Influence Analysis UTAUT Model In Consumer Contex On Purchasing Decisions Consumer Millennials on Users Tiktok at XYZ Start Up Company

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Abstract *: This study was conducted to determine the influence of the UTAUT In Costumer Context MODEL on the use of E-Commerce, especially Tiktok, on Millennial consumers at PT XYZ, in this case how the model can influence purchasing decisions. In this study, data collection using an online questionnaire via Google form to 80 PT XYZ employees who are active as users of Tiktok Social Media and actively shop through the E-Commerce. Sampling was carried out with the criteria of Tiktok users who have shopped at least once a month. This research is a quantitative study with data processing using SPSS. The results of this study obtained that the UTAUT In Consumer Context Model influences Millennial Consumer Purchasing Decisions on Tiktok Users at PT XYZ. This is illustrated in the value of the calculation results obtained a significant value of 0.000. This value is <0.05. thus variable X influences variable Y.*

Keywords : *UTAUT Model In Consumer Context; Purchasing Decision*

INTRODUCTION

In the digital era 5.0, the use of technology is almost in all aspects of the company's operational activities, even almost all of them utilize technology to be able to operate both on a small and large scale. This fifth industrial technology is a new phase of industrialization that focuses on humans and is sustainable. In this era, companies can utilize advanced technologies such as AI, IoT, Big Data and cloud computing.

Currently, AI is the main choice for several technology activists, one of the reasons is because it is easy to use and very helpful. According to Prabowo, et al. (2023) in an increasingly competitive business environment, advances in information

technology are an important determinant for companies in achieving competitive advantage and adapting to ongoing changes.

Previous research by (Mukhsin, 2020) examined the role of information and communication technology in implementing village information systems in the publication of village information in the era of globalization. Another study by (Murti et al., 2021) focused on the use of information technology and organizational change management in supporting business. Another study conducted by (Oxy et al., 2023) that the use of information technology in

business activities namely *e-commerce,* data analysis for decision making, use of artificial intelligence (AI), digital companies and social media, collaboration and digital communication.

Marketing using information technology can be used as a digital communication tool in delivering products offered widely. This can be done especially through the social media networks that exist today. When marketing products or services through social media, the overall content of the marketing content is very important in order to attract customers to buy.

One of the potential e-commerce (online buying and selling) markets in Asia is Indonesia. This can be seen from the We Are Social 2018 survey, around 40% of 132 million internet users buy goods and services through e-commerce (Saputra, 2018). The increase in internet users is growing rapidly in Indonesia with the composition of millennial consumers aged 19-34 years being the largest internet users at 49.52% (Association of Indonesian Internet Service Providers, 2017).

In their research, Gwijeong et al., (2021) analyzed data from the US Census Bureau, several previous studies mostly adhered to the definition of Millennials and previous generations described in a number of Pew Research Center reports. Millennials are people born between 1980/1981 to 1994/1995 or 1999/2000, with an age range of 25 to 44 years.

Of course, in compiling the content using the latest technology called AI. Interesting content can make the audience make a decision. The decision to have goods and products sold. One of the social media that collaborates with *Ecommerce* and is currently often a market for sellers and buyers is Tiktok.

Tiktok *Shop* is an interesting new phenomenon in the *e-commerce industry* in Indonesia, where recent trends show that Tiktok has changed consumer shopping behavior habits, many prefer shopping on the *live feature. streaming* Tiktok *Shop* . It is undeniable that Tiktok has become a new trend of online shopping in Indonesia, especially among the Millennial generation to Gen Z. The decision to buy a product online is based on *trust* in the products that will be purchased by consumers. This is due to many reasons, one of which is when the process of observing the product is indirectly only through a video or picture.

UTAUT2 is a development of the UTAUT model concept (Venkatesh, Thong, & Xu, 2012) UTAUT2 describes how consumers adapt to technology. UTAUT is a technology acceptance theory model compared to previous models including *(1) technology acceptance model (TAM), (2) the innovation diffusion theory (IDT), (3) the theory of reasoned action (TRA), (4) the theory of planned behavior (TPB), (5) the motivational model (MM), (6) a model of combining TAM and TPB (C-TAM-TPB), (7) the model of PC utilization (MPCU) and (8) the social cognitive theory (SCT)* in integrating the construction of a person or organization in accepting new technology

(Winarko & Mahadewi, 2013). UTAUT 2 Theory or UTAUT in Consumer Context is a development of a model that describes how consumers adapt to a new technology with a focus on the adoption of technology by consumers, in UTAUT 2 there are three additional predictor variables including h *edonic motivation (HM), price value (PV), and habit (H)* (Kamal & Azis, 2015) and (Pertiwi & Ariyanto, 2017). Several studies on technology adoption using the UTAUT2 method include the adoption of electronic money services (Ramdhani, Rachmawati, Sidiq, & Prabowo, 2017), mobile payment (Pertiwi & Ariyanto, 2017)

So the purpose of this study is to find out how *behavioral intention* is interpreted as millennial consumers at PT XYZ Company as TikTok users who are interested in using internet technology and *use behavior* as an indication of habits in using internet technology for *online shopping* on *e-commerce.*

Shopping for products online on TikTok *E-commerce* using seven predictor variables in UTAUT *in consumer context* according to Venkatesh et al (2012) including *performance expectancy, effort expectancy, social influence and facilitating condition.* As well as three additional variables namely *hedonic motivation, price value* and *habit* .

LITERACY AND HYPOTHESIS

Buying decision

According to Kotler and Armstrong in Arfah (2022) "Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for personal consumption". Understanding the can interpreted that Purchase Decision Behavior refers to behavior purchase end from consumers , both individual and House the ladder that buys goods and services consumption personal .

Whereas according to Assael in Arfah (2022) explains lower purchasing decision making is the process of assessment and selection from various alternative in accordance with interests – interests certain with set a the option considered the most profitable . Buying decision consumer is an integration process that combines knowledge For evaluate two behaviors alternative or more and choose One among them .

Buchari , Alma (2016) explains that decision purchase is A decisions made by consumers that are influenced by factors like economy , politics , technology , culture , product , price , promotion , location , *people, physical evidence* , and process. In fact decision purchases made by consumers is combination from a number of structured decisions influenced by behavior consumers . According to Keller & Kotler (2012) the following is indicator from decision purchase : (1) Consistency in a product , consumer in a way Excellent choose A the product you want purchased ; (2) Habit in buy product , consumer in a way used to do purchase at a product ; (3) Provide recommendation to others, consumers feel believe to a product so that want others to feel it too benefit from products that have ever purchased ; and (4) Doing purchase repeat, consumer feel satisfaction with the product ever purchased so that buy repeat product the.

UTAUT In Costumer Context

Unified Theory of Acceptance and Use of Technology (UTAUT) Venkatesh et al. perfect draft on acceptance model the technology they call with *Unified Theory of Acceptance and Use of Technology* in 2003. The concept This is development from eight draft expectations technology previously . The UTAUT concept has four construct main related with intention behavior and behavior use a technology . Four construct the main thing in question that is , expectations performance or *performance expectancy* (PE). expectation business or *effort expectancy* (EE), influence social or *social influence* (SI), and conditions that facilitate or *facilitating conditions* (FC). *The Unified Theory of Acceptance and Use of Technology in Consumer Context* (UTAUT2) model is results from shift UTAUT's recent focus This from context business to context consumers . Venkatesh et al. conducted study early on UTAUT2. in 2012. Motivation hedonism or *hedonic motivation* (HM), value price or *price value* (PV), and habits or *habit* (H) is three construct the main thing that has been added to UTAUT2. With existence three construct main addition said , it is expected development theory This capable strengthen invention study use complete four construct main in the previous UTAUT model .

The Influence of Performance Expectations on Purchasing Decisions via *Tiktok E-commerce*

In terms of performance expectations supported by several constructs from previous theories, including the usefulness *obtained* in using technology in everyday life, especially when shopping. Second, speed (*quickness*) which is the level of a technology to speed up activities or work done. Third, productivity (*productivity*) which is an increase in productivity in using a technology. (Venkatesh et al., in Arista & Meiranto, 2023).

Performance expectations in this study explain that consumers can use Tiktok to gain access to various benefits and can help in their activities, especially in searching for needed goods online or in other words shopping online. if the individual has these performance expectations and has a perception related to the performance expectations that will occur by giving rise to a behavior which in this hypothesis is the decision to purchase the goods through *E-commerce* Tiktok.

H1: *Performance expectations have an impact on purchasing decisions through Tiktok E-commerce.*

The Influence of Business Expectations on Purchasing Decisions via *Tiktok E-commerce*

In business expectations supported by several constructs from previous theories, including complexity *,* which is how complicated or difficult a technology is to learn. Second, ease of use *,* which is the ease of use felt when using a technology (Venkatesh et al., in Arista & Meiranto, 2023).

If someone has business expectations, then they will take into account the factors that can influence in controlling decisions. By having this perception, then someone can fully control their decisions. The purpose of this study is to determine how business expectations influence purchasing decisions in shopping at *E-commerce* Tiktok.

H2: *Business expectations have an impact on purchasing decisions through Tiktok E-commerce*

The Influence of Social Influence on Purchasing Decisions through *Tiktok E-commerce*

In terms of social influence, it is supported by the subjective norm construct that has existed in previous theories. Subjective norms *are* the influence of people closest to the user in using a technology. In addition, there are also social factors *related* to the level of influence of people around them in using a technology. (Venkatesh et al., in Arista & Meiranto, 2023).

A person who has social influence will try to fulfill his needs by carrying out a behavior that aims at a decision. In this hypothesis, the use of Tiktok as *E-commerce* for shopping is expected to fulfill social currents, where a person will adapt to their surroundings and will relate to those closest to them.

H3 : Social Influence has an impact on purchasing decisions through Tiktok E-commerce

The Influence of Facilitating Conditions on Purchasing Decisions via *Tiktok E-commerce*

In terms of facilitating conditions supported by the construct of perceived behavioral control *from* the previous theory. In addition, there is another construct, namely compatibility , which is a level of compatibility of the system with the technology used. (Venkatesh et al., in Arista & Meiranto, 2023)

H4: Facilitating conditions have an impact on purchasing decisions through Tiktok E-commerce.

The Influence of Hedonism Motivation on Purchasing Decisions via *Tiktok E-commerce*

In hedonism motivation is driven by the construct of the previous theory, namely in the form of attitudes towards behavior. Because, from this attitude, consumers feel that they are given pleasure (*fun*) which is a level of pleasure obtained in using a technology. Second, consumers get enjoyment (*enjoyment*) which is a level of pleasure obtained in using a technology. Third, consumers feel entertained (*entertainment* **).** (Venkatesh et al., in Arista & Meiranto, 2023)

The purpose of this case study is to determine how hedonistic motivation influences purchasing decisions through Tiktok *E-commerce* . Thus, this study proposes the following hypothesis:

H5: Hedonistic motivation has an impact on purchasing decisions via Tiktok E-commerce.

The Influence of Habits on Purchasing Decisions via *Tiktok E-commerce*

In terms of habits supported by the construct of perceived behavioral control from previous theories. The presence of addiction (*addictiveness*) makes users have a level of addiction in using a technology or system. Second, the necessity (*must*) creates a feeling of necessity for users to use a technology or system. (Venkatesh et al., in Arista & Meiranto, 2023)

In this case study, the researcher wants to understand how millennial consumers have purchasing decisions through Tiktok *E-commerce* for online shopping. Thus, this study proposes the following hypothesis:

H6: Habits have an impact on purchasing decisions through Tiktok E-commerce

RESEARCH METHODS

Variables Study

Component variable independent in studies case This that is behavior ecommerce usage and intentions behavior. Expectations performance, expectations effort, influence social, facilitating conditions, motivation hedonism, and inherited habits from UTAUT2, for variable dependent namely the purchasing decision.

Population and Sample

According to Sekaran & Bougie (2017), the term " population " refers to base on each and every one individual or situation attractive in need studied / investigated by researchers and those who want to they for opinion based on data from existing samples. Population in the study This is employees working at the Start Up Company PT XYZ totaling 80 employees with criteria employee active millennials using Tiktok *E-commerce* For shop with minimum intensity 3x in 1 month. In the study This writer use method *Nonprobability Sampling* with use saturated sampling technique. According to (Sugiyono, 2021) *Nonprobability Sampling* is technique take sample that is not give equal opportunity for every element or member population Four chosen become sample

ANALYSIS METHOD

Data processing methods in study This is using SPSS software version 20.0. The data source taken with method survey using online form (*Google Form)* which then analyzed. In the research This analysis of the data includes: simple linear regression, analysis descriptive, analysis quantitative, validity test, reliability test, multicollinearity test, heteroscedasticity test, normality test, R^2 test, F test, t test.

RESEARCH RESULT

Description Objects Study

A total of 80 respondents answer questionnaire with good and complete. From the data obtained, complete answer will collected, sorted and processed based on characteristics Respondent as following:

Table 1.1
Profile Respondents

Information	Category	Total	Percentage
Gender	Man	29	36.25%
	Woman	51	63.75%
Age	25 – 44	80	100%

Information	Category	Total	Percentage
	years		
Experience Shopping on Tiktok	<3x in a month	4	5%
	>5x in a month	76	95%

Source: processed primary data, 2024

Statistics Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
Expectation Work	80	9	15	12.75	1,717
Business Expectations	80	4	10	7.66	1,550
Influence Social	80	6	10	8.56	1,054
Facilitating Conditions	80	6	10	8.63	.986
Motivation Hedonism	80	9	15	12.60	1,696
Habit	80	3	10	7.13	1,562
Purchase Decision	**80**	**4**	**20**	**14.16**	**3.152**

Based on table above, descriptive statistics in the study this case with use sample as many as 80 respondents show existence difference mark the *mean* produced in a way theoretical and actual. In theoretical mark lowest (minimum*)* owned is of 1 and the value highest (*maximum*) owned is of 5. While Four average value (mean*)* theoretical can counted with add up points lowest until points highest, then shared with the amount class Likert scale used and the results multiplied with the amount question each variable.

1. VALIDITY TEST

Based on the r value in the product moment r value table, the r value table for n=80 or sample as many as 80 with a significance level of 5% is 0.2199. Variables can said to be valid if r value count more big from r table value. The calculated r value obtained from data processing using SPSS as shown in the following table :

Table 2. Validity Test Results

No.	Variable	r count	r table	Information
1.	Expectation Work (X1)	0.880	0.2199	Valid
2.	Expectation (X2)	0.889	0.2199	Valid
3.	Influence Social (X3)	0.805	0.2199	Valid
4.	Facilitating Conditions (X4)	0.775	0.2199	Valid
5.	Motivation Hedonism (X5)	0.877	0.2199	Valid
6.	Habits (X6)	0.869	0.2199	Valid

Data sources are processed with SPSS

Based on Based on table above, it is known Results: Calculated r value for X1, X2, X3, X4, X5, and X6 have mark more from r table value 0.2199. With level 5% significance, data variable X can be said to be valid for used as a research variable

2. **Cronbach Alpha Reliability Test**
Reliability test aiming Four see whether questionnaire own consistency If measurement the done in a way repetitive.

Table 3. Results of Reliability Test of Variable X

No.	Variable	r count	r table	Information
1.	Expectation Work (X1)	0.828	0.60	Reliable
2.	Expectation (X2)	0.753	0.60	Reliable
3.	Influence Social (X3)	0.773	0.60	Reliable
4.	Facilitating Conditions (X4)	0.787	0.60	Reliable
5.	Motivation Hedonism (X5)	0.817	0.60	Reliable
6.	Habits (X6)	0.646	0.60	Reliable

Nunnally's criteria in Mukhadis (2021) if the Cronbach's Alpha value is greater than 60% (0.6) then the indicator in the questionnaire is reliable. From the calculation results above, the Cronbach's Alpha value is known to be 80.6%, thus the indicator of variable X can be said to be reliable.

Table 4. Results of Y Reliability Test

Reliability Statistics

| Cronbach's Alpha	N of Items
.819	5

Nunnally's criteria in Mukhadis (2021) Cronbach's Alpha value is higher big from 60% then indicator in questionnaire the reliable . From the results calculation on known Cronbach's Alpha value of 81.9%, with thus indicator variable Y can it is said reliable.

Normality Test
Normality test aiming Four test whether in the regression model, the variables the bully or residual has normal distribution. For see residual normality using histogram graph that compares between observation data with distribution that is

close normal distribution. If the data is spread around the diagonal line and follow the direction of the diagonal line or histogram line show pattern normal distribution, then the regression model own assumption normality. Based on Data processing Test results data normality with using Normal P-Plot can seen in figure 1 below:

Figure 1. P-Plot
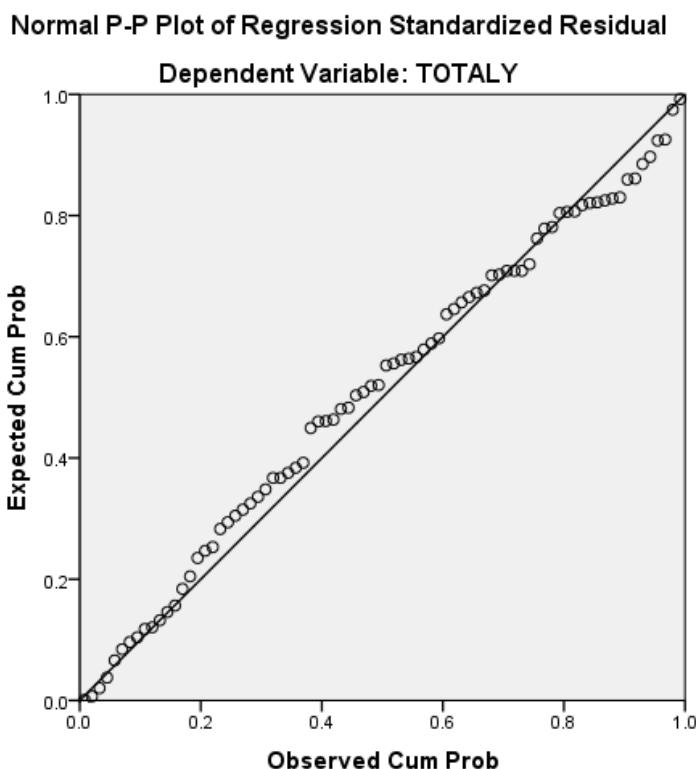
In figure 1 show that The data points are located around the diagonal line and follow direction of the diagonal line. With Thus, it can concluded that the data in study This Already normally distributed or Already fulfil assumption normality.

Multicollinearity Test

Multicollinearity test aiming Four test whether in the regression model found existence correlation between variable free. Good regression model should No happen correlation between variable free. The method used for detect There is or whether or not multicollinearity by looking at the magnitude of the variance inflation factor (VIF) and tolerance. The regression is free from the problem of multicollinearity if VIF value < 10 and tolerance > 0.1, then the data is it is said No There is multicollinearity . Multicollinearity test results against data for testing hypothesis shown in table 5 below :

Table 5. Multicollinearity Test

Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.258	2.169		-1.041	.301		

Expectation Work (X1)	.348	.168	.171	2,074	.042	.743	1,347
Business Expectation (X2)	.037	.222	.020	.169	.867	.347	2,881
Influence Social (X3)	.265	.373	.089	.711	.479	.326	3,068
Facilitating Conditions (X4)	.336	.377	.105	.894	.374	.365	2,738
Motivation Hedonism (X5)	.391	.189	.210	2,067	.042	.490	2,042
Habits (X6)	1,084	.189	.537	5,741	.000	.579	1,728

a. Dependent Variable: Purchase Decision

Based on table above, it is known VIF value of variable quality digital services is 1.00<10, and the tolerance value is 1.00 >0.1, then the data is No happen multicollinearity.

5. Simple Linear Regression Test

Simple linear regression test used Foir test influence One variable free to variable bound. The conditions are:
1. Valid and reliable
2. Normal and linear

Retrieval decision in a simple linear test refers to 2 things that is : compare mark significance with mark probability 0.05.
• If the value significant < 0.05 means variable X has an effect to variable Y.
• If the value significant > 0.05 means variable X does not influential to variable Y.

The coefficient b is called coefficient direction regression and states the average change in variable Y for every change in variable X by One unit. Changes This is increase if b is marked positive and negative if b is negative.

Simple linear regression test used Four test influence One variable free to variable bound. The conditions are:
1. Valid and reliable
2. Normal and linear

From the results of simple linear regression analysis with the SPSS 24 program available column B in Constant (a) and the value of b, so following results analysis regression as well as equality regression from each hypothesis.

H1: *Performance expectations have an impact on purchasing decisions through Tiktok E-commerce.*

Table 6. Results of the Regression Test of X1 against Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144.123	1	144.123	17.544	.000^b
	Residual	640.765	78	8.215		
	Total	784.887	79			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Ekspektasi Kerja

Based on table on obtained mark significant of 0.000. which has mark not enough from 0.05. With thus variable X1 has influence to variable Y. Can it is said that Expectation Work from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.

H2: *Business expectations have an impact on purchasing decisions through Tiktok E-commerce*

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196.952	1	196.952	26.129	.000^b
	Residual	587.935	78	7.538		
	Total	784.887	79			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Ekpektasi Usaha

Based on table on obtained mark significant of 0.000. which has mark not enough from 0.05. With thus variable X2 has influence to variable Y. Can it is said that Business Expectations from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.

H3 : *Social Influence has an impact on purchasing decisions through Tiktok E-commerce*

Table 7. Results of the Regression Test of X2 against Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.733	1	91.733	10.323	.002^b
	Residual	693.154	78	8.887		
	Total	784.887	79			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Pengaruh Sosial

Based on table on obtained mark significant of 0.002. which has mark not enough from 0.05. With thus variable X3 has influence to variable Y. Can it is said that Influence social from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.

H4: Facilitating conditions have an impact on purchasing decisions through Tiktok E-commerce.

Table 8. Results of the Regression Test of X3 against Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.613	1	100.613	11.469	.001[b]
	Residual	684.275	78	8.773		
	Total	784.887	79			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Kondisi Yang Memfasilitasi

Based on table on obtained mark significant of 0.001. which has mark not enough from 0.05. With thus variable X4 has an influence to variable Y. Can it is said that Facilitating Conditions from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.

H5: Hedonistic motivation has an impact on purchasing decisions through Tiktok E-commerce'

Table 8. Results of the X51 Regression Test against Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	288.902	1	288.902	45.433	.000[b]
	Residual	495.986	78	6.359		
	Total	784.887	79			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Motivasi Hedonisme

Based on table on obtained mark significant of 0.000. which has mark not enough from 0.05. With thus variable X5 has influence to variable Y. Can it is said that Motivation Hedonism from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.

H6: Habits have an impact on purchasing decisions through Tiktok E-commerce

Table 9. Results of the Regression Test of X6 against Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	437.446	1	437.446	98.206	.000[b]
	Residual	347.442	78	4.454		
	Total	784.887	79			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Kebiasaan

Based on table on obtained mark significant of 0.000. which has mark not enough from 0.05. With thus variable X6 has influence to variable Y. Can it is said

that Habit from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.

6. F TEST (Simultaneous)

According to Ghazali in Andi et al (2021), test F statistic is used For know all variable independent or variable free to enter in the model has influence in a way together to variable dependent or variable bound. Testing done with use level significance 0.05 ($\alpha=5\%$), with criteria as following:
1. If the calculated f test < f table or significant above 0.05 then Ha is rejected.
2. If the calculated f test > f table or significant below 0.05 then Ha is accepted

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	494.747	6	82.458	20.747	.000[b]
	Residual	290.140	73	3.975		
	Total	784.887	79			

a. Dependent Variable: Keputusan Membeli

b. Predictors: (Constant), Kebiasaan, Kondisi Yang Memfasilitasi, Ekpektasi Usaha, Motivasi Hedonisme, Ekspektasi Kerja, Pengaruh Sosial

From the output known that calculated F value = 20.747 with level significance of 0.000 < 0.05, then the regression model can used For predict variable participation or in other words, the factors of the UTAUT Model in Consumer Context own influence On Purchasing Decisions Consumer Millennials on Users Tiktok at XYZ Start Up Company

CONCLUSION

Researchers draw several conclusions based on research on the influence of factors in the UTAUT In Consumer Context Model on Millennial Consumer Purchasing Decisions on Tiktok Users at PT XYZ Company. The following are the conclusions from the research results:

1. Expectation Work from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ
2. Business Expectations from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.
3. Influence social from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.
4. Facilitating Conditions from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.
5. Motivation Hedonism from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.
6. Habit from Use *Tiktok E-Commerce* influential on purchasing decisions for employees Millennials at PT XYZ.

SUGGESTION

The researcher is very aware that there are shortcomings in this study. Given the development of technology is increasingly advanced. The author hopes that it can help further research.

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