals through applications. Kurniawan and Tankoma (2023) find that in online food delivery, perceived ease of use and perceived enjoyment increase customer trust and loyalty, because simple and responsive interfaces signal that the service is reliable and that orders will be handled correctly. These findings imply that if Generation Z users perceive the steps to find, claim, and redeem TikTok Location Tag Vouchers as straightforward, with a clear icon and minimal friction during redemption at merchants, their intention to use the feature should increase.

More recent studies, however, suggest that the influence of perceived ease of use can weaken for digital natives who already treat basic platform navigation as a given. Budisetiawati and Thabrani (2025) show that perceived ease of use does not significantly affect intention to use the OLLIN application, while economic value, firm reputation, and rewards do have significant positive effects for young users in Padang. (Effendy et al., 2021) similarly find that for e wallet usage, constructs such as perceived usefulness and social influence can overshadow perceived ease of use, because users have already internalized basic application usage in daily routines. These results indicate that for highly experienced users, ease of use becomes a background expectation rather than a factor that differentiates intention levels.

Within TikTok, Indonesian Generation Z spends considerable time with the app and is already familiar with its core interaction patterns, which reduces the salience of generic ease of use evaluations. Even so, empirical work on social commerce and digital banking adoption shows that when a new feature introduces specific steps that are not yet part of the habitual flow, perceived ease of use at the feature level can still matter for intention, especially in early stages of adoption (Kurnia Asri et al., 2025). In this study, the mechanism is that users who feel that claiming location tag vouchers is effortless and does not interrupt their usual way of consuming TikTok content will be more willing to plan future use of the voucher feature. Based on the theoretical framework and empirical evidence above, the following hypothesis is proposed:

H2: Perceived Ease of Use has a positive and significant effect on the Intention to Use TikTok Location Tag Vouchers.

2.2.3 The Effect of Social Influence on Intention to Use

Venkatesh and Davis (2000) extend TAM into TAM2 and argue that Social Influence (SI), in the form of subjective norm, image, and voluntariness, is a key determinant of Intention To Use (ITU), especially in early adoption and in settings where social norms are strong. Nurwenda et al. (2025) apply the UTAUT2 framework to TikTok Shop users in Jakarta and find that SI has a significant positive effect on continuous ITU, reflecting the impact of recommendations from friends, family, and influencers within this social commerce ecosystem. In a related streaming context, Pangkey et al. (2023) show that SI, together with hedonic motivation and habit, significantly predicts ITU using Netflix among Generation Z in Manado, underscoring that young users often align their behavior with what appears popular in their peer groups.

Social influence is also prominent in food and delivery services, where social proof and peer recommendations reduce uncertainty about quality and fit. Yutika et al. (2024) report that SI is a critical determinant of adoption of food delivery applications among Generation Z, since repeated exposure to app use in their social environment and positive stories from peers support the decision to try the service. Nuralam et al. (2024) find that social proof and peer recommendations on TikTok positively shape purchase interest for food products, illustrating that visible engagement metrics and user generated reviews can be as persuasive as price information. Content analysis by Elliott & Truman (2024) further shows that food marketing on digital platforms normalizes certain eating practices among adolescents, as visually appealing content and peer-like testimonials make engagement with promoted products appear common and desirable.

In the specific case of TikTok Location Tag Vouchers, SI works by framing voucher use as both socially endorsed and financially smart. Budisetiawati and Thabrani (2025) note that for digital banking, social influence can direct attention to particular applications, but its effect may be weaker than economic value when decisions are strongly functional; in contrast, TikTok integrates vouchers inside a highly social and entertainment driven environment where trends are central. Safitri (2024) shows that social interaction on Tokopedia improves trust and purchase intention, which implies that interactions and communication around promotions can make the use of vouchers look like a sensible and accepted behavior rather than a purely price driven act. Gu et al. (2023) add that social and gender norms around coupon use can shape whether consumers feel comfortable redeeming electronic coupons, so a context in which friends, partners, and favorite food vloggers frequently showcase voucher use can reduce any stigma and instead create a perception of smart consumption.

Although some research on digital banking finds that SI does not always have a significant effect on ITU when functional considerations dominate (Budisetiawati and Thabrani, 2025), studies on TikTok and short video platforms tend to show a different pattern. Grabowska et al. (2025) find that social influence, habit, and recommendations from the platform strongly predict purchase intention among Polish TikTok users, explaining a large portion of variance in their model. Poh et al. (2024) and Wang et al. (2024) also document that exposure to viral TikTok food videos changes everyday eating practices and purchase decisions among youth, which demonstrates that peer validation and visible popularity cues can outweigh pure price sensitivity in shaping behavior. This body of work suggests that in a location tag voucher context, where geographic proximity, trendiness, and social endorsement

meet, social influence is likely to emerge as the dominant driver of intention to use. Based on the theoretical framework and empirical evidence above, the following hypothesis is proposed:

H3: Social Influence has a positive and significant effect on the Intention to Use TikTok Location Tag Vouchers.

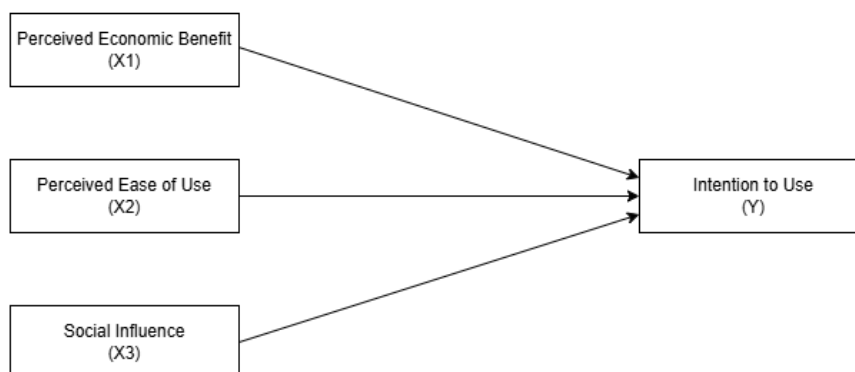


Figure 1. Conceptual Framework

Source: Authors (2026)

3. RESEARCH METHODOLOGY

3.1 Research Design

Technology acceptance research on TikTok, TikTok Shop, and other social commerce platforms generally uses a quantitative causal survey design to test structural relationships among latent variables using models such as TAM and UTAUT2 (Dandi & Ridanasti, 2024; Nurwenda et al., 2025). In line with this tradition, this study employs a quantitative approach with a causal survey design to examine how Perceived Economic Benefit, Perceived Ease of Use, and Social Influence jointly shape Generation Z's Intention to Use TikTok Location Tag Vouchers in the food and beverage sector.

The research framework directly operationalizes the conceptual model presented in Figure 1, where the three exogenous constructs (PEB, PEOU, SI) are specified as predictors of the endogenous construct Intention to Use, mirroring the structure of TAM extensions applied in e commerce and digital payment studies (Venkatesh & Davis, 2000; Nuralam et al., 2024; Asri et al., 2025). Consistent with prior TikTok related studies that capture user perceptions at one point in time, data are collected using a cross-sectional online survey, which is appropriate for measuring behavioral intentions toward emerging digital features in fast evolving social commerce environments (Lamimi et al., 2024; Klarissa et al., 2024).

3.2 Population Sample

Generation Z is recognized as the dominant user group on TikTok and short video platforms and as a key driver of social commerce adoption, including food related content and purchase decisions (Wang et al., 2024; Poh et al., 2024; Dewantoro et al., 2025). Accordingly, the target population in this study comprises Generation Z consumers aged 18–27 years who actively use TikTok and have experience claiming Location Tag Vouchers for food and beverage purchases, reflecting the demographic most exposed to location based social commerce campaigns in Indonesia.

Purposive sampling is used, with inclusion criteria adapted from recent TikTok Shop and online food delivery research: respondents must be at least 18 years old, use TikTok regularly, and have redeemed at least one voucher or promotion related to food services (Nugroho, Fauzan, et al., 2025; Sandira et al., 2025; Nurwenda et al., 2025). This nonprobability strategy is widely applied in consumer behavior and social commerce studies where the focus is on specific user segments that interact with the features under investigation, rather than on the general population (Herawati & Ruslim., 2024; Yutika et al., 2024).

In determining the minimum required sample size, this study follows methodological recommendations for PLS SEM that stress the need to relate sample size to model complexity, number of predictors, and the predictive objective of the analysis (Hair et al., 2019; Memon et al., 2020). For the structural model in Figure 1, Intention to Use has three incoming paths (from PEB, PEOU, and SI), so the “ten times” rule based on the largest number of structural paths suggests a minimum of 30 observations, which is clearly exceeded in this study (Hair et al., 2019; Priyanath et al., 2020). From a measurement perspective, the model includes 16 reflective indicators across four

constructs; using the common guideline of 5–10 observations per indicator yields a recommended range of 80–160 respondents, indicating that the final sample of 109 valid responses satisfies the lower bound for reliable estimation while remaining proportionate to the modest model size (Hair et al., 2019; Herawati et al. 2024).

Recent PLS SEM applications in Indonesian consumer and digital payment contexts also report effective sample sizes between 100 and 400 respondents for models with multiple constructs and predictive aims, such as 300 e commerce users in Nuralam et al., (2024) and 350 MSME owners in Asri et al. (2025), and emphasize that these ranges provide adequate power when effect sizes are at least medium and R^2 values are around 0.30–0.60. Methodological simulation work further shows that for models with three to five predictors and medium to large effects, sample sizes slightly above 100 observations can achieve statistical power of at least 0.80 in PLS SEM, provided that measurement quality is high and the research objective is prediction rather than strict covariance model fit (Hair et al., 2019; Jhantasana, 2023). Taken together, these considerations indicate that the achieved sample of 109 Generation Z respondents is consistent with current best practice for PLS SEM in behavioral research and is adequate to test the three structural hypotheses and to estimate the predictive power of the model for Intention to Use.

3.3 Data Collection Method

Data were collected through an online self-administered questionnaire distributed via Google Forms through social media, university mailing lists, and community groups in Jakarta and surrounding areas, mirroring procedures used in recent TikTok Shop, online food delivery, and e commerce studies targeting young digital consumers in Indonesia (Dandi & Ridanasti, 2024; Nugroho, et al., 2025; Nuralam et al., 2024). The questionnaire consisted of four sections: screening questions to ensure that respondents met the inclusion criteria, demographic items (age, gender, frequency of TikTok use, and voucher usage), measurement items for the four latent constructs, and simple validation questions to detect inconsistent or careless responses, which is a common practice in contemporary survey based behavioral research (Asri et al., 2025; Herawati & Ruslim, 2024).

All construct indicators were adapted from validated scales in prior research and adjusted to the TikTok Location Tag Voucher context to preserve content validity while maintaining conceptual comparability (Alhamdina & Hartono 2023; Safitri, 2024; Nurwenda et al., 2025). Responses were measured using a four-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (4), which is in line with recent Indonesian studies that use similar ordinal scales to capture attitudinal and intention constructs in social commerce and digital financial services (Kurnia Asri et al., 2025). Before full deployment, the instrument structure and wording were cross checked against these source questionnaires to reduce ambiguity and to ensure that each item clearly reflects its intended latent variable.

Table 1. All construct indicator

Constructs	Kode	Indicator	Reference
Perceived Economic Benefit	PEB1	Using TikTok Location Tag Vouchers helps me save money when purchasing Food & Beverage products	(Alhamdina & Hartono, 2023; Safitri, 2024)
	PEB2	I feel that utilizing the Location Tag Voucher promos helps maintain my personal budget.	
	PEB3	The price of F&B products using Location Tag Vouchers is cheaper compared to normal prices at offline stores.	
	PEB4	The discount offers provided through the Location Tag Vouchers are attractive and provide cost efficiency for me	
Perceived Ease of Use	PEOU1	I find it easy to learn and understand the steps to claim Food & Beverage vouchers through the TikTok Location Tag.	(Nurwenda et al., 2025; Reynard et al., 2025)
	PEOU2	The Location Tag icon/button on TikTok videos is clear and easy for me to locate when I want to find F&B promos.	
	PEOU3	Using the Location Tag feature to get vouchers is practical and does not require much effort from me.	
	PEOU4	I can quickly become skillful in using the Location Tag feature to redeem discounts for food and beverages.	
Social Influence	SI1	People who are important to me (such as family, friends, or partners) suggest that I use the TikTok Location Tag Voucher when purchasing food or beverages.	(Klarissa et al., 2024; Nurwenda et al., 2025)

Intention to Use	SI2	I am interested in using the TikTok Location Tagged Voucher because of recommendations from influencers, food vloggers, or content creators I follow.	(Nurwenda et al., 2025)
	SI3	I feel encouraged to use the TikTok Location Tagged Voucher because it is currently a popular trend among my social circle or appears frequently on my FYP (For You Page).	
	SI4	Positive reviews and recommendations from other users on TikTok convince me that using the Location Tag Voucher is a beneficial choice.	
	ITU1	I intend to use TikTok Location Tag Vouchers to purchase food and beverages soon	
	ITU2	I prefer using TikTok Location Tag Vouchers over other promotional methods because they offer better value	
	ITU3	I predict that I will use TikTok Location Tag Vouchers frequently whenever I visit restaurants or cafes	
	ITU4	I intend to recommend the use of TikTok Location Tag Vouchers to my friends and family.	

3.4 Data Analysis Method

The data analysis uses Partial Least Squares Structural Equation Modeling (PLS SEM) with SmartPLS 4.0, an approach widely adopted in recent Indonesian e commerce, TikTok Shop, and digital payment studies when the objective is to explain and predict key target constructs within complex models and with relatively limited sample sizes (Nuralam et al., 2024; Dandi & Ridanasti, 2024; Asri et al., 2025). PLS SEM is preferred over covariance-based SEM because it is more robust to deviations from multivariate normality, focuses on maximizing explained variance in endogenous constructs, and is suitable for exploratory extensions of established theories such as TAM in new social commerce settings (Dash & Paul 2021; Hair et al., 2019).

The analytical procedure follows the two-step approach recommended in recent methodological and applied PLS SEM literature, beginning with assessment of the measurement model and followed by evaluation of the structural model (Hair et al., 2019; Nuralam et al., 2024). Measurement model evaluation is conducted by examining indicator loadings, Average Variance Extracted, composite reliability, and discriminant validity using the Fornell Larcker criterion and HTMT ratios, applying the same thresholds used in comparable consumer behavior studies in Indonesia (Herawati & Ruslim, 2024). The structural model directly operationalizes the three hypotheses formulated in the empirical review, specifying Perceived Economic Benefit, Perceived Ease of Use, and Social Influence as exogenous predictors of Intention to Use, so that each path in the conceptual framework (H1–H3) is estimated and tested simultaneously within a single system (Nurwenda et al., 2025; Kurnia Asri et al., 2025).

Hypothesis testing uses a bootstrapping procedure with 5,000 resamples to obtain standard errors, t statistics, and p values for all structural paths, reflecting standard practice in recent PLS SEM applications on online shopping and social commerce (Nuralam et al., 2024; Safitri, 2024). Model evaluation also includes inspection of the coefficient of determination (R^2) for Intention to Use and the Stone–Geisser Q^2 value obtained through blindfolding, in order to assess the explanatory power and predictive relevance of the model in a manner consistent with current reporting guidelines for PLS SEM in marketing and management research (Hair et al., 2019). This combination of measurement and structural assessments ensures methodological consistency between the conceptual framework, the stated hypotheses, and the analytical techniques used to interpret the relationships among the four constructs in the extended Technology Acceptance Model.

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Measurement model

The measurement model results indicate that all constructs in this study exhibit strong reliability and convergent validity. As shown in Table 1, the Cronbach's Alpha and Composite Reliability (CR) values for all variables (ITU, PEB, PEOU, and SI) exceed the threshold of 0.70. Specifically, Perceived Economic Benefit (PEB) shows the highest internal consistency (CR = 0.960), followed by PEOU (0.944), ITU (0.918), and SI (0.902). Furthermore, the Average Variance Extracted (AVE) values range from 0.727 to 0.889, well above the recommended 0.50 cut-off, confirming adequate convergent validity.

Table 2. Construct reliability and convergent validity

Constructs	Cronbach's Alpha	Composite Reliability	AVE
ITU	0.910	0.918	0.788
PEB	0.958	0.960	0.889
PEOU	0.942	0.944	0.851
SI	0.875	0.902	0.727

Regarding the indicator reliability, Table 2 demonstrates that all outer loadings exceed the recommended threshold of 0.70. The indicators for Intention to Use (ITU) range from 0.828 to 0.916, with ITU4 showing a robust loading of 0.828, contradicting the notion that it performs poorly. Similarly, all items for PEB, PEOU, and SI show strong loadings (>0.796). Consequently, all indicators are retained in the measurement model as they significantly reflect their respective latent constructs.

Table 3. Outer-loadings matrix

Constructs	ITU	PEB	PEOU	SI
ITU1	0.916			
ITU2	0.915			
ITU3	0.889			
ITU4	0.828			
PEB1		0.945		
PEB2		0.956		
PEB3		0.937		
PEB4		0.933		
PEOU1			0.925	
PEOU2			0.907	
PEOU3			0.922	
PEOU4			0.936	
SI1				0.796
SI2				0.906
SI3				0.920

Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. Table 3 shows that the square root of AVE for each construct (diagonal values: ITU=0.888, PEB=0.943, PEOU=0.922, SI=0.853) is higher than its correlation with any other construct, satisfying the Fornell-Larcker criterion.

Table 4. Fornell-Larcker Criterion.

Constructs	ITU	PEB	PEOU	SI
ITU	0.888			
PEB	0.523	0.943		
PEOU	0.580	0.252	0.922	
SI	0.807	0.468	0.674	0.853

Additionally, the HTMT ratios presented in Table 4 are all below the strict threshold of 0.90. Notably, the correlation between Social Influence and Intention to Use (SI-ITU) is 0.885, which is below 0.90, indicating that the constructs are empirically distinct. Thus, discriminant validity is fully established without the need for concern regarding conceptual overlap.

Table 5. Heterotrait-Monotrait Ratio of correlation

Constructs	ITU	PEB	PEOU	SI
ITU				
PEB	0.555			
PEOU	0.623	0.265		
SI	0.885	0.494	0.753	

4.1.2 Hypothesis Testing

Hypotheses were tested using the bootstrapping procedure with 5,000 subsamples. Table 5 presents the path coefficients, t-values, and p-values for each structural path. The results show that Perceived Economic Benefit has a positive and significant effect on Intention to Use ($\beta=0.193$; $t=2.991$; $p=0.003$), and Social Influence exhibits a very strong positive effect ($\beta=0.658$; $t=8.129$; $p=0.000$). However, Perceived Ease of Use shows a positive but insignificant effect on Intention to Use ($\beta=0.087$; $t=1.209$; $p=0.227$). Thus, H1 and H3 are supported, while H2 is rejected.

Table 6. Hypothesis path coefficient testing

Hypothesis	Relationship	β	T Statistics	P values	2.5% CI	97% CI	VIF	f^2	R^2	Q^2
H1	PEB $\rightarrow$ ITU	0.193	2.991	0.003	0.069	0.324	1.293	0.091	0.683	0.525
H2	PEOU $\rightarrow$ ITU	0.087	1.209	0.227	-0.047	0.233	1.851	0.013		
H3	SI $\rightarrow$ ITU	0.658	8.129	0.000	0.490	0.808	2.221	0.616		

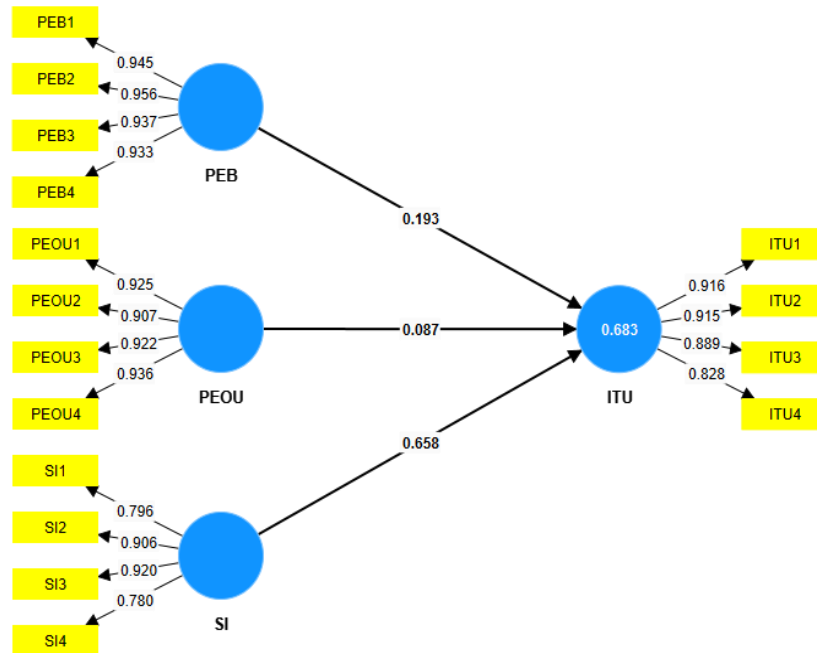


Figure 2. Path diagram
Source: Authors (2026)

4.2 Discussion

4.2.1 Social Influence as the Primary Driver

The most consistent pattern in this study is that social influence emerges as the main driver of Generation Z's intention to use TikTok Location Tag Vouchers, while economic benefit plays a supporting role and ease of use largely becomes a background factor. This result is conceptually aligned with TAM2 and UTAUT2, which both treat subjective norm and social pressure as critical determinants of intention when technologies are embedded in dense social environments (Venkatesh and Davis, 2000).

Within the Jakarta food and beverage context, voucher use is not experienced as a purely individual price saving tactic but as part of participation in visible social trends curated by peers, partners, and food creators on TikTok. Prior work on TikTok shows that short video feeds, live streams, and creator content shape what young users perceive as normal and desirable consumption patterns, particularly around food and dining out (Poh et al., 2024; Wang et al., 2024). When location tags and vouchers are attached to that content, claiming a voucher becomes a way to signal that one is up to date with the same cafes, menus, and experiences that circulate in the social feed, rather than merely a response to lower prices.

The predominance of social influence over economic benefit therefore indicates a shift from purely price driven coupon use toward socially anchored adoption of location based features in social commerce. Studies on TikTok based purchase intentions in Poland show that social influence, platform recommendations, and habit together explain a large share of variation in purchase intention, even when cost perceptions are included in the model (Grabowska et al., 2025). Similar results appear in Indonesian research on TikTok Shop and culinary destination selection, where recommendations from influencers and peer groups significantly shape Generation Z decisions despite their well documented price consciousness (Klarissa et al., 2024; Nurwenda et al., 2025). This study extends that pattern by demonstrating that when promotions are tied to specific places, social validation and "check in" behaviour become more central than discount depth in explaining whether Generation Z intend to use vouchers.

4.2.2 Reframing Economic Benefit in a Social Commerce Context

Although perceived economic benefit has a smaller statistical effect than social influence, its positive and significant impact still confirms that Generation Z evaluate location tag vouchers through a rational value for money lens. Prior work on TikTok Shop and e commerce finds that price reductions and promotions strengthen brand trust and purchase intentions because users regard discounted transactions as financially sound decisions (Alhamdina and Hartono, 2023; Nuralam et al., 2024). Research on GrabFood and other delivery services likewise shows that voucher

programmes directly increase platform choice and repeat use, as consumers experience concrete savings relative to offline purchases (Nugroho et al., 2025).

The present findings suggest that in a location tag environment these economic gains are still valued, but are interpreted through a different frame. Location tag vouchers simultaneously reduce effective prices at a given outlet and compress search costs because the offer is encountered in the same video that shapes users' desire to visit that place. This dual function differs from traditional delivery vouchers, where the discount is attached to a transactional interface rather than to a specific social media narrative about a venue (Nugroho et al., 2025). It also helps explain why cost related perceptions can sometimes destabilise perceived usefulness on TikTok, as shown by Grabowska et al. (2025), who report that in some cases financial concerns create risk perceptions that are only overcome when strong social cues and personalised recommendations are present.

Taken together, the results indicate that economic benefit remains an important extrinsic motivator but no longer operates in isolation; its effectiveness depends on being embedded in credible social stories and creator ecosystems. This is consistent with social commerce evidence that economic incentives often work through trust, attitude, and perceived community norms, rather than directly translating into intention in the absence of relational and reputational cues (Safitri, 2024). For practitioners, this implies that increasing discount depth without parallel investment in social proof, creator partnerships, and venue level storytelling is unlikely to substantially raise intention to use location tag vouchers among Generation Z.

4.2.3 Why Ease of Use Loses Salience for Digital Natives

The non-significant effect of Perceived Ease of Use stands in marked contrast to early TAM studies, where ease of use consistently shaped attitudes and adoption of new information systems (Davis, 1989). It also diverges from several TikTok Shop studies that still report positive effects of effort expectancy or perceived ease on intention, particularly in contexts where shopping through live streams and in app payments is relatively new (Dandi and Ridanasti, 2024; Sandira et al., 2025).

Conceptually, this null result supports the argument that digital natives ease of use increasingly functions as a hygiene factor rather than a source of competitive advantage. Indonesian Generation Z spend substantial time on TikTok and other short video platforms, and familiarity with swiping, tapping, and following product links makes basic navigation feel automatic (Wulandari & Susanti, 2023; Wang et al., 2024). Evidence from digital banking and payment studies similarly shows that as users gain experience, ease of use loses predictive power, while economic value, habit, and social influence become more decisive (Budisetiawati and Thabrani, 2025; Kurnia Asri et al., 2025).

In the specific case of location tag vouchers, this suggests that as long as the voucher icon is visible and redemption does not introduce unexpected friction at the point of sale, Generation Z no longer evaluate the feature in terms of difficulty. Instead, they appear to judge whether using the voucher fits the social script of their outing and whether the perceived savings feel meaningful relative to the total spending for a cafe visit or meal. Prior work on culinary destination choice via TikTok shows that habit and social proof have strong direct effects on actual behaviour, implying that much of the cognitive work has already been offloaded into routine responses and social heuristics (Klarissa et al., 2024). Future models may therefore need to treat feature specific ease of use as an antecedent of habit or trust, rather than as a direct predictor of intention, when studying mature platforms and highly experienced cohorts.

4.2.4 Contextualising the Findings in Jakarta's Food and Beverage Ecosystem

Understanding why social influence dominates in this study also requires attention to the local market context. Jakarta is characterised by dense restaurant and cafe competition, high mobile internet penetration, and intensive use of TikTok for discovering new places to eat, which together create a landscape where visibility and trend velocity matter as much as nominal price differences (Dewantoro et al., 2025). Research on mobile location-based advertising argues that the effectiveness of proximity promotions depends on competition intensity and targeting costs in each area (Xia et al., 2021). In a saturated urban food scene, this can make social endorsement and virality more valuable than marginally larger discounts, because users face abundant choice and limited attention.

At the same time, prior work on food marketing to youth shows that digital platforms normalize specific eating practices by repeatedly showing visually appealing, socially shared meals and snacks (Elliott & Truman, 2024; Poh et al., 2024). When location tags are layered onto such content, the voucher feature effectively stitches together three elements: a specific place, a monetary incentive, and a recognizable social micro scene (for instance, queues at a trending beverage outlet). It is therefore unsurprising that respondents report being more motivated by what friends, partners, and influencers are doing than by the absolute percentage of discount. This mechanism also resonates with electronic coupon research showing that when coupon use is framed as smart consumption within a peer group, any lingering stigma is reduced and redemption becomes socially valued behaviour (Gu et al., 2023).

These contextual dynamics help explain why the pattern observed here differs from findings in more functional or risk sensitive categories, such as banking and digital financial services, where economic value and infrastructure reliability often overshadow social cues (Budisetiawati and Thabrani, 2025; Reynard et al., 2025). In youth oriented urban food consumption, the meal itself is a social event and a form of identity expression, so promotions that travel through TikTok's social graph naturally depend more on alignment with trends and communities than on marginal gains in perceived ease or price.

4.2.5 Limitations, Theoretical Integration, and Future Directions

Several limitations need to be considered when interpreting these findings. The sample consists of 109 purposively selected Generation Z users in Jakarta who are active TikTok users and already have voucher experience, which restricts generalisation to less urban, less digitally fluent, or older populations. Prior studies on online food delivery and cashless payments show that age, digital literacy, and region can moderate the impact of TAM and UTAUT2 constructs, suggesting that social influence may be weaker and economic benefit stronger in different segments (Ayhün et al., 2024; Kurnia Asri et al., 2025). The cross sectional design also captures intention at one point in time and cannot address the intention-behaviour gap that has been documented in social commerce and destination choice research (Klarissa et al., 2024).

Conceptually, however, the study advances understanding in three main ways. First, it extends TAM and TAM2 by showing that in a geotargeted social commerce context, social influence can overshadow both usefulness proxies such as economic benefit and traditional ease of use, pointing toward a social ecosystem first view of technology acceptance on mature entertainment platforms (Venkatesh & Davis, 2000; Kaur & Kumar, 2020). Second, it differentiates location tag vouchers from classic mobile coupons by demonstrating that their value proposition lies in the integration of social discovery and economic savings, rather than in price concessions alone, complementing game theoretical work on retailer strategies in location based mobile promotion (Xia et al., 2021; Hooda et al., 2024). Third, it empirically supports the emerging view that among digital natives ease of use is better understood as an infrastructural expectation that enables habit and social proof, rather than as a direct cause of intention, echoing findings from TikTok Shop and digital banking studies in Indonesia (Nurwenda et al., 2025; Budisetiawati & Thabrani, 2025).

Future research can build on these insights in several directions. Longitudinal designs that track actual voucher redemption and revisit behaviour would clarify how far strong intentions driven by social influence translate into sustained usage over time, as recommended in recent work on TikTok driven culinary decisions and social commerce (Klarissa et al., 2024; Wang et al., 2024). Cross cultural and cross regional comparisons, contrasting Jakarta with secondary cities or other countries, would help test whether the primacy of social influence is amplified in collectivist, highly connected urban youth cultures relative to more individualist or resource constrained settings (Pangkey et al., 2023; Grabowska et al., 2025). Integrating constructs such as habit, trust, and perceived privacy risk from UTAUT2 and mobile location based advertising literatures would finally allow richer models that reflect the full complexity of location oriented social commerce among Generation Z.

5. CONCLUSION

This study shows that the working hypotheses about Generation Z adoption of TikTok Location Tag Vouchers are only partly confirmed, and that social mechanisms are more decisive than technical ones in this context. Perceived economic benefit has a positive and significant effect on intention to use, which reinforces the broader evidence that monetary advantages and value for money continue to support purchase intentions in social commerce (Alhamdina & Hartono, 2023; Safitri, 2024). In contrast, perceived ease of use does not significantly affect intention, diverging from the classic Technology Acceptance Model finding that ease of use is a central antecedent of adoption (Davis, 1989). The strongest effect comes from social influence, which confirms that peer validation and social proof outweigh pure price considerations for digitally fluent Gen Z users, even though this cohort is often portrayed as highly price conscious in consumer reports (PwC, 2025; Walsh, 2025).

Beyond confirming or rejecting individual hypotheses, these results make several specific academic contributions to the literature on technology acceptance and social commerce. First, the study refines TAM and TAM2 by showing that in a geotargeted social commerce environment, social influence from the extended model (Venkatesh & Davis, 2000) can dominate both usefulness proxies such as economic benefit and traditional ease of use, pointing toward a social ecosystem first interpretation of acceptance on mature entertainment platforms (Kaur & Kumar, 2020). Second, the findings empirically distinguish TikTok Location Tag Vouchers from traditional digital coupons and food delivery vouchers, which mainly work as transactional tools that lower prices at the point of purchase (Nugroho et al., 2025; Grabowska et al., 2025). In this study, vouchers operate as part of a social discovery process that links places, creators, and offers, extending competition and location based promotion models in the

coupon literature that focus on retailer strategy rather than consumer side social dynamics (Xia et al., 2021; Hooda et al., 2024; Gu et al., 2023). Third, the non significant role of perceived ease of use supports the emerging view that among digital natives it functions as a basic infrastructure expectation, while economic value, habit, and social influence become more relevant differentiators, as suggested by research on digital banking and cashless payment adoption (Budisetiawati & Thabrani, 2025; Kurnia Asri et al., 2025).

Several limitations of this research follow directly from the conditions under which social influence emerged as the dominant driver, and they open concrete routes for future work. The sample consists of 109 purposively selected Gen Z users in Jakarta who are active TikTok users and already familiar with voucher redemption, so the pattern of a very strong social influence effect and a modest economic benefit effect may not generalise to older, less connected, or less digitally literate populations where cost considerations could be more salient (Ayhün et al., 2024; Reynard et al., 2025). Future studies should therefore replicate the model in secondary cities, rural regions, and other countries, and explicitly test whether urban density, restaurant concentration, and digital literacy moderate the relative strength of social influence and economic benefit, as suggested by work on mobile advertising and cross regional adoption of digital payments (Xia et al., 2021; Kurnia Asri et al., 2025). The use of a cross sectional design also means that this study captures intention rather than realised voucher redemption, even though prior research in social commerce and culinary destination choice shows that the gap between intention and behaviour can be substantial (Klarissa et al., 2024; Wang et al., 2024). Longitudinal tracking of actual redemption and revisit behaviour, as well as experiments that vary discount level and visible social proof elements such as creator endorsements and peer usage counts, would allow future research to test whether social influence continues to dominate when real spending and repeated visits are observed over time (Gu et al., 2023; Nugroho et al., 2025).

The findings also imply several institutional and systemic adjustments for businesses, platforms, educators, and policymakers that wish to respond to the way Gen Z integrates social trends with economic value in everyday food consumption. For food and beverage firms, the evidence that social influence exceeds price effects suggests that marketing strategies should prioritise creator ecosystems, peer recommendation mechanisms, and visually appealing content over simple escalation of discount depth, in line with studies showing that TikTok based food marketing normalises specific venues and menus through repetition and social proof rather than through price alone (Elliott & Truman, 2024; Poh et al., 2024). Platform designers and regulators should treat Location Tag Vouchers as part of a wider system of location based mobile advertising and social commerce, which requires transparency in social recommendation algorithms and strong safeguards for location data and youth exposure, echoing concerns about governance raised in the MLBA and public health literature (Hooda et al., 2024; Wang et al., 2024). Educational institutions that prepare students for marketing careers need to incorporate modules on location based social commerce, influencer relationship management, and ethical use of data, because conventional e commerce frameworks are no longer sufficient to explain behaviour on TikTok and similar platforms (Dewantoro et al., 2025; Lamimi et al., 2024). Finally, for TikTok and competing platforms, the demonstrated primacy of social influence justifies continued investment in tagging features, creator tools, and community validation systems, but this should be balanced with design choices that avoid amplifying unhealthy food norms among young users, an issue repeatedly highlighted in research on digital food promotion to adolescents (Elliott & Truman, 2024; Wang et al., 2024).

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