THE INFLUENCE OF INTERACTIVITY AND PRIVACY CONCERNS ON ACTUAL PURCHASE THROUGH PURCHASE INTENTION AMONG GENERATION Z TIKTOK SHOP USERS IN INDONESIA

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ABSTRACT

The rapid expansion of social commerce in Indonesia has positioned TikTok Shop as a prominent platform for Generation Z consumers, yet high platform usage does not always translate into actual purchase behaviour. This study examines how interactivity and privacy concerns influence actual purchase through purchase intention among Generation Z TikTok Shop users in East Java, Indonesia. Drawing on a quantitative, explanatory, and cross-sectional design, data were collected from 300 respondents selected through purposive sampling and analysed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4. The findings reveal that interactivity exerts a positive and significant effect on purchase intention (beta = 0.629; t = 16.670; p < 0.001), whereas privacy concerns exert a negative and significant effect on purchase intention (beta = -0.383; t = 10.143; p < 0.001). Purchase intention also has a positive and significant effect on actual purchase (beta = 0.612; t = 11.551; p < 0.001). Furthermore, purchase intention significantly mediates the effect of interactivity on actual purchase (beta = 0.384; t = 9.059; p < 0.001) and the effect of privacy concerns on actual purchase (beta = -0.234; t = 7.522; p < 0.001). These findings highlight the importance of strengthening platform interactivity while reducing privacy-related concerns to improve transaction conversion in social commerce.

Keywords **:** interactivity, privacy concerns, purchase intention, actual purchase, TikTok Shop.

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1. INTRODUCTION

The swift proliferation of digital technology and the extensive reach of social media have altered consumer behavior toward social commerce, which refers to commercial activities embedded in social interaction, information exchange, and transaction features on digital platforms (C. Wang & Zhang, 2012). In Indonesia, this transformation has become increasingly significant due to the country's large social media user base and the continued expansion of the digital economy (Komaladewi et al., 2025). Huwaida et al. (2024) reported that Indonesia had 160 million social media users in 2020, while Nurmala et al. (2025) showed that the number increased to 191 million active users in January 2022. Indonesia also demonstrates strong potential for social commerce development because of its high proportion of social media users, its position as the preeminent e-commerce market in Southeast Asia, together with its significant population of livestream commerce users (Huwaida, Busalim, et al., 2024).

This context is especially relevant for Generation Z, a cohort that has grown up with the internet, social media, and digital technology. Previous studies have shown that Generation Z tends to prefer fast information flows, intensive interaction, and collaborative technology-based experiences rather than one-way conventional marketing approaches (Putri et al., 2024). These characteristics make social commerce highly compatible with their consumption patterns, particularly on platforms such as TikTok Shop, which integrates entertainment content, user-generated reviews, live shopping, and direct transaction features within a single ecosystem. Nevertheless, high platform usage does not automatically lead to actual purchase behaviour. While interactive features may stimulate engagement and reduce uncertainty, concerns regarding the collection, use, and protection of personal data may discourage users from completing transactions. This issue is particularly important in Indonesia, where social commerce still faces challenges in competing with conventional e-commerce, especially when consumers perceive e-commerce platforms as offering more complete features, easier usability, and better price incentives (Huwaida, Busalim, et al., 2024). In addition, privacy concerns remain a major issue because they can weaken purchase intention and reduce consumers' willingness to proceed with transactions when personal data protection is perceived as inadequate (Putri et al., 2024).

Although prior studies have examined consumer behaviour in social commerce, the existing findings remain fragmented across different explanatory perspectives and behavioural outcomes. Busalim and Ghabban (2021) discovered that cooperation, community, interactivity, and social dynamics enhance consumer engagement, which subsequently increases repurchase intention as well as computerized recommendations. When it comes to Indonesia, Huwaida et al. (2024) shown that factors such as self-efficacy, hedonic outcome expectations, information quality, subjective standards, and interaction, significantly affect purchase intention, whereas Putri et al. (2024) highlighted privacy concerns as an inhibiting factor in social commerce transactions. Other studies have focused on continuance intention, participation, and intent to repurchase in the contexts of social commerce for food and livestream shopping, thus emphasizing the importance of digital experience, hedonic value, social value, and quality of online content in influencing consumer responses (Huwaida, Busalim, et al., 2024; Teangsompong & Sawangproh, 2024). However, three important gaps remain. First, interactivity and privacy concerns are often tested separately, even though both factors are experienced simultaneously in the consumer decision-making process. Second, many previous studies focus on behavioural intention rather than actual purchase, despite the well-known gap between intention and real behaviour (Busalim et al., 2024; Imanuddin & Handayani, 2025; Utami et al., 2025). Third, empirical evidence specifically addressing Generation Z TikTok Shop users in Indonesia remains limited, even though this group represents a strategically important segment for social commerce growth. Therefore, this study aims to fill those gaps by integrating interactivity and privacy concerns into a single model, positioning purchase intention as a mediating variable, and focusing on actual purchase as the main behavioural outcome among Shoppers from Generation Z on TikTok in Indonesia. Theoretically, this study

contributes to a better understanding of how facilitating platform features and inhibiting digital risk factors jointly shape intention formation and behavioural conversion. Practically, it provides insights for platform managers and sellers on how to improve transaction conversion, not merely user engagement. Based on this rationale, the study proposes that interactivity positively affects purchase intention, privacy concerns negatively affect spending plans, spending plans have a beneficial impact on spending, and purchase intention mediates the effects of interactivity and privacy concerns on actual purchase.

Based on this rationale, the hypotheses of the study are formulated as follows.

H^1: Interactivity has a favorable impact on purchase intention among Generation Z TikTok Shop users in Indonesia.

H^2: Privacy concerns have a negative effect on the inclination to buy among TikTok Shop members of Generation Z users in Indonesia.

H^3: Purchase intention has a positive effect on actual purchase among Generation Z TikTok Shop users in Indonesia.

H^4: Interactivity benefits in a roundabout way from actual purchase through purchase intention among Generation Z TikTok Shop users in Indonesia.

H5: Privacy concerns have a negative indirect effect on actual purchase through purchase purpose among Indonesian members of Generation Z who use the TikTok Shop.

2. METHODS

The researchers in this study utilised quantitative techniques. utilising an explanatory and cross-sectional research design to investigate the impact of interactivity and privacy concerns on actual purchasing behaviour via buy intention among Members of Generation Z who shop on TikTok in East Java, Indonesia. The explanatory design was employed to test the hypothesised causal relationships among the study variables, while the cross-sectional design enabled data collection at a single point in time from respondents with relevant purchasing experience.

People in East Java who are part of Generation Z were the subjects of this research, who had previously purchased products through TikTok Shop. Because the research targeted respondents with specific characteristics and behavioural experience, a non-probability sampling method, namely purposive sampling, was applied. The inclusion criteria were as follows: (1) respondents belonged to Generation Z, (2) respondents were domiciled in East Java, and (3) respondents had made at least one purchase through TikTok Shop. Based on these criteria, a total of 300 valid responses were obtained and included in the analysis.

Primary information was collected by means of a web-based survey, disseminated via Google Forms, and books were used as secondary sources of info, journal articles, and relevant reports used to support the conceptual framework and the development of the research instrument. Questions for the survey were culled from earlier research on

TikTok Shop and social commerce and were reviewed prior to large-scale distribution to ensure readability, wording clarity, and contextual appropriateness for Generation Z participants. All measuring items were evaluated utilising a five-point Likert scale, where 1 represents severe disagreement and 5 signifies strong agreement.

The operationalisation of the constructs was based on established measures from previous studies. Interactivity was measured using four reflective indicators (INT1–INT4) adapted from Huwaida et al. (2024) and Zhang et al. (2025), reflecting the extent to which TikTok Shop facilitates two-way communication, responsiveness, and the use of interactive features such as comments, chat, and live sessions. Privacy concerns were measured using four reflective indicators (PC1–PC4) adapted from Putri et al. (2024) and Zainal and Azizan (2024), capturing respondents' concerns regarding the collection, use, and protection of personal data during online transactions. Purchase intention was measured using four reflective indicators (PI1–PI4) adapted from Zainal and Azizan (2024) and Awang Jual et al. (2025), representing respondents' tendency and willingness to purchase through TikTok Shop. Actual purchase was measured using four reflective indicators (AP1–AP4) adapted from Putri et al. (2024) and Awang Jual et al. (2025), indicating realised purchasing behaviour on the platform.

Data were processed via Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. This analytical technique was chosen due to its suitability for predictive models and its ability to concurrently estimate both direct and indirect correlations among latent variables. (Maleka & Rampfumedzi, 2026). There were three primary steps to the analysis. The outer model was initially tested for construct reliability and convergent validity using indicator loadings, AVE, CR, and Cronbach's Alpha. Secondly, discriminant validity was assessed utilising the Fornell-Larcker criterion. The inner model was evaluated using R-square and Q-square values to determine explanatory and predictive significance, while bootstrapping procedures were performed to test the significance of the proposed hypotheses.

3. RESULTS AND DISCUSSION

3.1 Respondent Demographic Profile

Based on the data from 300 respondents, the sample was distributed across various regions in East Java. The largest proportion of respondents came from Surabaya, with 45 respondents (15.0%), followed by Malang with 32 respondents (10.7%), Sidoarjo with 28 respondents (9.3%), and Jember with 22 respondents (7.3%). The remaining respondents were drawn from Gresik, Banyuwangi, Mojokerto, Kediri, Madiun, Pasuruan, Lamongan, Tulungagung, Probolinggo, Blitar, Tuban, Bojonegoro, Ngawi, Magetan, and Ponorogo. This distribution indicates that the sample was not concentrated in a single city, but represented several major districts and municipalities in East Java.

When asked about their gender, the participants were dominated by women, accounting for 175 respondents (58.3%), while men accounted for 125 respondents (41.7%). Regarding age, the largest group was 21 years old, comprising 42 respondents (14.0%), followed by 20 years old with 40 respondents (13.3%), 22 years old with 38 respondents (12.7%), and 18 years old with 37 respondents (12.3%). This shows that the majority of respondents were within the active Generation Z age range. Based on the frequency of purchases on TikTok Shop during the past six months, most respondents had made 1–2 purchases, accounting for 141 respondents (47.0%), followed by 3–5 purchases with 114 respondents (38.0%), and more than 5 purchases with 45 respondents (15.0%). These characteristics indicate that the majority of respondents had actual purchasing experience on TikTok Shop.

3.2 Outer Model Results

The outer model results demonstrate satisfactory convergent validity because all indicators have loading factors above 0.70. Specifically, the loading values range from 0.802 to 0.842 for Interactivity, 0.830 to 0.864 for Privacy Concerns, 0.833 to 0.865 for Purchase Intention, and 0.811 to 0.843 for Actual Purchase. These values indicate that each indicator adequately reflects its respective construct.

Construct reliability is also satisfactory. The Average Variance Extracted (AVE) values are 0.685 for Interactivity, 0.714 for Privacy Concerns, 0.721 for Purchase Intention, and 0.677 for Actual Purchase, all exceeding the 0.50 threshold. Composite Reliability values range from 0.893 to 0.912 and Cronbach's Alpha values range from 0.840 to 0.871, confirming internal consistency.

Furthermore, Strong discriminant validity is shown by the Fornell-Larcker criterion since the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other constructs. When it comes to structural analysis, the measurement model is dependable and valid.

Table 1. Validity and Reliability Test Results

variable	Indicator	Loading Factor	AVE	CR	CA
Interactivity	INT 1-INT 4	0.802-0.842	0.685	0,897	0.847
Privacy Concerns	PC1-PC4	0.830 - 0.864	0,714	0,909	0,867
Purchase Intention	PI1-PI4	0.833-0.865	0,721	0,912	0,871
Actual Purchase	AP1-AP4	0.811-0.843	0,677	0.893	0,840

Source : primary data processed 2025

Each construct's square root of AVE is larger than the correlation between other constructs, according to discriminant validity

results through the Fornell-Larcker technique. Rounded to the nearest whole number values of each construct are **0.828** for Interactivity, **0.845** for Privacy Concerns, **0.849** for Buy Intent, and **0.823** for Actual Purchase. This indicates that each construct has adequate discriminant validity

Table 2. Results of the Discriminant Validity Test (Fornell-Larcker Criterion)

Variable	Interactivity	Privacy concerns	Purchase intention	Actual purchase
Interactivity	**0.828**			
Privacy Concerns	-0.076	**0.845**		
Purchase Intention	0.658	-0.457	**0.849**	
Actual Purchase	0.608	-0.396	0.792	**0.823**

Source : primary data processed 2025

3.3 Inner Model Results

The inner model was evaluated to assess the model's ability to explain the endogenous variables. The results show that the R-square value for Purchase Intention is 0.579, indicating that Interactivity and Privacy Concerns explain 57.9% of the variance in Purchase Intention. Meanwhile, the R-square value for Actual Purchase is 0.650, indicating that Interactivity, Privacy Concerns, and Purchase Intention explain 65.0% of the variance in Actual Purchase. These values indicate that the model has satisfactory explanatory power. Furthermore, the Q-square value of 0.853 suggests that the model has high predictive relevance.

Table 3 R-square and Q-square values

Endogenous Variable	R-Square
Purchase Intention	0.579
Actual Purchase	0.650
Criterion	**Value**
Q-Square	0.853

Source : primary data processed 2025

3.4 Hypothesis Testing Results

Based on everything that was hypothesized was confirmed by the results of the tests. Interactivity had a positive and significant effect on Purchase Intention, with a path coefficient of 0.629, a t-statistic of 16.670, and a p-value of 0.000. Privacy Concerns had a negative and significant effect on Purchase Intention, with a path coefficient of -0.383, a t-statistic of 10.143, and a p-value of 0.000. Purchase Intention had a positive and significant effect on Actual Purchase, with a path coefficient of 0.612, a t-statistic of 11.551, and a p-value of 0.000. For the indirect effects, Interactivity had a positive and significant effect on Actual Purchase through Purchase Intention, with an indirect effect coefficient of 0.384, a t-statistic of 9.059, and a p-value of 0.000. Meanwhile, Privacy Concerns had a negative and significant effect on Actual Purchase through Purchase Intention, with an indirect effect coefficient of -0.234, a t-statistic of 7.522, and a p-value of 0.000.

Table 4. Hypothesis Testing Results

Hypothesis	Intervariable Relationships	Path Coefficients	t-statistic	p-value	Verdict
H1	Interactivity -> Purchase Intention	0,629	16,670	0,000	Accepted
H2	Privacy Concerns - > Purchase Intention	-0,383	10,143	0,000	Accepted
H3	Purchase Intent -> Actual Purchase	0,612	11,551	0,000	Accepted
H4	Interactivity -> Purchase Intention-> Actual Purchase	0,384	9,059	0,000	Accepted
H5	Privacy Concerns - > Purchase Intention-> Actual Purchase	-0,234	7,522	0,000	Accepted

Source : primary data processed 2025

3.5 Discussion

The present research found that among TikTok Shop users from Generation Z, interactivity significantly and positively affects purchase intention. This indicates that the more intensively users interact through features such as comments, direct chat, and live shopping, the more determined they are to buy. In the context of social commerce, interactivity reduces the informational distance between buyers and sellers while enhancing social presence, which is a distinctive characteristic of social commerce compared with conventional e-commerce. For

Generation Z, interactive cues not only provide product-related information but also create immediacy, reassurance, and a sense of active participation in the shopping process. This finding confirms that interactivity is not merely an attractive platform feature, but also an important mechanism through which platform experience is translated into stronger behavioural intention. The result is consistent with previous studies showing that interactivity positively influences purchase intention and strengthens consumer trust in the Indonesian social commerce context (Huwaida et al., 2024; Andika et al., 2025; Putri et al., 2024).

Conversely, the study reveals that consumers' worries about the gathering, utilization, and protection of personal information significantly and negatively impact their propensity to make a purchase, the lower their intention to purchase on TikTok Shop. This result confirms that digital risk remains a major barrier even in highly engaging social commerce environments. It also indicates that users evaluate not only the attractiveness of interaction-rich features but also whether the platform can be trusted to manage their personal data responsibly. This finding helps explain why high engagement does not always lead to transaction conversion and supports earlier studies emphasizing that privacy and security concerns can discourage consumers from completing transactions when data protection is perceived as insufficient (Putri et al., 2024; Cicek et al., 2025; Perera et al., 2025).

The study further illustrates that buy intention exerts a positive and considerable influence on actual purchases, affirming that purchase intention acts as a crucial intermediary between users' impressions of the platform and their actual transactional behaviour. This finding supports the view that intention remains a central predictor of actual behaviour in social commerce and shows that behavioural conversion can be explained when the platform is able to create purchase motivation while reducing factors that may interrupt the transaction process (Duong et al., 2025; Ranjith et al., 2025). More importantly, the mediation results demonstrate that privacy concerns have a negative indirect influence on actual purchase, while interactivity has a favorable effect through buy intention. through the same mechanism.

These findings suggest that interactivity contributes to actual transactions primarily by first strengthening the desire to buy, while privacy concerns weaken actual purchasing behaviour by undermining the motivational pathway from platform experience to transaction completion. Therefore, This study's primary theoretical contribution is demonstrating that actual purchase on TikTok Shop is best understood as the result of a balance between enabling stimuli, represented by interactivity, and inhibiting stimuli, represented by privacy concerns, with purchase intention functioning as the immediate behavioural bridge.

This interpretation is supported by previous studies showing that interactivity shapes user experience, strengthens engagement, and influences behavioural outcomes, whereas privacy related concerns reduce trust and disrupt the conversion process from intention to actual purchase (Huwaida et al., 2024; Busalim et al., 2024; Jafar et al., 2025; Syamsuar & Witarsyah, 2025; Liang & Shi, 2025; Ahmad et al., 2025). From a practical perspective, these findings imply that TikTok Shop managers and sellers should not rely solely on traffic generation, creator exposure, or promotional intensity. Instead, they should strengthen interactive design through faster seller responses, more engaging live-shopping experiences, and more credible feedback mechanisms, while also making privacy protection more visible through transparent privacy notices, stronger transaction safeguards, and clear communication about how user data are collected, stored, and used. In this way, increasing Actual Purchase on TikTok Shop requires not only stronger interactivity but also stronger personal data protection and transaction security so that users feel more confident in completing their purchases (J. Wang et al., 2025).

4. CONCLUSION

4.1. Conclusion

Among TikTok Shop customers from Generation Z, this study found that interactivity benefited purchase intention and privacy concerns negatively affected it.. These findings indicate that the better the interaction experienced by users, including ease of

communication, responsiveness, and the use of features such as comments, chat, and live shopping, the stronger their tendency to make a purchase. In contrast, the greater the users' concerns regarding the security and use of personal data, the lower their intention to shop on TikTok Shop.

The study further substantiates that buy intention exerts a positive and significant influence on actual purchase, signifying that purchase intention, functions as an important bridge between users' perceptions of the platform and their realised purchasing behaviour. In addition, purchase intention mediates the effects of interactivity and privacy concerns on actual purchase, such that interactivity indirectly increases actual purchase through stronger purchase intention, while privacy concerns indirectly reduce actual purchase by weakening purchase intention.

Overall, these findings demonstrate that actual purchase in social commerce is shaped by the interaction between a facilitating platform feature and an inhibiting risk perception. In other words, Generation Z's purchasing behaviour on TikTok Shop is influenced by two main forces: the driving role of platform interactivity and the inhibiting role of privacy concerns. Therefore, increasing actual purchase on TikTok Shop requires not only engaging, responsive, and interactive platform features, but also clear, credible, and trustworthy guarantees regarding user privacy protection and transaction security.

4.2. Research Limitations and Future Research

There are numerous constraints associated with this investigation. Initially, the sample is restricted to respondents residing in East Java, so the findings should be generalised cautiously to other regions in Indonesia. Second, because it only records behavior at a single instant in time, the cross-sectional design cannot account for how intentions or actions change over time.

. Third, the model focuses on four variables and therefore does not incorporate other potentially relevant predictors such as trust, information quality, customer engagement, perceived value, or promotional intensity. Future studies are encouraged to expand the geographical scope, compare different social commerce platforms, employ longitudinal designs, and integrate additional explanatory variables to acquire a more thorough comprehension of genuine purchasing behaviour in social commerce.

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