

ABSTRACT

On May 1, news of Tokopedia's user data leak came out, and a total of 91 million Tokopedia user data on a hacker forum was sold for \$5,000. Tokopedia said in its official release that they "discovered an attempt to steal data from Tokopedia users". After the above issues or cases that have been mentioned, it provides an understanding of the importance of security in a system. This study aims to determine the level of acceptance of the Tiktok application feature, namely Tiktok Shop as an e-commerce platform with the Technology Accepted Model (TAM) approach by adding security, Perceived privacy, Perceived risk, and trust variables in this study. Respondents in this study are people / TikTok Shop users who have used / shopped through TikTok Shop at least once. The data analysis technique used is using PLS 4.0. The number of samples used in this study were 401 respondents and used non-probability sampling technique Convenience sampling method. Based on the research results, 94% of users have used TikTok shop and factors that influence the level of acceptance of TikTok shop can be seen from the Perceived Usefulness (PU) value to Behavioral Intention (BI) 5,557 and Behavioral Intention (BI) to Actual System Use (ASU) which results in a value of 35,724 the high benefits perceived by users affect the user's higher intention to use TikTok shop. The influence of factors, Perceived Privacy has an effect on trust, it can be accepted that the P value has a value of 0.000 <0.05 and has a t-statistic value of 6.835 > 1.96, Security has an effect on trust, it can be accepted that the P value has a value of 0.000 <0.05 and has a t-statistic value of 11.370 > 1.96. Trust has an effect on Perceived Risk, it can be accepted that the P value has a value of 0.000 <0.05 and has a t-statistic value of 24.655 > 1.96, Perceived Risk has an effect on behavioral intention. It can be seen that the P value has a value of 0.000 < 0.05 and has a t-statistic value of 3.726 > 1.96 on the acceptance of tiktokshop has a positive and significant effect. So, the following factors affect the level of acceptance of tiktok shop.

Keywords: User Acceptance Level Factors, Tiktok Shop, TAM Method, security, Perceived privacy, Perceived risk, and trust.