PURCHASE INTENTION ON TIKTOK LIVE: A STUDY AMONG MUSLIM YOUTH CONSUMERS IN KUBANG PASU

By

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ABSTRACT

E-commerce, which facilitates the online exchange of goods and services, has revolutionized the global retail landscape. In Malaysia, this sector has experienced remarkable growth driven by technological advancements and shifting consumer behaviors. This study aims to investigate the purchase intentions of Muslim youth consumers on *TikTok Live* in Kubang Pasu. Utilizing a quantitative methodology, the research is grounded in the Technology Acceptance Model (TAM) and Trust Transfer Theory (TTT). Data were gathered from 384 Muslim youth consumers in Kubang Pasu through a validated questionnaire distributed via Google Forms. Hypothesized relationships were tested using Pearson correlation and regression analysis with Statistical Package for the Social Sciences (SPSS) software version 22. The results indicated that perceived usefulness, perceived ease of use, and perceived trust significantly and positively impact purchase intentions on *TikTok Live*. This study suggests that by enhancing these key determinants, industries could increase Muslim youth consumers' purchases on *TikTok Live*, thereby potentially boosting economic growth.

Keywords: E-commerce; Perceived usefulness; Perceived ease of use; Perceived trust; Purchase intention

ABSTRAK

E-dagang, yang memudahkan pertukaran barangan dan perkhidmatan dalam talian, telah merevolusikan landskap runcit global. Di Malaysia, sektor ini telah mengalami pertumbuhan yang luar biasa didorong oleh kemajuan teknologi dan perubahan tingkah laku pengguna. Kajian ini bertujuan untuk menyiasat niat pembelian pengguna belia Islam ke atas *TikTok Live* di Kubang Pasu. Menggunakan metodologi kuantitatif, penyelidikan ini berasaskan Model Penerimaan Teknologi (TAM) dan Teori Pemindahan Amanah (TTT). Data dikumpul daripada 384 orang pengguna belia Islam di Kubang Pasu melalui soal selidik yang telah disahkan yang diedarkan melalui Borang Google. Hubungan hipotesis telah diuji menggunakan analisis korelasi *Pearson* dan analisis regresi dengan perisian SPSS versi 22. Keputusan telah menunjukkan bahawa persepsi kebergunaan, persepsi kemudahan penggunaan dan persepsi kepercayaan secara signifikan dan positif memberi kesan kepada niat pembelian pada *TikTok Live*. Kajian ini mencadangkan bahawa dengan meningkatkan penentu utama ini, industri boleh meningkatkan pembelian pengguna belia Islam di *TikTok Live*, sekali gus berpotensi meningkatkan pertumbuhan ekonomi.

Kata kunci: E-dagang; Persepsi kebergunaan; Persepsi kemudahan penggunaan; Persepsi kepercayaan; Niat membeli

DECLARATION

I certify that except where due acknowledgement has been made, the work is that of the author alone; the work has not been submitted previously, in whole or in part, to qualify for any other academic award; the content of the thesis is the result of work which has been carried out since the official commencement date of the approved research program; and any editorial work, paid or unpaid, carried out by a third party is acknowledged.

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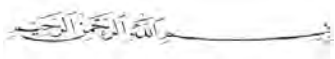

First and foremost, I am deeply grateful to Allah SWT for His blessings, which have allowed me to pursue my master's degree and complete all tasks and my research paper on time.

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LIST OF ABBREVIATION/NOTATIONS/GLOSSARY OF TERMS

PU	Perceived Usefulness
PEOU	Perceived Ease of Use
PT	Perceived Trust
PI	Purchase Intention
TAM	Technology Acceptance Model
TTT	Trust Transfer Theory
DV	Dependent Variable
IV	Independent Variable
SPSS	Statistical Package for the Social Sciences
EFA	Exploratory Factor Analysis
H_1	Hypothesis One
H_2	Hypothesis Two
H_3	Hypothesis Three
H_4	Hypothesis Four
H_5	Hypothesis Five
H_6	Hypothesis Six
KMO	Kaiser-Meyer-Olkin

CHAPTER ONE: INTRODUCTION

1.1 Introduction

This chapter outlines the factors that impact Muslim youth in Kubang Pasu's purchase intentions on *TikTok Live*. It contains an overview of the research's history, a description of the issue under examination, the objectives of the study, and the precise inquiries it aims to address. In addition, the chapter covers the significance of the research, the research limitations, and definitions of key terms. It also details how the research is organized and closes with an overview of the chapter's material.

1.2 Background of the Study

Another word for electronic commerce is "e-commerce," which refers to online exchanges between individuals and businesses for the purchase and sale of goods and services. This is a cross-platform activity that works with multiple platforms, such as PCs, tablets, smartphones, and other smart devices. E-commerce enables people to purchase a diverse range of products and services such as books, music, plane tickets, as well as online banking and stock trading. The surge of e-commerce has altered shopping habits, leading to a greater number of people opting for online purchases due to the added convenience of doorstep delivery. This shift has had a profound effect on conventional retail, elevating the significance of companies like *Amazon* and *Alibaba* and necessitating traditional retailers to adapt their strategies in order to remain competitive (Bloomenthal, 2023).

E-commerce has emerged as a boon for businesses, particularly smaller ones facing geographical constraints, by offering economical and streamlined avenues for distributing their offerings. Take *Target*, for example, which has complemented its brick-and-mortar outlets with an online platform, enabling customers to conveniently purchase a diverse range of products, spanning from apparel and kitchen appliances to daily essentials like toothpaste and collectible items, right from the comfort of their homes. Furthermore, individual vendors are embracing e-commerce by increasingly engaging in online transactions via their personal websites. Moreover, digital marketplaces like *eBay* or *Etsy* function as central hubs where numerous buyers and sellers converge to engage in commercial activities (Bloomenthal, 2023).

Malaysia's online retail sector is rapidly becoming one of Southeast Asia's largest, outpacing the growth of traditional markets in the region. Projections for 2022 alone suggest a 20% expansion in Malaysia's e-commerce landscape. This surge is closely tied to the growing preference for online shopping among consumers, buoyed by the availability of diverse payment methods. The country embarked on its e-commerce journey in 2004 with the inception of *eBay* Malaysia. Then, in 2012, big firms like *Lazada* and *Zalora* started operating, and in 2015, *Shopee* did too. Particularly *Shopee* has experienced incredible development, drawing in almost 55 million users per month to solidify its status as the most popular e-commerce site in Malaysia. Looking ahead to 2023, Malaysia's e-commerce market is forecasted to reach US$ 10.19 billion, with further projections indicating a surge to $16.98 billion by 2027, reflecting a Compound Annual Growth Rate (CAGR) of 13.6%. Additionally, the country is actively enhancing its e-commerce

infrastructure, encompassing aspects like product availability, payment methods, delivery services, and regulatory frameworks, to align more closely with established online shopping markets. The advent of online grocery shopping, the influence of social media, and the presence of technologically adept consumers are major factors driving the expansion of e-commerce in the region (Kashyap, 2023).

In the ever-changing landscape of social media, *TikTok* stands out as a platform that has captivated the creativity and interest of content creators more than any other. Its unique format of short videos and the spread of viral trends have turned *TikTok* into a worldwide sensation. But what makes *TikTok* particularly appealing for content creators, especially in a culturally diverse country like Malaysia?

While *TikTok's* algorithm remains a well-guarded secret, its power to propel content to viral status is undeniable. This means that creators on *TikTok* have a unique opportunity to quickly reach a vast audience. The "For You Page" (FYP) is designed to show viewers videos that align with their interests, making it easier for creators to connect with a specific audience. In Malaysia, *TikTok* has become the go-to platform for a range of viral sensations, from captivating dance challenges to humorous videos. This level of engagement attracts creators who aim not only to be seen but also to have their content celebrated by a large and enthusiastic community.

TikTok's array of creative tools offers endless opportunities for content creators. With its wide selection of filters, effects, and sounds, creators can experiment and innovate with their content. For Malaysian creators, this means they can infuse their videos with cultural influences, adding a unique and personal touch that resonates deeply with their audience.

One of *TikTok's* standout features is its focus on short-form content, which has revolutionized how videos are created and consumed by restricting them to just a few minutes or even seconds. This format is particularly advantageous for Malaysian content creators, as it allows them to convey ideas, tell stories, and showcase talents in a concise and engaging manner. But *TikTok's* appeal goes beyond its brevity. It serves as a dynamic platform where creativity thrives. Malaysian creators have embraced the challenge, using the limited timeframe to craft compelling narratives, exhibit their artistic abilities, and deliver valuable content quickly and effectively.

While *Instagram* has integrated short video features like Reels, *TikTok* offers a distinctive appeal. *Instagram* often focuses on polished and curated content, whereas *TikTok* fosters a spirit of spontaneity and authenticity. This laid-back and creative atmosphere on *TikTok* is particularly appealing to Malaysian content creators. YouTube remains the go-to platform for long-form video content, but *TikTok* offers something *YouTube* doesn't: rapid virality. Malaysian creators can quickly build a following on *TikTok* and use it as a springboard to promote their *YouTube* channels or other projects. Moreover, *TikTok's* audience skews younger, making it the platform of choice for those aiming to connect with Gen Z and

Millennials, unlike *Facebook*, which has an older user base. The content style and format of *TikTok* differ significantly from these other platforms, providing unique opportunities for Malaysian creators to engage with a dynamic and youthful audience.

As we know, platforms like *Facebook, Instagram,* and *TikTok* are transforming the online retail landscape. For instance, *Facebook* has opened a new avenue for online shopping with its *Facebook* Shops, capitalizing on its vast user base of over 2.89 billion monthly active users. The *Facebook* marketplace, which began in 2007 and was enhanced by the introduction of the 'Buy Button' in 2014, further evolved in 2018 to allow user-direct selling. This innovation enabled business owners to set up shops on their pages, facilitating connections with a wider audience and communities than other media outlets. Similarly, *Instagram*, acquired by *Facebook* in 2012 for $1 billion, has continually transformed. *Instagram* began its e-commerce adventure in 2015 with a basic "Shop Now" button and evolved into a comprehensive shopping platform by 2018, bringing in an astonishing $20 billion for its parent business (How Social Media Is Changing the Online Shopping Game, 2022).

Yin's blog post "*TikTok Shop* Is Now Live in Malaysia" (2022) reveals that *TikTok* has launched its e-commerce platform, *TikTok Shop*, for all users in Malaysia, making shopping within the app easier. This program aims to connect artists with potential customers and vice versa. For example, users are able to discover products as they browse or interact with content on *TikTok*, with personalized recommendations based on their

interests. Shopping on merchants' *TikTok* pages is made easier with product anchors in videos and live streams, as well as the Product Showcase tab on their profiles. Moreover, customers have the option to find particular items by utilizing the search feature in the *Discover* area. *TikTok* also plans to publicize this new feature with different marketing strategies and sales events, providing free shipping and discount coupons. Existing clients are eligible for a maximum of six complimentary shipping vouchers per month, with an additional voucher given to new customers.

According to Darren Quek, *TikTok*'s strategy operations manager in Malaysia, *TikTok Shop* is seen as advantageous for small and medium enterprises (SMEs) that have refrained from establishing physical stores due to high startup costs. Quek expressed his hopes that *TikTok* will play a role in shaping Malaysia's e-commerce landscape, fostering engagement between local businesses and customers, and driving results through *TikTok Shop*. Additionally, Quek emphasized that *TikTok Shop* provides SMEs with a community-focused approach, allowing them to showcase their creativity through videos, engage with their audiences, and enhance sales. Moreover, SMEs will have the capability to manage all aspects of their business operations on *TikTok,* including product uploads, processing purchases, and fulfilling orders.

According to Collins (2024), the growth of e-commerce has profoundly reshaped the retail landscape. The popularity of online shopping has surged in recent years, posing challenges to brick-and-mortar stores that struggle to keep up. As a result, traditional retailers must adapt to shifting consumer habits to stay competitive. This shift has presented several

challenges: fewer consumers are frequenting physical stores for routine shopping, leading to reduced foot traffic; many businesses are transitioning online to cut costs, prompting some retailers to scale back their physical presence; and online retailers often benefit from lower operating expenses, allowing them to offer competitive pricing, thereby increasing pressure on brick-and-mortar stores to match these prices.

Therefore, this study aims to investigate the purchase intention on *TikTok Live* among Muslim youth consumers in Kubang Pasu.

1.3 Problem Statement

According to Johnson (2024), social commerce uses social media features to enable retailers to sell products directly on these platforms, effectively turning their social media profiles into extensions of their stores. Although social media has been used for e-Commerce marketing since the 2000s, facilitating the entire e-Commerce journey on these platforms is a relatively new development. Retailers are increasingly adopting social commerce due to its fast, seamless sales cycle and its ability to reach highly engaged audiences. A typical social commerce transaction looks like this: A customer sees a product post on their *Instagram* feed with a "view products" tag, clicks to access a detailed product page with more information and pricing, and completes the purchase without leaving the app. This buying method is especially popular among Millennials and Gen Z and is expected to redefine retail standards.

Social commerce has already disrupted traditional retail and is poised for even greater impact. Historically, brick-and-mortar stores had the advantage of offering a real-world product experience, allowing customers to see, feel, and try products before buying. This advantage is diminishing with the rise of virtual reality (VR) and augmented reality (AR) technologies, led by social media giants like *Meta*, which are bridging the product experience gap. VR and AR now enable immersive, real-feeling product interactions accessible from home.

Social proof has always been a powerful marketing force, amplified by social media's rise. According to Groves (2024), a *Trustmary* survey found that 66% of online shoppers have bought a product after seeing a social media connection's post about it. Social commerce blends social media browsing and shopping, enhancing the role of social proof in retail. Soon, consumers won't need to discover a product, seek reviews and recommendations on other platforms, and then complete their purchase on the retailer's e-Commerce site. Instead, product details, reviews from friends and family, and purchase options will be integrated into a single social media experience. As this shopping experience becomes standard, strong social proof will become an expected part of the shopping process. Traditional retailers will need to incorporate unbiased product reviews and recommendations into their shopping experiences through social media integrations, store-hosted reviews, and other features to meet these expectations. Therefore, the swift growth of social commerce has significantly transformed how people engage with brands and the benchmarks that physical retailers must meet to remain competitive.

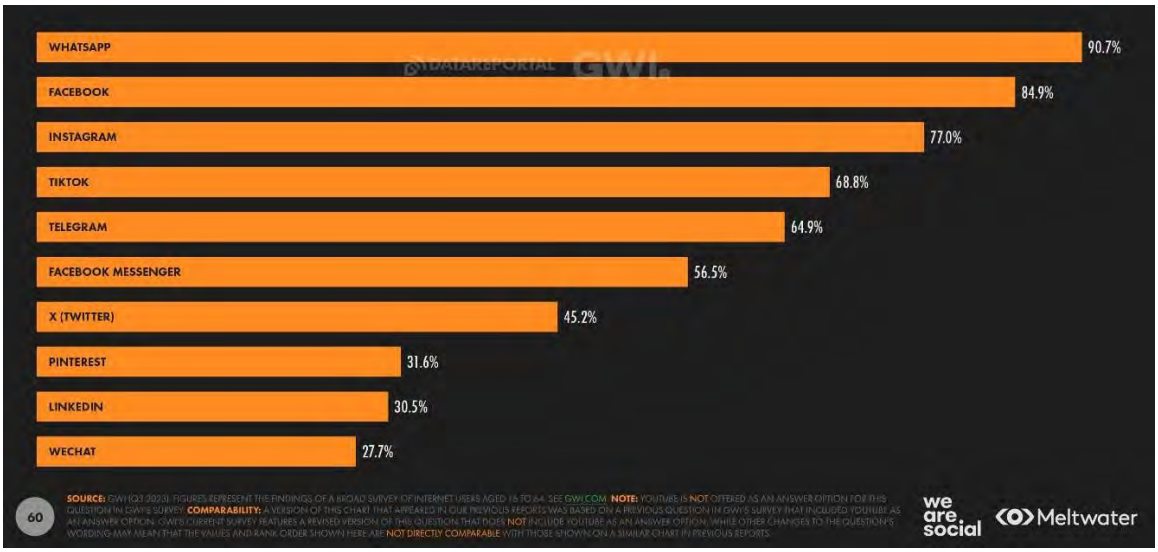

Figure 1.3

Most used social media platforms in Malaysia Jan 2024

Source: Social Media Statistics for Malaysia, 2024

According to social media statistics, the prominent social media platforms in Malaysia in 2024 is *WhatsApp*. *WhatsApp* emerges as the leading social media application among users, boasting a monthly usage rate of 90.7%, significantly surpassing other platforms. Moreover, Malaysia's social media landscape is diverse, offering various platforms tailored to different needs and tastes. *Facebook* remains a vital component of Malaysians' social media interaction, utilized by 84.9% of users, closely followed by *Instagram* with a user adoption rate of 77%. *TikTok* has also made a significant impact on the social media landscape, especially appealing to the content-hungry generation, attracting 68.8% of users.

Figure 1.3.1

TikTok: Advertising Audience Overview in Malaysia Jan 2024

Source: Social Media Statistics for Malaysia, 2024

In Malaysia, *TikTok* has emerged as the leading social media platform in terms of user engagement and advertising reach, arguably claiming the title of the most popular platform nationwide. Compared to the previous year, *TikTok* has experienced a significant surge of 48.6%, attracting an additional 9.4 million users who can now be targeted for advertisement. This brings the total potential audience for *TikTok* advertisement to 28.68 million. With 83.1% of the population being exposed to *TikTok* advertisement, the platform reaches a substantial audience, particularly among those proficient in internet usage. Moreover, its advertisement reach of 85.4% compared to the total internet user base is even more impressive, indicating that *TikTok* engages the vast majority of online users in Malaysia. These statistics highlight *TikTok*'s pivotal role as Malaysia's primary social media platform for digital marketing endeavors. With its robust growth in advertisement reach and monthly exposure to Malaysian social media users, *TikTok* has cemented itself

as a significant aspect of Malaysians' social media habits, making it a crucial channel for marketers aiming to connect with the country's dynamic demographic.

Figure 1.3.2
Weekly online shopping activities in Malaysia Jan 2024
Source: Social Media Statistics for Malaysia, 2024

In 2024, Malaysia's e-commerce sector has demonstrated robust demand and customer preferences. The strong inclination towards online shopping is evident from the fact that 61.9% of Malaysian internet users aged between 16 and 64 have made purchases online. This trend extends to essential items, with 27.2% of users opting for online grocery shopping. Additionally, 13.6% purchase second-hand goods from online vendors, 22.2% utilize online price comparison services, and 11.1% avail themselves of *'Buy Now, Pay Later'* services, showcasing a diverse range of payment preferences as consumers seek the best deals to optimize their spending (Howe, 2024).

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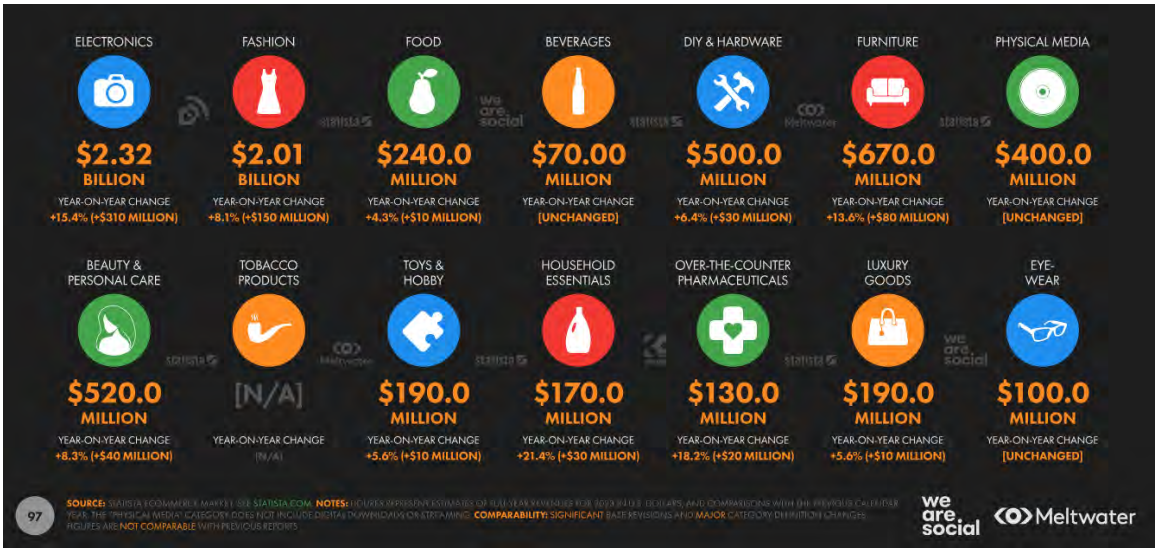


Figure 1.3.3

E-commerce: consumer goods categories in Malaysia Jan 2024

Source: Social Media Statistics for Malaysia, 2024

Malaysian e-commerce is booming, with significant growth in digital purchases across various consumer goods categories. The electronics, fashion, beauty, home, and DIY & hardware sectors dominate online sales, highlighting the market's diversity and Malaysians' increasing reliance on online shopping. Table 1.3 below presents the annual expenditure and growth rates for each of the sectors.

Table 1.3
The yearly spending and growth rates for each sector

Sectors	Yearly Spend (in billions)	Yearly Growth (%)
Electronics	$2.32	15.4%
Fashion	$2.01	8.1%
Food	$240.0	4.3%
Beverages	$70.0	Unchanged
DIY & Hardware	$500.0	6.4%
Furniture	$670.0	13.6%
Physical Media	$400.0	Unchanged
Beauty & Personal Care	$520.0	8.3%
Tobacco Products	N/A	N/A
Toys & Hobby	$190.0	5.6%
Household Essentials	$170.0	21.4%
Over-the-Counter Pharmaceuticals	$130.0	18.2%
Luxury Goods	$190.0	5.6%
Eye-Wear	$100.0	Unchanged

From the table, the electronics sector leads with substantial yearly spending reaching $2.32 billion, a 15.4% increase from the previous year, showcasing the market's tech-driven appetite. Following closely, the fashion industry sees a yearly spend of $2.01 billion, marking an 8.1% rise, which underscores Malaysia's expanding online retail scene. The furniture sector is also thriving, with customers spending $670 million, a 13.6% increase. Beauty products see $520 million in sales, up 8.3%, while the DIY & hardware sector rounds out the top five with $500 million in spending, a 6.4% growth, reflecting the increasing strength and convenience of buying such goods online (Howe, 2024). These statistics demonstrate the robust growth and diverse interests within Malaysia's e-commerce landscape, indicating a dynamic and rapidly evolving market.

The rise in online purchases has significantly impacted physical stores, as many consumers now prefer shopping through e-commerce, particularly via social commerce. This study aims to measure the purchase intention on *TikTok Live* among Muslim youth consumers.

1.4 Research Questions

The questions below are generated based on the research study, to investigate the purchase intention on *TikTok Live* among Muslim youth consumers in Kubang Pasu. The research questions are listed below:

i. Is there any significant correlation between perceived usefulness and the purchase intention on *TikTok Live* among Muslim youth consumers?

ii. Is there any significant correlation between perceived ease of use and the purchase intention on *TikTok Live* among Muslim youth consumers?

iii. Is there any significant correlation between perceived trust and the purchase intention on *TikTok Live* among Muslim youth consumers?

iv. Is there any significant influence between perceived usefulness, perceived ease of use, and perceived trust towards the purchase intention on *TikTok Live* among Muslim youth consumers?

1.5 Research Objectives

The objectives of this research are:

i. To examine the significant correlation between perceived usefulness and the purchase intention on *TikTok Live* among Muslim youth consumers.

ii. To explore the significant correlation between perceived ease of use and the purchase intention on *TikTok Live* among Muslim youth consumers.

iii. To identify the significant correlation between perceived trust and the purchase intention on *TikTok Live* among Muslim youth consumers.

iv. To ascertain the significant influence between perceived usefulness, perceived ease of use, and perceived trust towards the purchase intention on *TikTok Live* among Muslim youth consumers.

1.6 Significance of the Study

This study was carried out to identify the key determinants that influence purchase intention on *TikTok Live* among Muslim youth consumers in Kubang Pasu. The importance of this research lies in understanding consumer behavior. By focusing on Muslim youth, the research sheds light on the online shopping habits and preferences of a significant and growing demographic. It also helps businesses and marketers leverage *TikTok Live* as a viable platform for promoting and selling products to these active users.

This study will benefit a range of stakeholders. Primarily, Muslim youth consumers will gain indirectly from businesses and platforms that better cater to their preferences and offer improved shopping experiences. Additionally, the local economy will benefit. For example, businesses and entrepreneurs in Kubang Pasu and the surrounding areas can use the insights to boost local commerce, contributing to regional economic growth and development.

E-commerce platforms will also gain advantages. Operators of these platforms, especially those incorporating live streaming features, can use the insights to optimize their services, enhancing user satisfaction and conversion rates. Finally, both local and international businesses and marketers targeting Muslim youth can use the findings to refine their marketing strategies, improve user engagement, and enhance product offerings to better meet the preferences and needs of this demographic.

1.7 Scope of the Study

The focus of this research is on Muslim youth consumers in Kubang Pasu, Kedah. This demographic was selected due to their high usage of *TikTok* and active engagement in online shopping. The research aims to explore perceived usefulness, perceived ease of use, and perceived trust as independent variables, examining how these factors influence purchase intentions on *TikTok Live*, which serves as the dependent variable.

1.8 Definition of Key Terms

The following are the definitions of important terminology that will be utilized in this study:

1.8.1 E - commerce

Electronic commerce, or e-commerce, is the term used to describe the exchange of goods, services, or data via the Internet or other networks that are connected. Transactions in e-commerce can occur between businesses and customers or between businesses themselves. The key components of e-commerce encompass individuals, government regulations, marketing strategies, customer support services, and collaborative business alliances.

Electronic commerce, according to Kenneth Laudon's book "*E-commerce: Business, Technology, Society*," is the process of conducting business via the Internet, the Web, and apps. More formally, digital technology facilitated business dealings between companies

and people (Laudon, 2010). Business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C), social, mobile, and local e-commerce are the five categories into which e-commerce can be divided.

B2C involves online businesses selling goods to individual customers, while B2B focuses on selling goods to other companies. C2C facilitates transactions between consumers. Social e-commerce leverages social networking and relationships online. Mobile e-commerce involves using mobile devices for online transactions. Lastly, local e-commerce targets consumers based on their geographic location.

1.8.2 TikTok

TikTok, a social media platform originally called *Douyin* in China, was launched by ByteDance, a technology company based in Beijing. Since its inception in 2016, it has transformed the digital content landscape worldwide, offering users the ability to create, share, and explore short videos. These videos, typically lasting from 15 to 60 seconds, cover various genres such as comedy, dance, and educational content. What distinguishes *TikTok* is its advanced algorithm, which tailors content to individual users by analyzing their viewing habits and engagement levels. This results in a personalized *"For You"* feed, ensuring a continuous stream of content that resonates with each user's interests. This sophisticated technology fosters user engagement, driving activities like scrolling, viewing, and content creation. Beyond entertainment, *TikTok* has become a platform for activism, brand promotion, and talent discovery (LaFleur, 2023).

Concentrating on a specific platform rather than the whole social media scene*, TikTok* has rapidly risen to become a top social media application because of its brief yet captivating video content. As a result, it has become crucial for content creators, companies, and brands to utilize this platform for sharing and promoting their work (Al-Maroof et al., 2021; Anderson, 2020; Barta et al., 2023). 32.5% of *TikTok* users in the United States fall within the 10 to 19 age range, showcasing the platform's ability to attract a typically difficult demographic (Doyle, 2023). The majority of *TikTok* users globally are teenagers and young adults.

1.8.3 Purchase Intention

Purchase intention, or intention to purchase, refers to consumers' tendency to acquire a specific brand or participate in purchasing activities, typically measured by their likelihood to make a purchase (Belch, 2008). Monroe (2003) defines purchase intention as the inclination or willingness of an individual to buy something they perceive as valuable.

Purchase intention is defined by Morwitz and Schmittlein (1992) as the probability that a customer will purchase a specific product. Fishbein and Ajzen (1975) contended that inquiring about an individual's desire to engage in a specific behaviour can be an effective way to anticipate whether or not that behaviour will occur. Thus, "intention" is viewed as the immediate forerunner to behaviour (Ajzen, 1991), expressing an individual's declared future course of action (Bagozzi, 1983).

When it comes to the world of online commerce, purchase intention denotes the probability that customers will make purchases via the Internet (Salisbury et al., 2001). Online purchase intention, according to Pavlou (2003), is the customer's stated desire and intention to engage in online transactions, which include things like information search, transfer, and product acquisition.

1.8.4 Perceived Usefulness

According to Hussein et al. (2019), Perceived Usefulness refers to an individual's or organization's belief in a system's ability to simplify their tasks. If an individual doubts the system's capability to assist them in their work, they are unlikely to intend to use it (Aditya & Wardhana, 2016). Susanto and Aljoza (2015) describe numerous elements of PU, including task simplification, increased productivity, improved work efficiency, improved job performance, and promoting career advancement through promotions, bonuses, and other incentives.

1.8.5 Perceived Ease of Use

Perceived Ease of Use refers to an individual's or an organization's perception of how effortlessly a system can help them complete tasks without constraints. PEOU includes aspects such as user-friendly navigation, prompt responsiveness, a clear and intuitive display or interface, and accessibility from any location at any time (Susanto & Aljoza, 2015). PEOU significantly influences individuals' intentions to adopt information technology systems (Osman et al., 2016).

1.8.6 Perceived Trust

A sense of assurance and readiness to rely on someone or something is what is known as trust (Chung & Kwon, 2009). Like customer satisfaction, trust is a dynamic process that changes over time and contributes to satisfaction in ways other than financial gain, claim Fam et al. (2004). Chen (2006) distinguished between two categories of perceived trust: (1) trust as a behavioural intention or dependence that combines vulnerability and ambiguity, and (2) trust as a conviction, confidence, attitude, or expectation regarding the dependability of another person. Twelve attributes of trust—availability, competence, consistency, discretion, fairness, integrity, loyalty, transparency, commitment, and fulfilment that are frequently discussed in the literature have been emphasized by McCole (2002).

1.8.7 Youth

Although Member States may have different definitions, individuals aged 15 to 24 are defined as "youth" by the United Nations for statistical purposes. In the annexe of his report on International Youth Year to the General Assembly in 1981 (A/36/215, paragraph 8), the Secretary-General introduced this idea, which has since been supported in later reports (A/40/256, paragraph 19) (United Nations, 2013).

Nevertheless, in both documents, the Secretary-General noted that the definition of "youth" differed among countries worldwide, going beyond mere statistical descriptions. In 1995,

the UN's classification of youth as individuals aged 15 to 24 was reaffirmed by the General Assembly through resolution 50/81, endorsing the World Programme of Action for Youth to the Year 2000 and Beyond. Additionally, the demographic was endorsed by General Assembly resolution A/RES/56/117 in 2001, Commission for Social Development resolutions E/2007/26 & E/CN.5/2007/8 in 2007, and General Assembly resolution A/RES/62/126 in 2008.

In Malaysia, the Malaysian Youth Policy, implemented in 2015, states that youth are individuals between the ages of 18 and 30, with the updated definition becoming effective in 2018.

1.8.8 Consumers

A simple definition of a consumer is someone who uses a product or service. Consumers are defined as all people and families who buy or get goods and services for their own consumption, according to Philip Kotler and Gary Armstrong. The term "consumer" is often used interchangeably with "customer."

1.9 The Organization of the Study

This study is composed of five sections. The initial chapter gives a summary of the research, covering the issue statement, research inquiries, research goals, and the importance and extent of the research. Furthermore, this portion emphasizes critical ideas concerning the research topic and elucidates the study's structure.

The next chapter explores recent academic writings, starting with an analysis of the foundational concepts of the Technology Acceptance Model and Trust Transfer Theory. Additionally, this section merges the theoretical framework and formulates research hypotheses from a review of existing literature.

In Chapter 3, the researcher outlines the research techniques employed to reach the goals of the study. This includes the research framework, as well as the techniques for collecting and analyzing data. This chapter exclusively discusses the quantitative research methodology employed in the investigation.

Transitioning to chapter 4, the research delves into the results and examination carried out. In this section, the data is thoroughly examined and showcased. Finally, chapter 5 provides an analysis of the results and final thoughts. This section is divided into two sections, consisting of a recap based on the research and discussing the consequences, constraints, and suggestions arising from the study results.

1.10 Conclusion

This chapter focused on the main elements that influence the buying intention of *TikTok Live* among Muslim youth consumers in Kubang Pasu. This portion also included a review of the study's historical context, issues addressed, research questions, research goals, importance and limitations of the study, and definitions of key terms.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The objective of this chapter is to conduct a comprehensive evaluation of the pertinent literature generated from past studies and research in the e-commerce industry. The main emphasis is on buy intention on *TikTok Live*, seen as the dependent factor, while perceived usefulness, perceived ease of use, and perceived trust are viewed as independent factors. The researcher also delves into concepts of dependent and independent variables to elucidate the construction of a research framework model. Moreover, the chapter will explore the connections among all variables and form hypotheses grounded in relevant theoretical frameworks.

2.2 Underpinning Theory

The Technology Acceptance Model (TAM) and Trust Transfer Theory (TTT) are the study's core theories.

2.2.1 Technology Acceptance Model (TAM)

In 1989, Davis proposed the Technology Acceptance Model (TAM) that states users' adoption of technology is impacted by how they perceive its effectiveness for task completion and ease of use. TAM is commonly used to evaluate the willingness of individuals to adopt and use new technological innovations, providing insights on the

acceptance of emerging technologies. The concept of "technology adoption" pertains to the willingness of an individual or group to accept new technologies. According to Davis (1989) and the TAM framework, the main elements influencing consumers adoption intentions are: (1) perceived usefulness, (2) perceived ease of use, and (3) attitude towards using the technology.

According to Ajzen (1991) and Davis (1989), the likelihood that new technical systems will be accepted and the purpose to use them will decide whether or not they are adopted. The concept of perceived usefulness relates to consumers evaluating the benefits they gain from the technology. Nevertheless, perceived ease of use is related to the amount of effort needed to engage with the technology and serves as a gauge of usability within the Technology Acceptance Model (TAM).

Bandinelli and colleagues (2023) extensively examined how consumers interact with Blockchain technology in their research titled "Blockchain and consumer behaviour: Findings from a Technology Acceptance Model applied to the ancient wheat industry," utilizing the Technology Acceptance Model. The scarcity of research on how consumers perceive Blockchain technology across different sectors was emphasized by N. Liu and Ye (2021), Pérez-Sánchez et al. (2021), Albayati, Kim, and Rho (2020), Shrestha and Vassileva (2019), Chen et al. (2022), and Wang and Liu (2022). They specifically pointed out the significant absence of studies on how consumers in the agriculture and food industry are adopting Blockchain technology.

The Technology Acceptance Model (TAM) in prior studies suggest that it is frequently employed as a framework to investigate technology acceptance across diverse businesses and sectors. This study advances academic accuracy and advances knowledge of technology adoption and the acceptance of new ideas by developing a theoretical framework using TAM. Moreover, TAM is designed specifically to understand and forecast how users will respond to new technologies, with a focus on significant yet underdeveloped industries like the agri-food sector.

This research applies the Technology Acceptance Model (TAM) to offer valuable perspective on individuals' perceptions and integration of new technologies. TAM provides a detailed understanding of user behavior by analyzing key elements like perceived usefulness and ease of use. Using the TAM method allows organizations and developers to predict the adoption of Blockchain technology, providing insights into the market potential of their products.

Furthermore, the model offers important understandings for designing interfaces that are easy for users to navigate, focusing on usability to improve the acceptance and usage of new systems and applications by end users. Therefore, TAM was selected for this research to evaluate the readiness to embrace Blockchain technology in combating counterfeiting in the historical grain supply chain.

Despite its shortcomings in fully explaining the adoption of modern ICT, TAM has been enhanced by incorporating additional variables (Bandinelli, Fani, and Rinaldi, 2017). The proposed model aligns with Davis's original "Technology Acceptance Model," examining factors like perceived usefulness, perceived ease of use, attitude toward usage, and behavioral intention. Furthermore, it expands the framework by incorporating aspects like trust, security, privacy, and price value, deliberately leaving out external influences.

Shanmugavel and Micheal investigated how the Technology Acceptance Model (TAM) is widely used to understand consumer attitudes toward electric vehicles in their 2022 study. Yankun (2020) states that consumers' decision to use electric cars is affected by their perceived advantages, usability, perceived drawbacks, and general attitudes towards such vehicles. Huang and colleagues (2021a, 2021b, 2021c) also suggested that customers' level of familiarity with technology influences how they view the usefulness, ease of use, enjoyment, and willingness to adopt electric vehicles. Similarly, Wang et al. (2018) proposed that consumers may be discouraged from choosing electric cars due to their lack of knowledge and concerns about associated risks.

Wu et al. (2019) utilized the Technology Acceptance Model (TAM) to study the uptake of automated electric vehicles, finding that intentions to use these vehicles were influenced by environmental worries, ease of use perceptions, and usefulness perceptions. TAM suggests that different external factors influence how valuable a product is perceived to be, such as marketing factors like how innovative, advantageous, competitively priced,

promoted, and incentivized it is compared to other products. Moreover, it is thought that the character trait of being innovative can impact how electric vehicles are perceived in terms of their usefulness.

Liu et al. (2022) examine the effectiveness of the Technology Acceptance Model (TAM) in forecasting tourists' approval of smart hospitality in their study titled "Exploring Factors Affecting Tourists' adoption of smart hospitality beyond the Technology Acceptance Model." Numerous research projects have explored the importance of TAM in different scenarios such as customers utilizing mobile applications within the sharing economy (Min, So, & Jeong, 2019) and individuals embracing urban technologies to advance smart cities (Sepasgozar, Hawken, Sargolzaei, & Foroozanfa, 2019).

This particular study employs the Technology Acceptance Model (TAM) to predict and explain tourists' intentions in their behaviors. Originally created for information systems, TAM has been extensively employed in the field of tourism for studying online reservation behaviors and trends in mobile payment (Zhong et al., 2022). Its extensive usage extends to evaluating the integration of new technologies, services, or products in diverse sectors.

In this research, "smartness" is characterized as a combination of advanced technologies and how they impact tourists' experiences. Tourists' decision-making processes are greatly impacted by their perceptions and emotions towards smart devices (Kals & Maes, 2002; Stottler, 2018). Travelers often utilize online travel platforms to access current details about

intelligent hospitality offerings. Their decisions are frequently influenced by ratings and reviews that emphasize the advanced technology of these options (Del Vecchio, Mele, Ndou, & Secundo, 2018). According to Kuo, Chen, and Tseng (2017), hotel robots may assist guests by providing comprehensive explanations and directions for surrounding attractions. As well as, offering a tailored and pleasant stay that matches their likes and emotions (Sarmah, Kamboj, & Rahman, 2017). Moreover, visitors have the option to personalize their visit using control panels to modify the mood lighting, room temperature, and entertainment choices as per their preferences (Tyagi & Patvekar, 2019).

Guests are provided with reliable and efficient service through these advanced smart technologies, which also empower them to actively contribute to the creation of innovative hotel experiences. This goes beyond the conventional one-way technical functions (Sarmah et al., 2017). An example of this is the ability to interact with robots through conversational interactions, allowing guests to enjoy a one-of-a-kind and exceptional experience. Moreover, the continuous advancements in technical capabilities such as artificial intelligence (AI) are anticipated to enhance performance, ultimately benefiting a greater number of guests (Choi, Mehraliyev, & Kim, 2020).

Alnemer (2022) recently conducted a study titled “Factors Influencing the Adoption of Digital Banking in Saudi Arabia: An Analysis Using the Technology Acceptance Model,” where the TAM model was applied. Many research projects have looked into the reasons why customers choose to use digital banking, using different behavioral models. TAM is

extensively studied and commonly used in predicting customer usage of digital banking services among these models. Davis (1989) has continuously demonstrated its efficacy and dependability across various situations and individuals.

Davis suggests that the success of implementing technology depends on users' opinions and beliefs, which are impacted by how easy or difficult the technology is to use. The TAM has been heavily utilized in multiple research investigations, consistently accounting for approximately 40% of the variety in users' intentions and behaviors towards technology adoption (Karjaluoto et al., 2021; Shaikh & Karjaluoto, 2015). TAM states that technology adoption is mainly influenced by how useful and easy to use it is perceived to be. Yet, recent studies in this area have broadened to incorporate extra elements like technology trust, social factors, demographic factors, perceived barriers, and other factors.

Chau and Lai (2003) argued that the Technology Acceptance Model (TAM) may not fully explain the adoption of digital banking because of the specific features of the digital banking industry in contrast to traditional business settings. In contrast, Gefen and fellow researchers (2003) improved the Technology Acceptance Model (TAM) by adding trust as a new element, creating the TAM and Trust framework. Their research showed that trust plays a critical role in determining how internet technologies are adopted.

A research project applied TAM principles and utilized data from the Global Findex Database (2017) to discover factors that impact the acceptance of digital banking in Saudi

Arabia. These elements include perceived usefulness (PU) and perceived ease of use (PEOU). Moreover, trust has been integrated as a crucial element in the improved model. In the study, demographic variables like age, gender role, occupation, education, and earnings were taken into account as control factors.

In a recent study titled "Factors Affecting Farmers' Readiness to Adopt ECEs during Covid-19: Incorporating TAM and Barrier Variables," Van et al. (2022) investigated the factors that affect farmers' willingness to utilize Electronic Commerce Environments (ECEs) during the Covid-19 outbreak. The global fascination with studying and enhancing farmers' techniques for producing and selling their products has grown due to the Covid-19 pandemic. The TAM is frequently used in technology adoption studies due to its ease and reliability (Diaz et al., 2021). TAM emphasizes the significance of perceived usefulness (PU) and perceived ease of use (PEU) in influencing users' attitudes and behaviors towards technology adoption (Tom Dieck and Jung, 2015). Therefore, farmers will evaluate the benefits of ECEs before deciding to adopt them.

Farmers can benefit from a number of non-economic and economic benefits when they use Electronic Commerce Ecosystems (ECEs) in the midst of the Covid-19 outbreak. First, farmers can lower their risk of disease transmission to themselves and their family by using ECEs to limit direct contact (Department of E-commerce and Digital Economy, 2021). Moreover, ECEs facilitate the removal of geographical obstacles. In particular, farmers may now readily connect with consumers throughout the world through online platforms

and marketplaces without having to worry about additional expenses or time restraints related to travel (Thue, 2021). Finally, by participating in ECEs, farmers can reduce the costs associated with hiring delivery staff because the ECE framework makes third-party delivery services easily accessible.

2.2.2 Trust Transfer Theory (TTT)

Stewart (2003) proposes that when consumers are unfamiliar with an entity, they establish trust by transferring it from familiar entities. This theory has been proven effective in building and strengthening trust across various research areas. For example, Fu et al. (2015) emphasized that consumers' trust in employees at an interpersonal level can influence their trust in the organization as a whole when they lack familiarity with the company. Similarly, Chen and Shen (2015) discovered that consumer trust in community members positively affects their trust in the social platform.

Furthermore, Chen et al. (2015) demonstrated that the credibility of a platform plays a crucial role in shaping consumer trust in the platform's sellers. Recent research has also shown that offline consumer trust can transfer to online trust (Xiao et al., 2019; Jeon et al., 2021). This is due to the fact that when consumers lack direct information and experience with an online platform, their offline interactions with local store retailers can serve as an alternative information source to strengthen their trust in the platform.

According to Lim et al. (2006), the notion of trust transfer suggests that trust can be transferred through relationships between entities. For instance, if we put our trust in one individual and discover they have a connection to another person, our trust can then also be directed towards the second person in accordance with this principle. In the field of building trust in online commerce, this concept has been thoroughly studied (Lim et al., 2006; Pavlou and Gefen, 2004; Sia et al., 2009). The typical procedure includes three groups: leaders, managers, and trusted intermediaries (Stewart, 2003). Trust is given to the trustee through a solid connection with the third party, based on the principal's belief in the third party's trustworthiness (Burt and Knez, 1995).

Trust can be conveyed through two main ways: cognitively and through communication (Stewart, 2003). In terms of cognition, trust can expand from a familiar source to an unfamiliar one by acknowledging the connection between the trusted party and a trustworthy third party (Robert et al., 2009). Trust between two parties can be built when the one party engages with a reliable third party (Stewart, 2003). For instance, people may trust a website of one organization more if it has links from a reputable organization's website, seeing them as being part of similar industries (Stewart, 2003). Furthermore, a trust transfer can be facilitated by establishing a contextual connection between the trustee and the trusted third party. Bai et al. (2015) showed how merchants can earn customer trust by using certifications and payment guarantees from third-party information brokers.

Communication plays a crucial role in building trust by creating interactions and dialogues that foster trust in the receiver (Kuan and Bock, 2007). Na et al. (2014) stated that feedback,

remarks, and interactions in a brand's community have the ability to impact consumers and foster the development of brand loyalty. Furthermore, trust transmission is essential in determining how customers behave and how much they trust in live e-commerce (Doney & Cannon, 1997). In this scenario, building trust with consumers at the beginning depends on transferring trust. Wongkitrungrueng and Assarut (2020) characterize this procedure as viewers building connections and interacting with streamers, ultimately boosting trust in both the advertised items and the broadcasters.

Different researches have delved into the theory of trust transfer. In the work by Liu et al. (2018) and Zhang & Wang (2021), it is suggested that trust can be passed on from closely connected individuals. Key individuals in this structure consist of the trustee, the trustor, and a third party serving as a mediator. The decision of whether or not to trust the trustee is ultimately up to the trustor. Alkhalifah (2022) explains trust as individuals' evaluation of social commerce's dependability, taking into account product quality, legal safeguards, customer service, and legitimacy of user-generated content. Trust is essential in social transactions, as the successful exchange of goods depends on buyers' trust in sellers (Lin et al., 2019b; Hawlitschek et al., 2018).

Alrawad and his colleagues argue that trust is crucial in influencing how individuals choose to adopt emerging cutting-edge technologies like mobile banking, e-commerce, and NFC mobile payments. This assertion is supported by studies conducted by Wu and Tang (2022), Almaiah et al. (2022), Patil et al. (2020), Lăzăroiu et al. (2020), and Al-Adwan et al. (2022).

According to Akrout et al. (2016), customer trust is essential in encouraging repeat purchases and fostering strong relationships between buyers and sellers. Consumers are more inclined to engage in transactions when they have faith in both sellers and their products (Handayani and Sari, 2022). Additionally, trust is important in reducing the potential dangers associated with conducting transactions on social networking sites like Instagram (Djafarova and Rushworth, 2017).

In general, previous studies have analyzed how trust is transferred in the setting of social e-commerce. Consequently, to enhance comprehension, the trust transfer theory is utilized to explore if there is a transfer of trust between perceived trust and the intention to make a purchase on *TikTok Live*.

2.3 Literature Review for Independent Variables and Dependent Variable

In research, variables are any attributes that can vary, such as height, age, temperature, or test scores. Researchers typically manipulate or measure independent and dependent variables in studies to explore cause-and-effect relationships. The independent variable represents the cause and is not influenced by other variables in the study. On the other hand, the dependent variable reflects the effect and is influenced by changes in the independent variable (Bhandari, 2022). The table below presents the literature review for the independent and dependent variables of the research.

Table 2.3.1
Literature review of independent variables

Title, Author(s), Year	Variables Used in the Study	Selected Variables
Examining behavioural intention of using smart health care technology among females: dynamics of social influence and perceived usefulness (Gani et al., 2023).	Technology adoption, Smart health technology, Social influence, *Perceived usefulness*, Behavioral intention	• Perceived Usefulness
Building e-trust and e-retention in online shopping: the role of website design, reliability and perceived ease of use (Saoula et al., 2023).	Customer engagement, Uses and gratification theory, E-retention, Website design, *Perceived ease of use*	• Perceived Ease of Use
How perceived trust mediates merchant's intention to use a mobile wallet technology (Singh & Sinha, 2020).	Mobile wallets, Merchants, Intention to use, Customer value addition, *Perceived trust*	• Perceived Trust

Table 2.3.2
Literature review of dependent variable

Title, Author(s), Year	Variables Used in the Study	Selected Variables
Purchase intention behavior of halal cosmetics. Comparing study between Indonesia and Malaysia millennial generation (Nuryakin et al., 2023).	Knowledge, Emotional attachment and religiosity, Satisfaction, *Purchase intention*, Halal cosmetics, Religiosity	• Purchase Intention
Determinants of purchase intention of halal cosmetic products among Generation Y consumers (Khan et al., 2020).	Ingredient, Logo, Promotion, Religious belief, *Purchase intention*, Halal, Cosmetic products	• Purchase Intention

2.4 Theoretical Framework

According to Sekaran (2003), the theoretical framework is a conceptual model that shows how to theorize or rationally explain the relationships between different aspects that are considered significant to the field of research. It helps the researcher better comprehend the pertinent research field by enabling the testing and hunching of the links between the variables involved. This study focuses on Muslim youth consumers purchasing intentions on *TikTok Live*. The Figure 2.4 below illustrates the suggested theoretical framework.

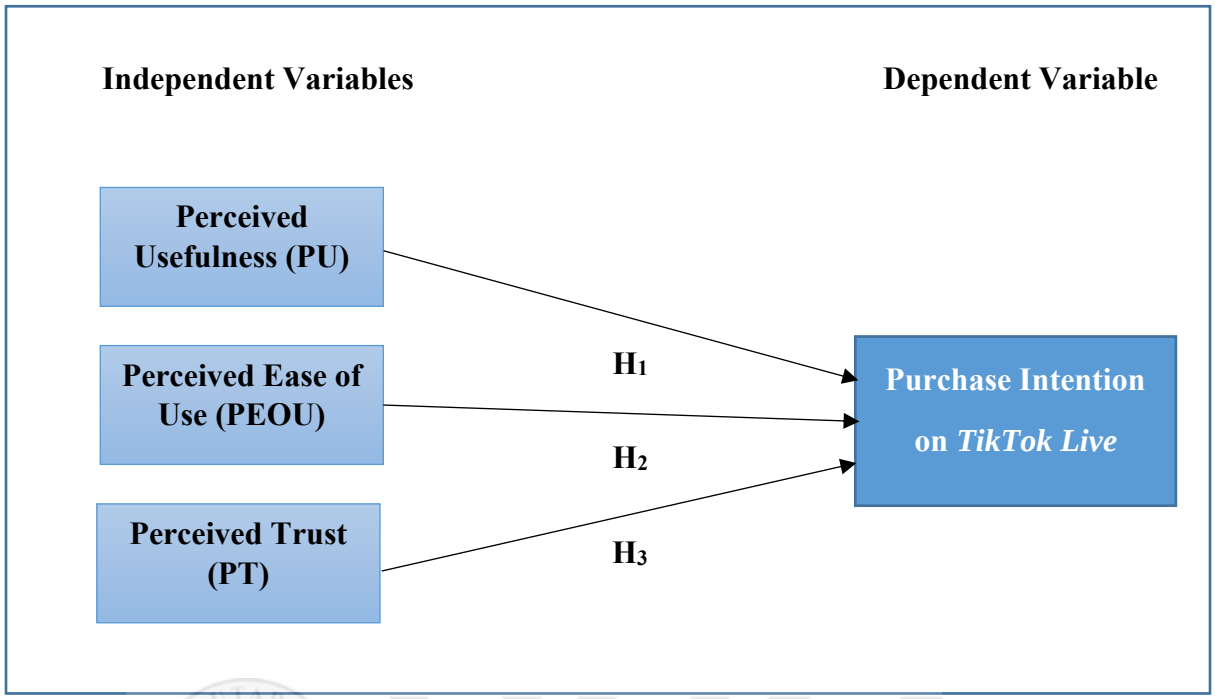


Figure 2.4
Theoretical framework for purchase intention on TikTok Live among Muslim youth consumers

Understanding the theoretical framework is crucial to comprehend the connection between different variables in this study. Two types of variables, DV and IV, are both included. As noted by Sekaran (2003), researchers primarily study how the independent variable can have a positive or negative impact on the dependent variable. Therefore, it can be inferred that if the independent variable experiences a positive change or increase, the dependent variable is also likely to rise, resulting in a positive outcome as a result of the independent variable's impact.

The intention of Muslim youth to purchase on *TikTok Live* is the primary focus, and perceived usefulness, perceived ease of use, and perceived trust are the independent

variables. Hence, the purpose of this study is to investigate how the predictor and outcome variables relate to one another.

2.5 Study Hypothesis

As stated as a testable statement, a hypothesis is a logically derived relationship between two or more variables (Sekaran, 2003). To achieve the goal of the study, six broad research hypotheses are developed:

H_1: There is a significant correlation between perceived usefulness and the purchase intention on *TikTok Live* among Muslim youth consumers.

H_2: There is a significant correlation between perceived ease of use and the purchase intention on *TikTok Live* among Muslim youth consumers.

H_3: There is a significant correlation between perceived trust and the purchase intention on *TikTok Live* among Muslim youth consumers.

H_4: There is a significant influence between perceived usefulness towards the purchase intention on *TikTok Live* among Muslim youth consumers.

H_5: There is a significant influence between perceived ease of use towards the purchase intention on *TikTok Live* among Muslim youth consumers.

H_6: There is a significant influence between perceived trust towards the purchase intention on *TikTok Live* among Muslim youth consumers.

2.6 Conclusion

This section involves a review of past studies, concentrating on the Technology Acceptance Model and Trust Transfer Theory as principal theoretical frameworks. It also examines past research on both independent and dependent variables. The investigation is centered on assessing the likelihood of making purchases on *TikTok Live*, with perceived utility, perceived simplicity, and perceived credibility as the key variables analyzed. This chapter's last section offers a comprehensive analysis of the research hypotheses.

CHAPTER THREE: METHODOLOGY

3.1 Introduction

"Research methodology" refers to the variety of techniques used by scientists to collect and evaluate data (Dominowski, 1980). Investigating the approaches, tenets, and real-world applications of a certain subject of study falls under this category. For the purpose of collecting primary and secondary data, which are then used for statistical analysis and the interpretation of the study's findings, research technique is essential. A number of topic are covered in this chapter, including measuring items, questionnaire construction, pilot testing, population and sampling technique, research design, data source, data collection techniques & procedure, and also data analysis.

3.2 Research Design

The relationship between theory and research is investigated using a deductive method in quantitative research, with an emphasis on theory testing (Bryman & Bell, 2003). Grix (2004) points out that methods appropriate for numerical data are used in this kind of study. After defining quantifiable variables or concepts, researchers translate them into particular data collection techniques. These techniques yield accurate numerical data that represent empirical interpretations of theoretical ideas. Using quantitative methods, general patterns and correlations between variables are found, theories and hypotheses are tested, and

predictions are made in light of the results. Social surveys, studies of current data or official statistics, and organized observation are examples of common methodologies.

In this study, the researcher used a quantitative research strategy. In quantitative research, numerical data is gathered, frequently using structured questions (Sekaran & Bougie, 2016). Using *SPSS version 22* for statistical analysis, the researcher will employ questionnaires to collect and analyze the required numerical data (USC Libraries, 2016).

3.3 Population and Sampling

3.3.1 Population Frame

The *Kementerian Kemajuan Desa dan Wilayah (2017)* reports that Kubang Pasu district comprises 15 parliamentary constituencies, 2 state legislative assemblies (DUN), and 94 villages. Of these, Bukit Kayu Hitam contains 49 villages, while Jitra has 45. The district's population totals 27,692, split between 13,068 males and 14,624 females. Youths number 7,135 in Kubang Pasu. The ethnic breakdown reveals 26,263 Malays, 390 Chinese, 170 Indians, 35 Siamese, and 30 people from other ethnic backgrounds.

According to Sekaran and Bougie (2013), the population encompasses all individuals, occurrences, or objects that are relevant to the researcher in reaching conclusions. In this study, the populations under scrutiny are the Muslim youth consumers in Kubang Pasu.

According to Krejcie and Morgan's table, for a population of 7,135 youths in Kubang Pasu, the necessary sample size to achieve a 95% confidence level with a 5% margin of error is 365 individuals.

However, researcher opted for a sample size of 384 instead of the recommended 365. This decision aims to enhance the study's precision. By choosing a slightly larger sample size, the margin of error is reduced, leading to more accurate and reliable estimates of the population parameters. This larger sample size also makes the study's findings more robust and less susceptible to the influence of anomalies or sampling bias. While this approach requires more resources, it ultimately provides greater confidence in the study's results.

Research indicates that even a slight increase in sample size can substantially lower the margin of error, leading to more precise results (Faber & Fonseca, 2014). Larger sample sizes have also been shown to enhance the generalizability of findings, making them more applicable to the broader population (Kelley, Maxwell, & Rausch, 2003).

3.3.2 Sample

A sample is a subsection of the population at large, as Sekaran (2003) points out. Over a million young Muslims live in Kubang Pasu, and this study's sample was taken from this huge group. As a result, a sample of 384 Muslim youth consumers was drawn from the overall population using the sample size standards provided by Krejcie and Morgan (Table 3.3.2).

Table 3.3.2
Sample size determination using Krejcie & Morgan, 1970, table

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	26	140	103	340	181	1000	276	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: 'N' is Population Size; 'S' is Sample Size

Sample Size

Source: Krejcie & Morgan, 1970

3.3.3 Sampling Technique

Sampling methodology is defined by Sekaran & Bougie (2016) as the process of choosing a suitable person, thing, or event to accurately reflect the total population. Mukesh et al. (2013), on the other hand, contend that the sampling strategy entails selecting a sufficient number of items from the larger population. Consequently, researchers can extrapolate these features to the population aspects by examining the sample and understanding its

attributes. The researcher selects a number of demographic components to serve as the sample's subjects during the sampling procedure process.

Probability sampling and non-probability sampling are the two types of sampling techniques. In this investigation, the researcher used a probability sampling strategy, especially the simple random sample methodology. This choice was made for several reasons. The primary advantage of simple random sampling is its straightforward application. Unlike more complex approaches such as stratified random sampling, it does not require additional steps or dividing the population into segments before randomly selecting participants.

Moreover, simple random sampling aims to provide an unbiased representation of the group. Since every individual has an equal probability of selection, it is considered a fair method for drawing a sample from a larger population. Consequently, this approach is recognized for its randomness and reduced likelihood of sampling bias.

3.4 Data Source

3.4.1 Primary Data

The research is based on primary data, which is obtained directly from the original source for specific research purposes, as stated by Sekaran & Bougie (2016). The survey was

carried out using questionnaires made in *Google Forms* to obtain primary data. Its main objective is to collect data on the attributes of the participants and the factors under investigation. Questionnaires were given to young Muslim consumers in Kubang Pasu to collect primary data on their intention to buy on *TikTok Live*. The study's objective is to examine the purchasing intentions of young Muslim users on *TikTok Live.*

3.5 Data Collection Methods & Procedure

3.5.1 Questionnaires

A questionnaire is made up of a list of pre-written questions intended to gather information quickly. Researchers use it to accurately measure specific variables. Questionnaires can be administered in person, mailed, or distributed electronically. Sekaran (2003) notes that personally administered questionnaires allow for the rapid collection of responses by the researcher or their team. They also provide an opportunity to clarify any respondent uncertainties about the questions and to introduce the topic to encourage honest answers. Conversely, mailed questionnaires can reach a wider geographic area but typically have lower response rates, with a 30% return rate being considered acceptable. Additionally, mailed questionnaires do not offer the opportunity to address respondent doubts.

3.5.2 Questionnaires Design

Saunders et al. (2003) highlight the crucial role of properly introducing questionnaires to respondents to achieve a high response rate. This study utilized closed questionnaires, which require respondents to select from a set list of options provided by the researcher. Bryman & Bell (2003) note that closed questions are generally favored in surveys because they allow respondents to make quick choices among given alternatives. Furthermore, Sekaran (2003) adds that closed questions simplify the coding of information for later analysis.

3.5.3 Data Collection Procedure

To collect the required information, the researcher handed out surveys to young Muslim consumers in Kubang Pasu, with the goal of obtaining 384 predetermined samples. *Google Forms* were used to distribute these surveys, and the link was posted on social media application such as *WhatsApp*.

3.6 Measurement Items

The suggested model components were assessed through a traditional five-point Likert scale. The rating system graded from 1 (completely disagree) to 5 (completely agree), with 3 indicating a neutral answer. The creation and formation of the survey, resulting in 30 items, were influenced by existing literature. Detailed explanations for each of these items can be located in section 3.7, Questionnaire Development. When developing the

questionnaire, factors such as perceived usefulness, perceived ease of use, perceived trust, and purchase intention were considered.

Table 3.6
Likert Scale

Category	Scale
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

3.7 Questionnaire Development

The four variables that were studied were Purchase Intention (PI), Perceived Trust (PT), Perceived Ease of Use (PEOU), and Perceived Usefulness (PU). Researcher sourced surveys from many authors for every variable.

The survey for perceived usefulness was adapted based on survey developed by Venkatesh et al. (2012) and Davis (1989). Likewise, the survey for perceived ease of use was adapted

from Panagiotopoulos and Dimitrakopoulos (2018), Choi and Ji (2015), Chow et al. (2013), Kowitlawakul (2011), and Davis (1989).

On the other hand, the survey perceived trust was based on questionnaires developed by Shaw (2014) and Gold et al. (2015). Lastly, the intention to purchase survey was modified based on the work of Venkatesh et al. (2012) and Liu et al (2019). The source used to create the questionnaire is displayed in Table 3.7 below.

Table 3.7
Source of questionnaire development

Items	Author & Year
Perceived Usefulness	Venkatesh et al. (2012) Davis (1989)
Perceived Ease of Use	Panagiotopoulos and Dimitrakopoulos (2018) Choi and Ji (2015) Chow et al. (2013) Kowitlawakul (2011) Davis (1989)
Perceived Trust	Shaw (2014) Gold et al. (2015)
Purchase Intention	Venkatesh et al. (2012) Liu et al. (2019)

3.8 Validity and Reliability

3.8.1 Validity

According to Sekaran and Bougie (2016), a validation test evaluates how effectively a tool evaluates the specific concept it is designed to measure. It investigates if the author is using the appropriate concept. The validity test assesses if the questions in the questionnaire are accurate, making sure that the questionnaire reflects what is meant to be measured.

According to Cooper & Schindler (2014), validity is the degree to which a test measures its target construct accurately. Bajpai & Bajpai (2014) add that validity ensures the test includes a sufficient and representative range of items that comprehensively capture the concept being measured.

To conduct a validity test, the Pearson correlation method is employed. A measurement tool is considered authentic (Schober, 2018) if the significant value (p-value) is below 0.05 and invalid (Schober, 2018) if the value surpasses 0.05.

3.8.2 Reliability

The reliability of a research tool pertains to its level of accuracy and consistency. According to Sekaran (2003), dependability indicates how consistently and stably the instrument measures a concept, thereby assessing the quality of the measurement.

Reliability is utilized to gauge how consistently participants respond to all questions, evaluating consistency among different questions. Items with similar content are expected to exhibit positive correlations. Cronbach's Alpha was employed in this study to assess the items' reliability. Cronbach's Alpha assesses the level of association among items within a set. A Cronbach's Alpha coefficient above 0.6 indicates reliability, with stronger internal consistency nearing a value of 1 (Sekaran & Bougie, 2009).

3.9 Construct the Questionnaire

Table 3.9
Constructs in the questionnaires

No.	Construct	Scale items	Total items	References
1	Perceived Usefulness (PU)	1. I think *TikTok* application is very useful as a medium for buying and selling activities 2. I think *TikTok* application is accessible everywhere	5	Adapted from Venkatesh et al.

		3. I think the *TikTok Live* application is suitable for making purchase transactions 4. I think the purchase via *TikTok Live* is suitable for *Live* purchase 5. I think purchasing via *TikTok Live* allows me to complete purchasing activities quickly		(2012) and Davis, 1989
2	Perceived Ease of Use (PEOU)	1. I find purchasing through *TikTok Live* is easy to do 2. I feel comfortable making purchases through *TikTok Live* 3. In my opinion, way of doing *TikTok Live* purchase activity is not difficult to learn 4. I think *TikTok Live* makes buying activity fast and clear 5. I think I can make purchases through *TikTok Live* without help	5	Adapted from Panagiotopoulos and Dimitrakopoulos, 2018; Choi and Ji, 2015; Chow et al., 2013; Kowitlawakul, 2011 and Davis, 1989
3	Perceived Trust (PT)	1. I trust purchases through the *TikTok* application are safe 2. I trust that *TikTok* application has reliable features 3. I feel confident with the purchase through *TikTok Live*	6	Adapted from Shaw (2014) and Gold et al., 2015

		4. I trust my personal information is safe when making purchases through *TikTok Live* 5. I feel more satisfied purchasing goods on *TikTok Live* *6.* I have no doubts about the good's quality I buy through *TikTok Live*		
4	Purchase Intention (PI)	1. I plan to buy in *TikTok Live* in the future 2. I intend to increase my purchases on *TikTok Live* in the future *3.* I will always try to buy through *TikTok Live* 4. I plan to buy in *TikTok Live* frequently 5. I will recommend my family and friends to buy through *TikTok Live*	5	Adapted from Venkatesh et al. (2012) and Liu et al., 2019

Sections A, B, and C make up the three sections of the questionnaire. Respondents' gender, age, ethnicity, degree of education, work position, monthly income, and a binary (yes/no) question are among the demographic information gathered in Section A. Section B focuses on two questions regarding the respondents' *TikTok* usage patterns. The screening

questions asked were, “How often do you use *TikTok*?” and “Have you ever participated in or made a purchase through the *TikTok Live* application?”

Section C is currently evaluating the buying intentions of Muslim young consumers on *TikTok Live* in Kubang Pasu. This section contains 21 statements categorized into four groups: five statements regarding perceived usefulness, five regarding perceived ease of use, six regarding perceived trust, and five regarding purchase intention. Participants will assess their responses using a Likert scale that spans from 1 to 5 (1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5=Strongly Agree).

3.10 Expert Evaluation

The objective of the expert evaluation in this study is to ensure that the questionnaire content is compatible with the study’s goals, remains unbiased, and avoids overly sensitive questions. To achieve this, the expert will:

1. Identify and remove any redundant or unnecessary statements within the questionnaire.
2. Exclude statements that receive the lowest ratings to enhance the overall quality of the questionnaire.

In this research, two experts from Islamic Business School, Universiti Utara Malaysia were consulted by the researcher. Each expert had distinct specializations. The first expert

specialized in Islamic economics, zakat, and Islamic banking. The second expert focused on Islamic management, Islamic corporate finance, and the administration of zakat and waqf. These experts contributed their insights to ensure the questionnaire was aligned with the research objectives and free from bias.

3.11 Pre-Test

It is vital to carry out a preliminary test of the survey questionnaire with a small number of participants prior to the main research study. This helps participants understand the survey better and allows for the identification and resolution of any issues that may arise (Hunt, Sparkman, & Wilcox, 1982; Parasuraman, Zeithmal, & Berry, 1986). Singleton and Straits (1999) warned that not enough pre-testing might lead to the failure of a study. The level of effort put into planning the study and testing the measurement tool directly affects the quality of the collected data, the ease of analysis, and the overall results. Alreck & Settle (1994) also pointed out that pre-testing questionnaires can reveal important errors, inconsistencies, missing information, or problems. It is crucial to tackle these issues because they might otherwise greatly impact the research.

Hunt, Sparkman, and Wilcox (1982) suggested that pre-tests should address three key areas: (i) the questionnaire's structure, including its length, design, question types, space for answers, and order of questions; (ii) the assessment of individual questions, paying attention to their clarity, possible ambiguities, any confusion they might cause, and the respondents' familiarity with the terms used; and (iii) the evaluation of data analysis

techniques, ensuring the correctness of coding and tabulation processes, which should be validated using sample data.

Galtung (1969) proposes that for pre-testing, a statistically sophisticated probability sample is not necessary. Ferber and Verdoorn (1962) suggested 12 as a suitable pre-test sample size, while Backstom & Hursch (1981) recommended 30. Similarly, Byrne (2010) deems 20 as sufficient. However, Lynn (1986) points out that having three specialists at the very least is acceptable, and that having more than ten is probably not practical.

Multiple experts are needed during the pre-testing phase: a subject matter specialist to review the content's significance, a language expert to judge its clearness, and a measurement specialist to evaluate the instrument's precision (Zainudin, 2010). So, for this research, two experts selected from academics in their respective fields evaluated the initial questionnaire.

In general, there were no significant criticisms of the first survey, and all evaluators concurred that the factors of perceived usefulness, perceived ease of use, and perceived trust accurately measure the influence on the intention to purchase on *TikTok Live*. While the survey was mostly perceived as clear and easy to comprehend, an academic suggested clarifying certain terms to enhance understanding of the survey. Alterations were implemented to the survey as per the feedback received.

The main objective of this activity was to address issues of prejudice and uncertainty, guaranteeing that the inquiries are top-notch, dependable, and adhere to stringent criteria of construct validity. The pre-test feedback was valuable and crucial in enhancing the overall structure and effectiveness of the questionnaire. A revised and improved version of the questionnaire was made using this data, and it was prepared for the pilot survey step.

3.12 Pilot Test

According to Malhotra (2002), a pilot test is an initial study that employs informal data collection methods, which could result in less precise results because of the flexible standards. A pilot study is primarily carried out to improve the questionnaire for greater understanding and utility in the bigger research attempt (Saunders et al., 2003). The findings from the pilot test will be presented in the next chapter.

3.13 Exploratory Factor Analysis (EFA)

Factor analysis is a method used to minimize data by uncovering hidden dimensions or factors that clarify the relationships between a group of variables (Grove, Burns, & Gray, 2015). The primary aim of factor analysis is to pinpoint a few fundamental factors, known as factors that explain the shared variance in the measured variables. Although these factors cannot be directly quantified, they are inferred from the relationships observed between the variables. This technique simplifies complex data by pinpointing the primary fundamental

components. Moreover, factor analysis can be applied to test hypotheses by either validating or challenging theoretical frameworks concerning variable relationships.

To find the fundamental patterns or elements that underlie the relationships between an assortment of measurable variables, exploratory factor analysis, or EFA, is applied. The primary goal in working with a vast dataset is to pinpoint a reduced set of factors that can explain the differences seen between variables. To ascertain whether the sample is appropriate for factor analysis, a value greater than 0.5 from the Kaiser-Meyer-Olkin (KMO) test must be obtained. According to Kaiser (1974), a KMO value of 0.5 is the minimum acceptable value; values between 0.7 and 0.8 are regarded as adequate; and values greater than 0.9 are regarded as extraordinary. The results of the factor analysis will be presented in Chapter Four. The interpretation of the KMO value is shown in Table 3.13 below.

Table 3.13
KMO value interpretation

KMO Measure	**Interpretation**
1 to 0.9	Very Good
0.8 to 0.9	Good
0.7 to 0.8	Medium
0.6 to 0.7	Reasonable

0.5 to 0.6	Acceptable
< 0.5	Unacceptable

Source: KMO Value Interpretation of Sampling Adequacy

3.14 Reliability - Cronbach's Alpha

Assessing a measurement instrument's reliability is necessary to determine its consistency and dependability (Sekaran and Bougie, 2013). It assesses the instrument's lack of bias, guaranteeing consistent outcomes across various items and time periods (Sekaran and Bougie, 2013). Cronbach's Alpha will be used for reliability testing since it is deemed the most precise approach.

The alpha coefficient that is produced is a value ranging from 0 to 1, with 0 representing lack of internal consistency and 1 indicating full trustworthiness. A satisfactory level of internal consistency is commonly defined as a score of 0.80 (Bryman & Bell, 2003). Pallant (2010) also says that while values greater than 0.8 are recommended, a Cronbach's alpha over 0.7 is deemed acceptable. Nunnally (1994), referenced in Ghozali (2012), further states that variables are considered dependable if their Cronbach Alpha value is over 0.70. The Cronbach's Alpha scale comprises the following components:

Table 3.14
Range of reliability and its coefficient of Cronbach's alpha

Cronbach's Alpha	Interpretation
α ≥ 0.9	Excellent
0.8 ≤ α < 0.9	Good
0.7 ≤ α < 0.8	Acceptable
0.6 ≤ α < 0.7	Questionable
0.5 ≤ α < 0.6	Poor
α < 0.5	Unacceptable

Source: Cronbach (1951)

3.15 Data Analysis and Inferential Statistical Analysis

Data analysis plays a crucial role in the research process. At this stage, researchers must select appropriate statistical methods to generate meaningful interpretations and achieve the research objectives. In this study, both demographic analysis and inferential statistical analysis were employed. Inferential statistics are used to explore relationships among variables and draw conclusions from the data. Inferential statistics are divided into parametric and non-parametric categories (Sekaran, 2003). This study utilized parametric tests, specifically Pearson correlation and multiple regression.

3.15.1 Demographic Analysis

In this research, the respondents' demographic characteristics are investigated. In the first component of the questionnaire, participants answered questions about their gender, age, race, degree of education, work status, monthly income, and one yes/no question. For instance, respondents were asked to select the relevant options, such as "male" or "female" to indicate their gender.

The age groups of respondents were divided into four categories: "15 to 19 years old," "20 to 24 years old," "25 to 29 years old," and "30 years old and above." For education levels, the options were "Secondary school," "Diploma/STPM/STAM/College/Others," "Undergraduate," and "Postgraduate." Employment status was classified into three categories, which were "Student," "Employed," and "Unemployed." Monthly income was segmented into three brackets: "under RM1000," "between RM1000 - RM3000," and "RM3000 and above."

Meanwhile, in section B, respondents were asked two open ended questions. The first was "How often do you use *TikTok*?" and the second was "Have you ever joined or made a purchase through the *TikTok Live* application?"

3.15.2 Multiple Regression

Multiple regression analysis builds on the concept of simple regression analysis. Its primary goal is to forecast the value of a dependent variable (Y) when there are two or more independent variables. This method serves as a tool for predicting how multiple independent variables impact a single dependent variable, allowing researchers to assess the presence and nature of relationships—whether functional or causal between the independent variables (X1, X2, X3, ..., Xn) and the dependent variable (Riduwan & Sunarto, 2010).

Below is the regression formula of the variable:

$Y = a + b1X1 + b2X2 + e$

Y = Dependent Variable

a = Constanta

b1,2,3 = Coefficient Determination

X1,2,3 = Independent Variable

e = Error

Researcher examined all independent factors combined with the dependent variable, Y, in order to concentrate on the dependent variable. The independent variables in this study include perceived trust (X3), perceived usefulness (X1), and perceived ease of use (X2).

3.15.3 Pearson Correlation

Correlation entails examining the connection between various variables. It discloses information about the relationship, encompassing its type, intensity, orientation, and importance. Normally, correlation is evaluated using techniques such as the Pearson correlation matrix. A correlation coefficient of +1 represents full positive correlation, whereas -1 indicates complete negative correlation in the variables under investigation.

Correlation values between +1 and +0.80 indicate a very strong correlation, while values between +0.79 and +0.60 indicate a high correlation. Values ranging from +0.59 to +0.40 represent a moderate correlation, whereas those falling between +0.39 and +0.20 suggest a low correlation. In conclusion, correlation values ranging from +0.19 to +0.00 indicate a very slight correlation. On the other hand, negative values show negative correlations (Sekaran & Bougie, 2016). According to Sekaran and Bougie (2016), a correlation is considered highly significant if the p-value is less than 0.05, while a p-value above 0.05 suggests a weak and unimportant relationship.

Table 3.15.3
The scale of Pearson Correlation Coefficient

Scale of Pearson correlation coefficient	Interpretation
0.00 ≤ r ≤ 0.19	Very low correlation
0.20 ≤ r ≤ 0.39	Low correlation
0.40 ≤ r ≤ 0.59	Moderate correlation
0.60 ≤ r ≤ 0.79	High correlation
0.80 ≤ r ≤ 1.00	Very high correlation

Source: Pearson correlation coefficient

3.16 Summary of Research Questions & Data Analysis

The research approach employed in this study was detailed in this chapter. To accomplish the goals of the study and respond to the research questions, the researcher utilized a quantitative method and a questionnaire as the main research instrument. Muslim young people were asked to complete the survey through *Google Forms* with the help of *WhatsApp*.

In the part discussing population and sampling design, the researcher addressed the population frame, sample, sampling strategy, and data collection methods applied in the study. The sample size specifically targeted Muslim young consumers in Kubang Pasu. In conclusion, the data was examined with the help of *SPSS version 22*. This program

provides a range of useful features and functionalities for analyzing statistical data. Demographic analysis, multiple regression analysis, and Pearson correlation analysis were the three main tests used in this investigation.

3.17 Conclusion

The research methods used in this study are briefly reviewed in this chapter. It includes the start, details of research design, methods of data collection, tools used for measurement, creation of questionnaires, evaluation of validity and reliability, and concludes with data analysis. Similarly, Chapter 4 will focus on presenting the findings of the study.

CHAPTER FOUR: DATA ANALYSIS & FINDINGS

4.1 Introduction

This chapter will primarily focus on analyzing the demographic data of the survey respondents. It will also delve into the relationship between the independent and dependent variables. The data analysis divided into two segments, the first segment provide a descriptive statistical analysis of the demographic factors, while the second involve inferential analysis through hypothesis testing, utilizing Pearson's correlation and regression techniques.

4.2 Response Rate

In this study, a total of 400 questionnaires were distributed equally among Muslim youth consumers in Kubang Pasu. Out of the total surveys distributed, 389 were returned, with 5 incomplete, resulting in 384 completed questionnaires and a response rate of 96%. Initially, based on a population of 7,135, the required sample size was determined to be 365 respondents using the Krejcie and Morgan (1970) formula. However, to account for potential non-response bias, the sample size was increased to 400. Detailed information on the response rate is provided in Table 4.2.

Table 4.2
Response Rate

Details	Respondents
Number of distributed questionnaires	400
Number of received questionnaires	389
Complete questionnaires	384
Response rate	96%

4.3 Data Cleaning

According to Tableau, data cleaning involves correcting or eliminating inaccurate, corrupted, misformatted, duplicate, or incomplete data within a dataset. When merging multiple data sources, there is a high chance for data duplication or mislabeling. Incorrect data leads to unreliable outcomes and algorithms, despite appearing accurate. There isn't a single definitive method for data cleaning, as it differs for each dataset. However, it is essential to create a consistent template for data cleaning procedures to ensure accuracy every time (Tableau, 2022).

4.3.1 Detection Data Missing

The dataset employed in this study demonstrates a notable absence of missing values across all variables. This characteristic is crucial as missing data can introduce biases and

undermine the validity of statistical analyses (Smith & Jones, 2018). Previous research by Johnson et al. (2017) has emphasized the significance of complete datasets in mitigating potential errors and enhancing the reliability of study outcomes. Thus, the completeness of the dataset ensures robustness in researcher's analytical framework, aligning with best practices in empirical research.

4.3.2 Outlier Test

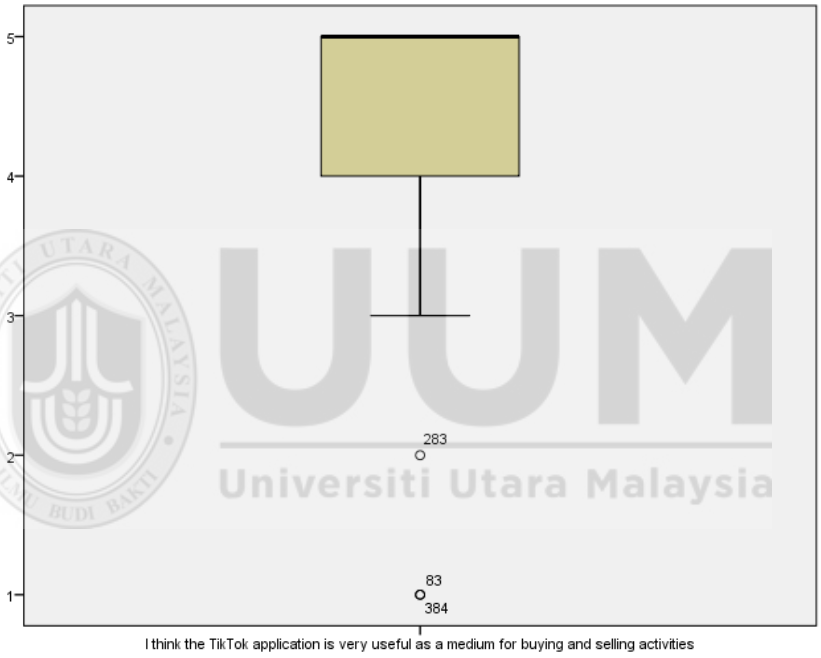
Several definitions of outliers can be found in literature, with Grubbs (1969) offering the most frequently referenced definition. An outlier is an observation that noticeably differs from the other observations in the sample.

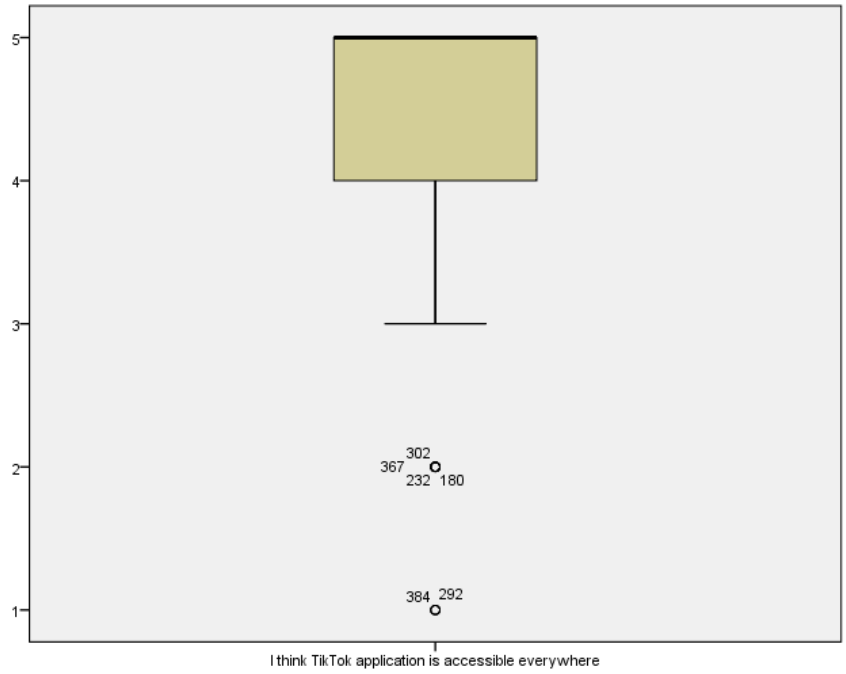
In this study, researcher have chosen to retain outliers rather than remove them, as supported by the recommendations of Barnett and Lewis (1994), who highlight that outliers can contain valuable information. Furthermore, Rousseeuw and Leroy (2003) advocate for the use of robust statistical methods to handle outliers effectively without discarding them, thus preserving the integrity of the data.

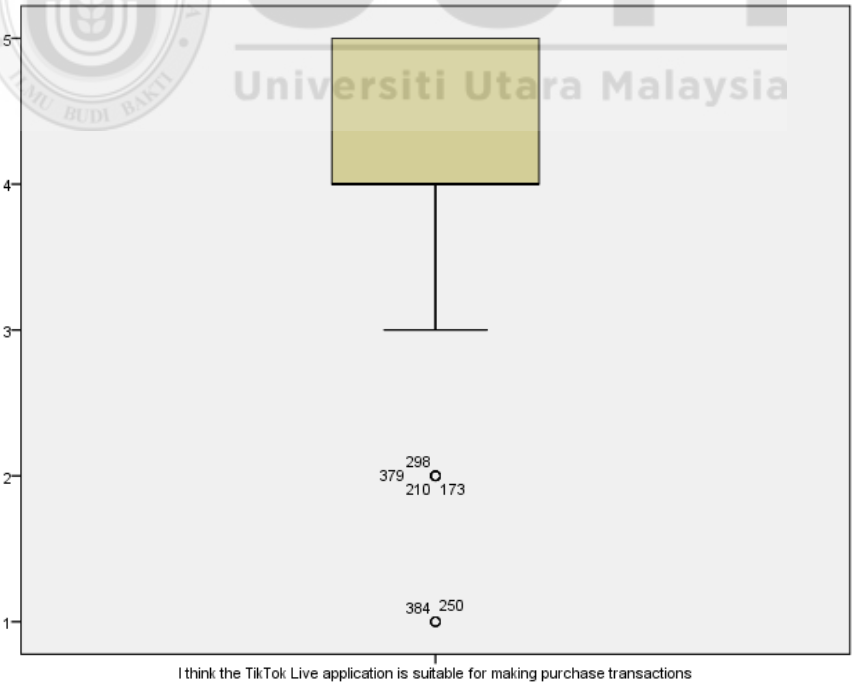
This approach is also endorsed by Hampel et al. (1986), who argue that robust statistics minimize the influence of outliers while retaining them in the dataset. Similarly, Osborne and Overbay (2004) emphasize the importance of checking for and understanding outliers, as they can provide critical insights.

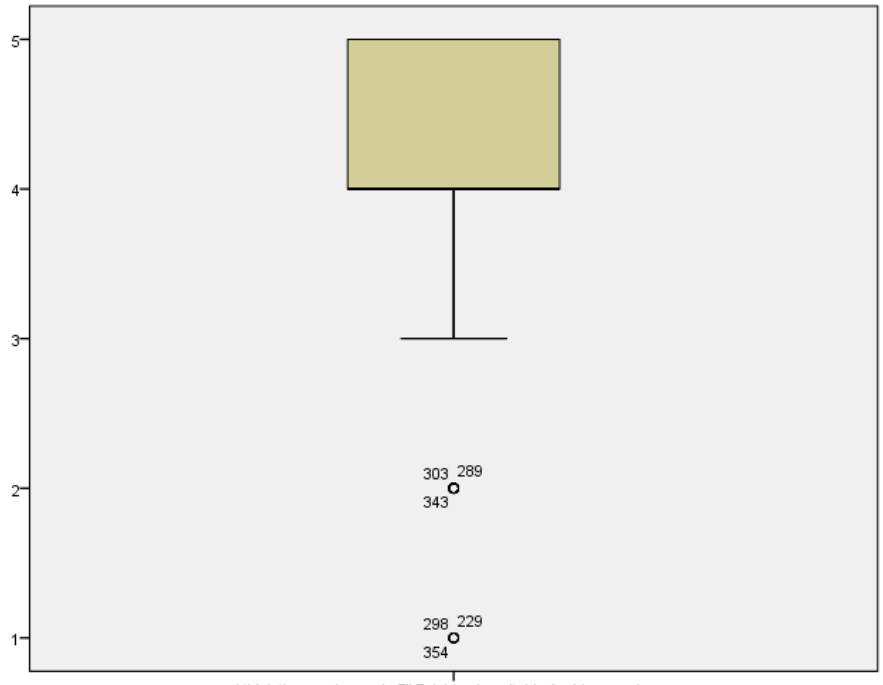
Cousineau and Chartier (2010) also support this methodology, recommending robust techniques to manage outliers without removal, ensuring a comprehensive analysis. The following figure depicts the outcome of outlier analysis.

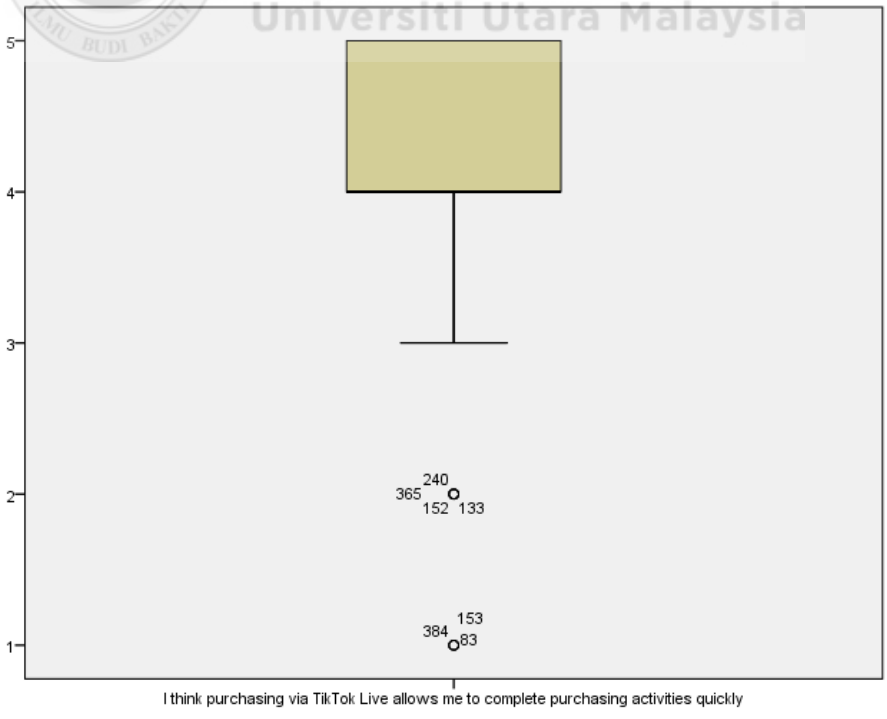
Figure 4.3.2.1
Outlier analysis results

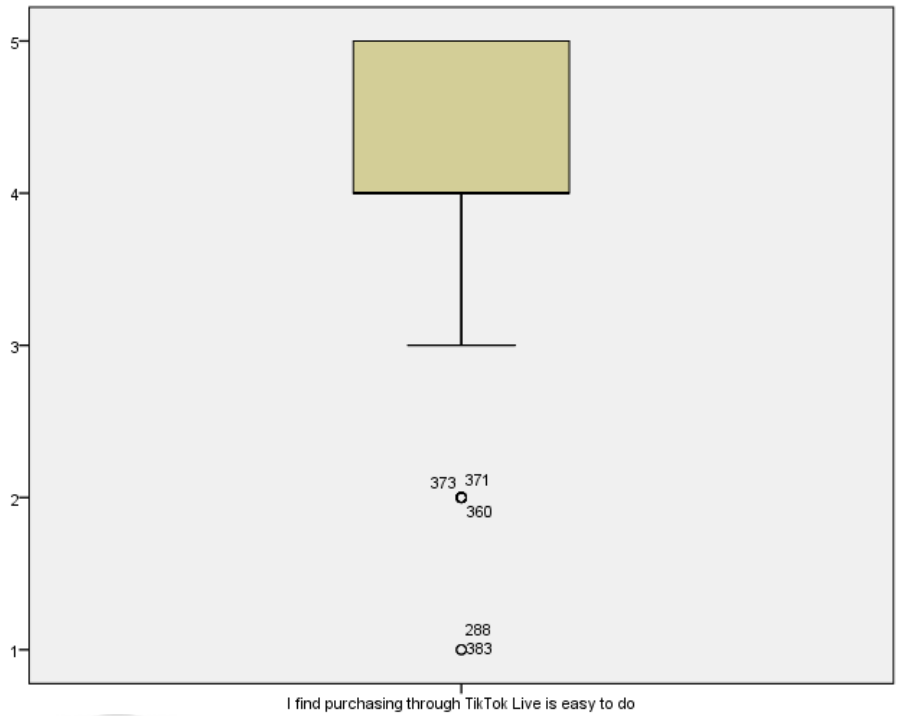


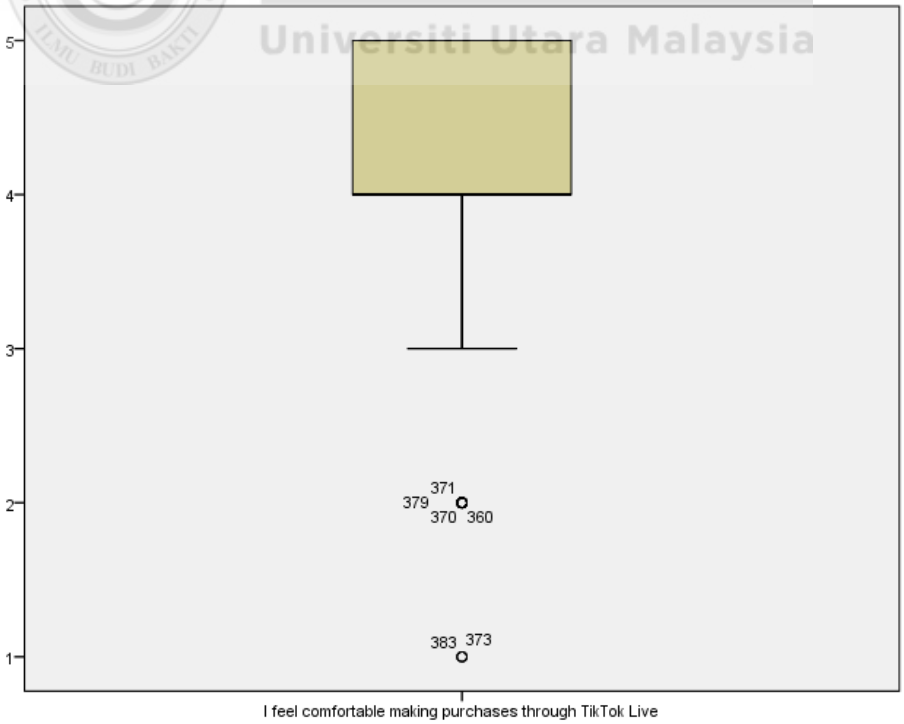


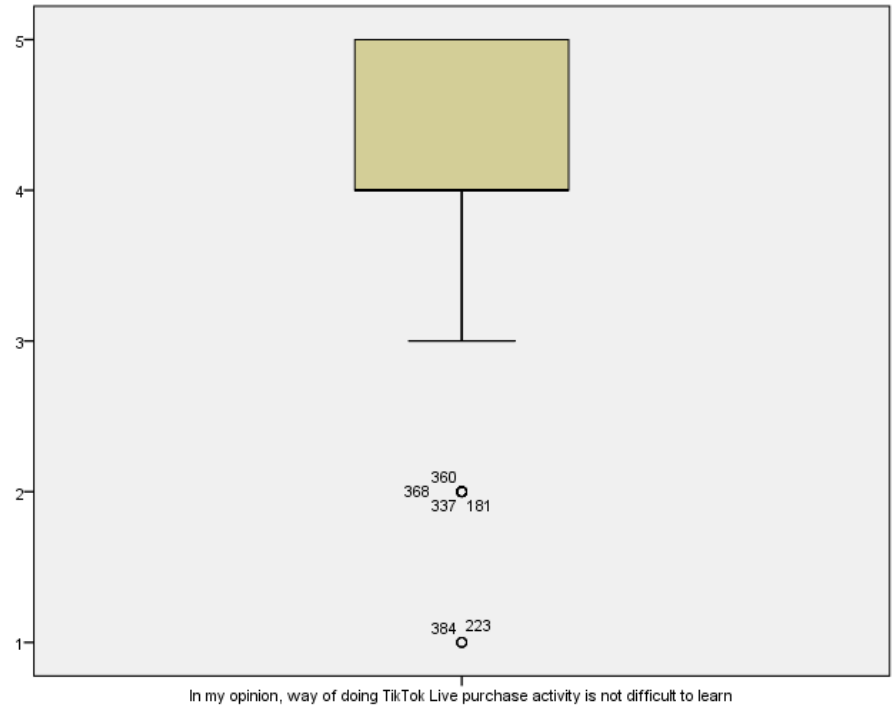


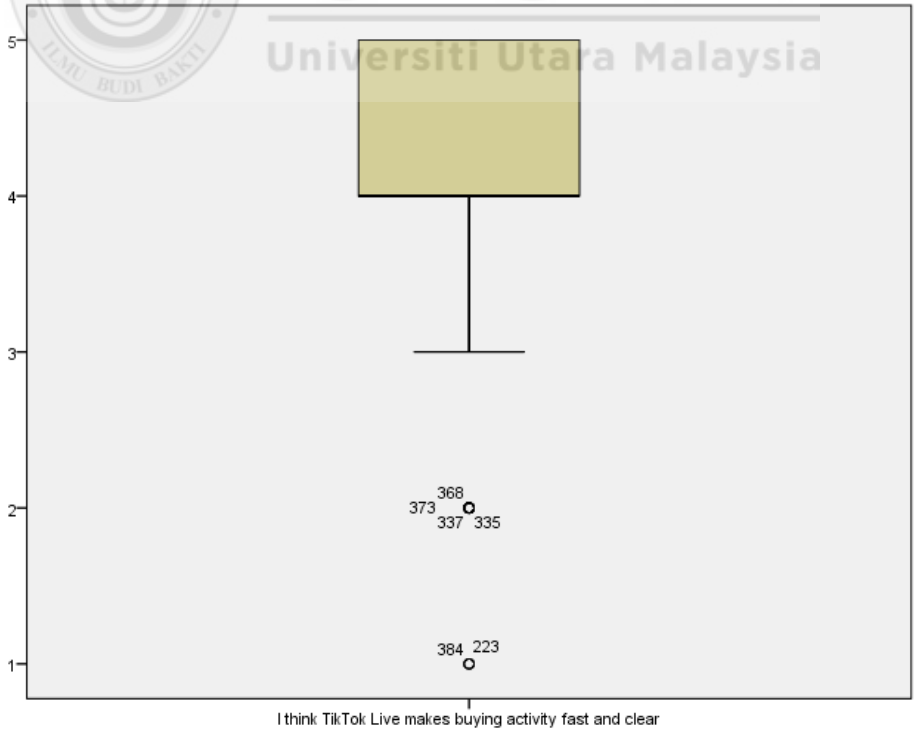


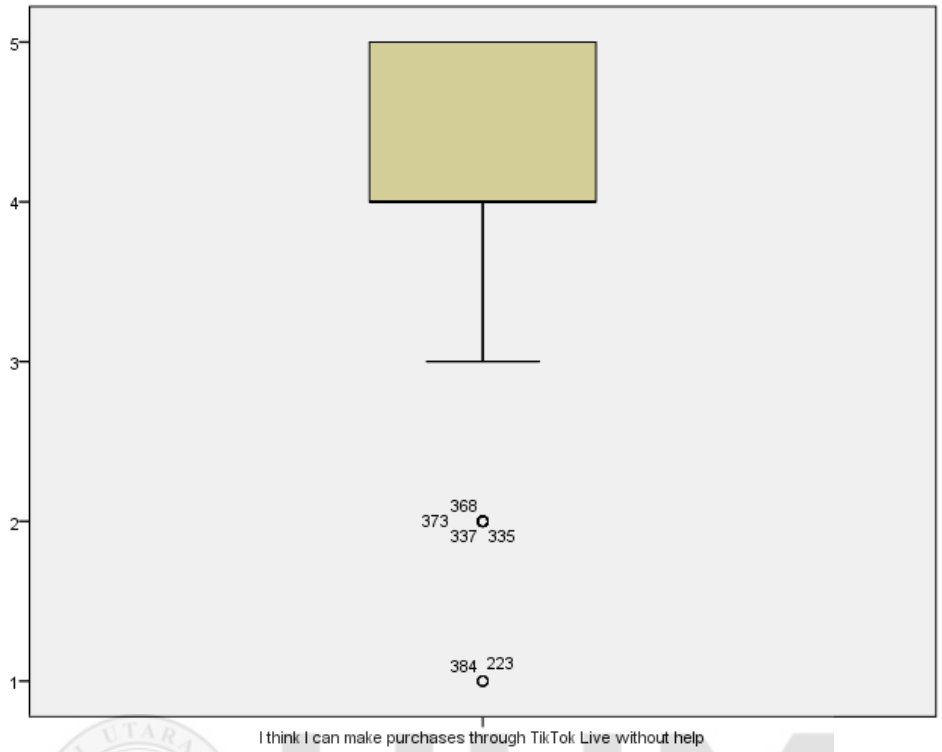


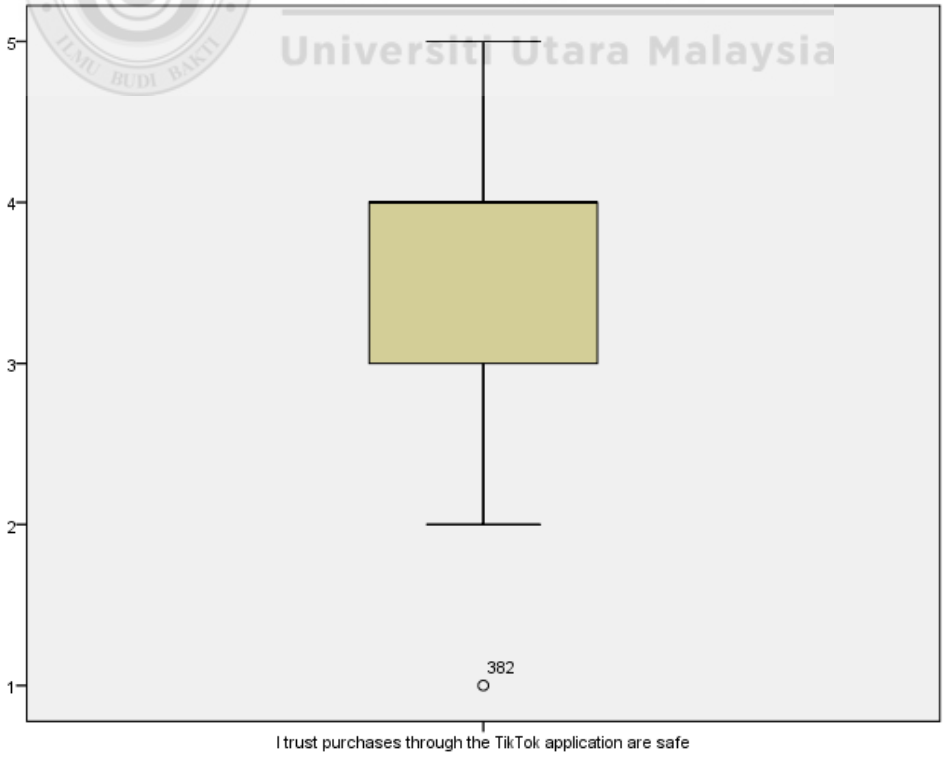


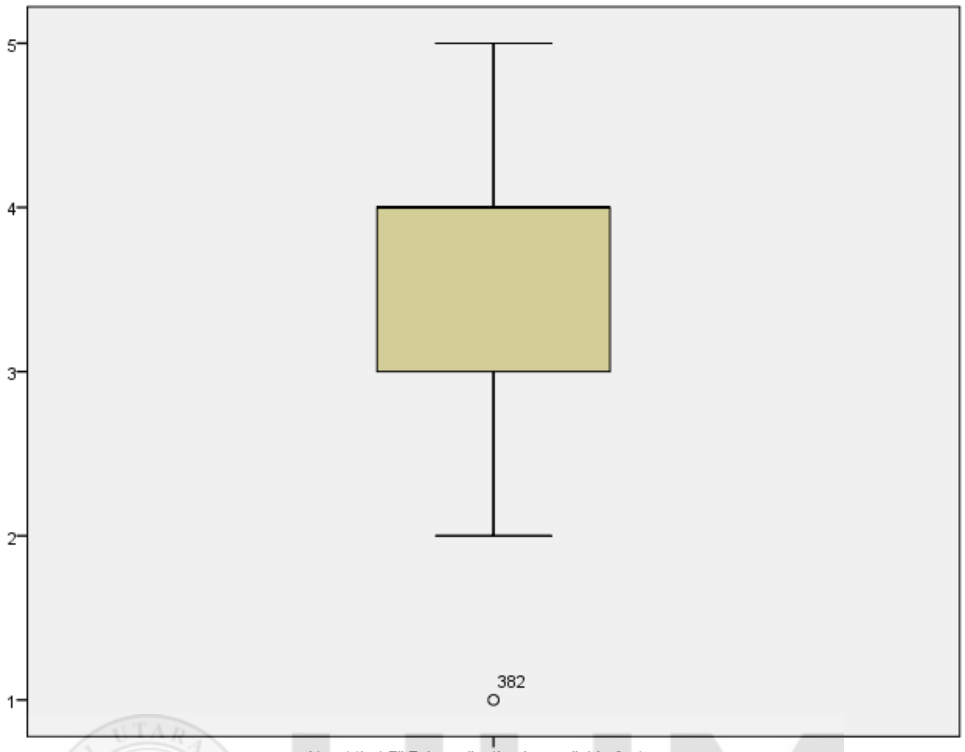


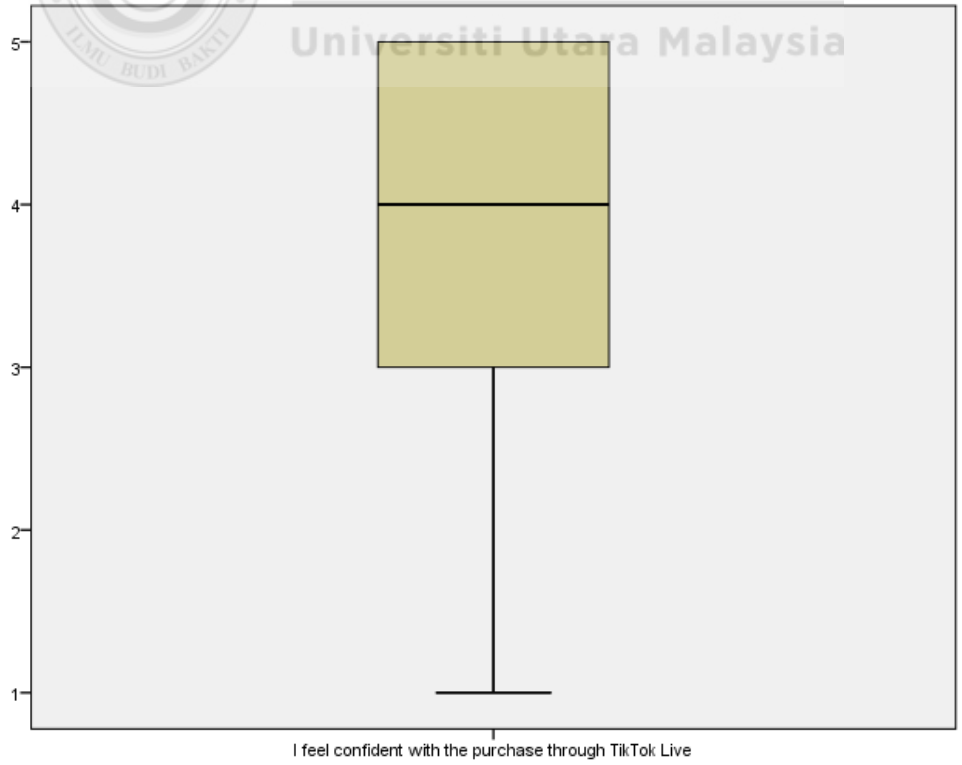


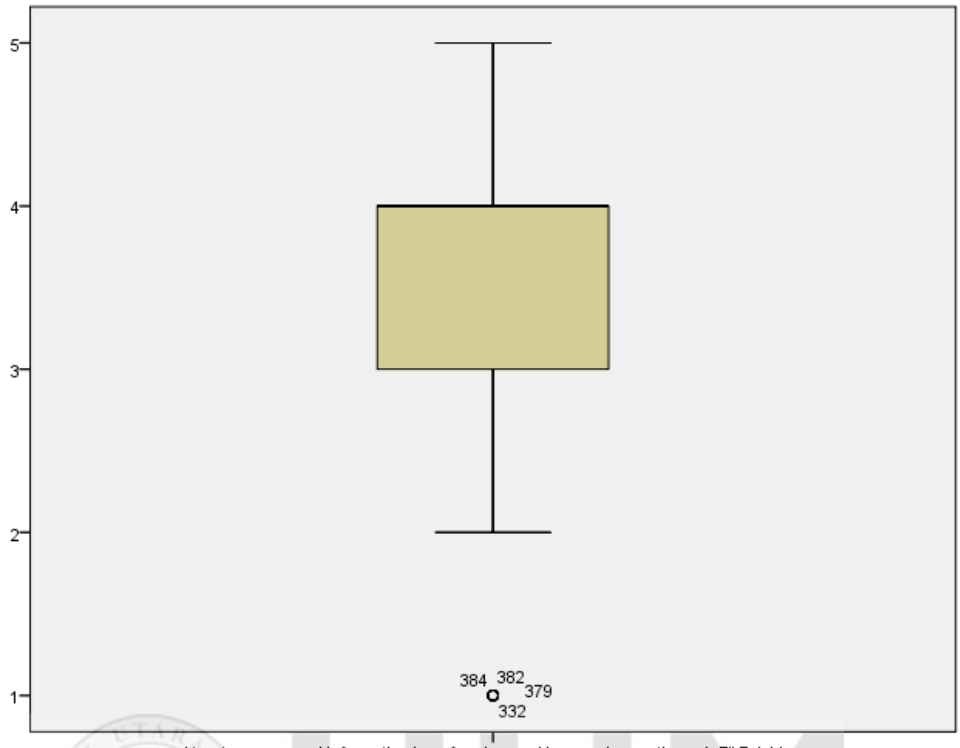


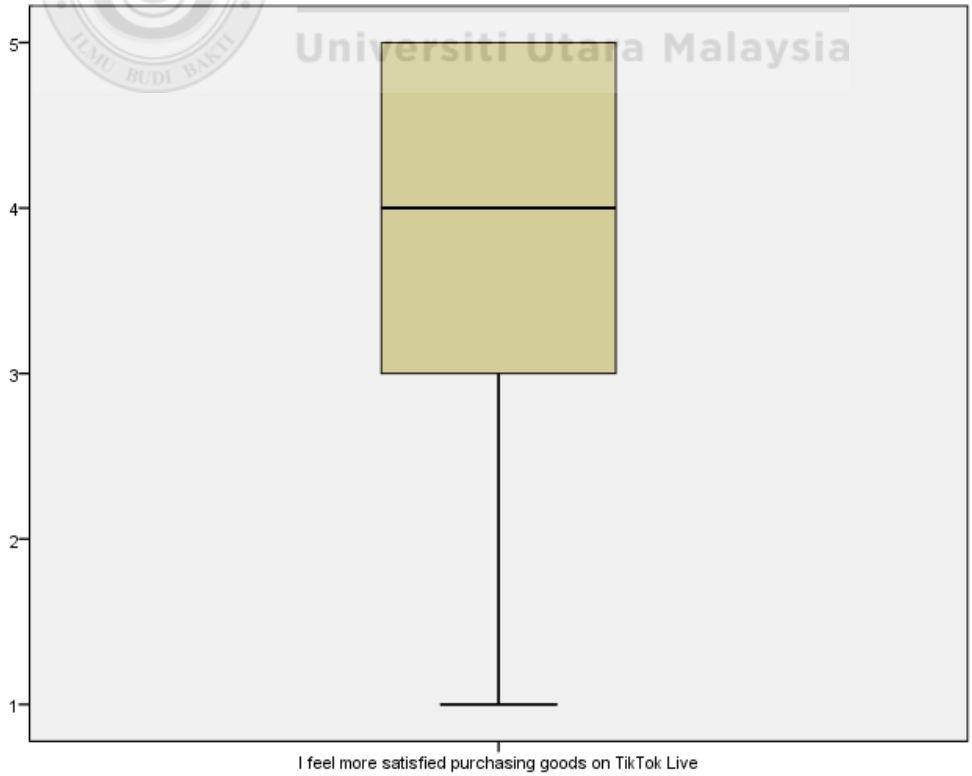


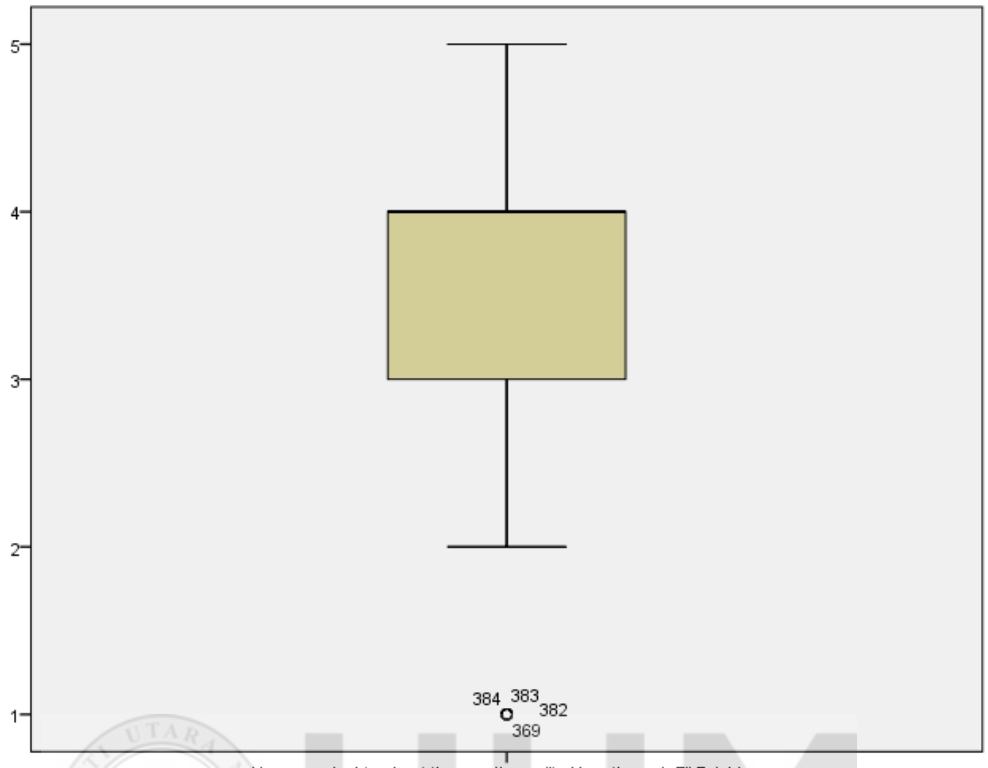


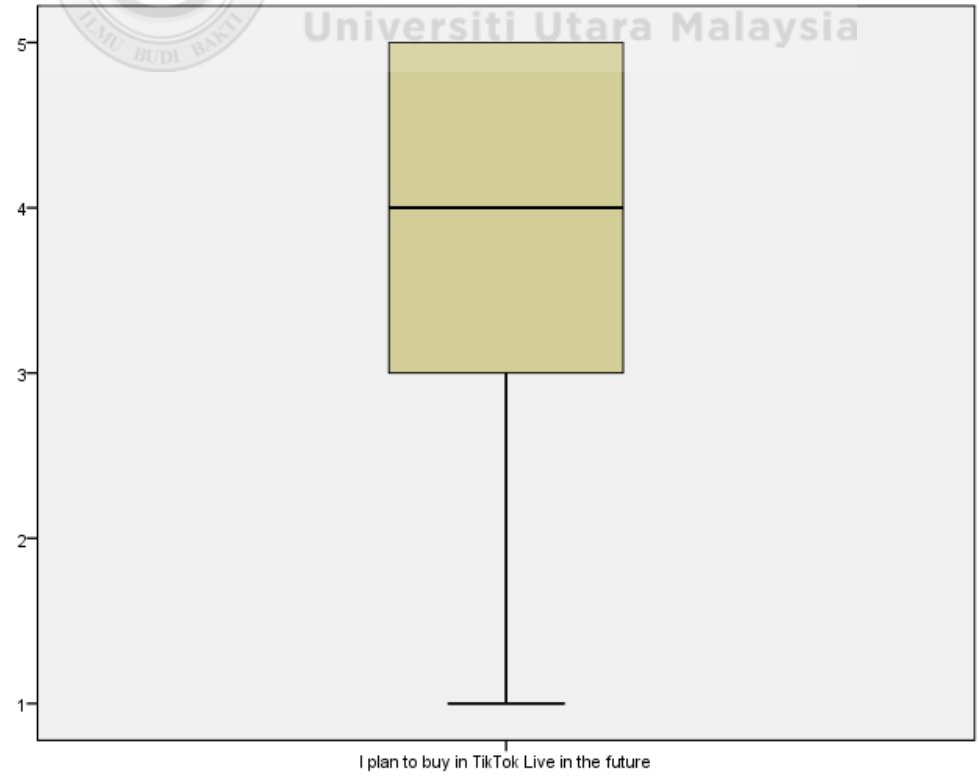


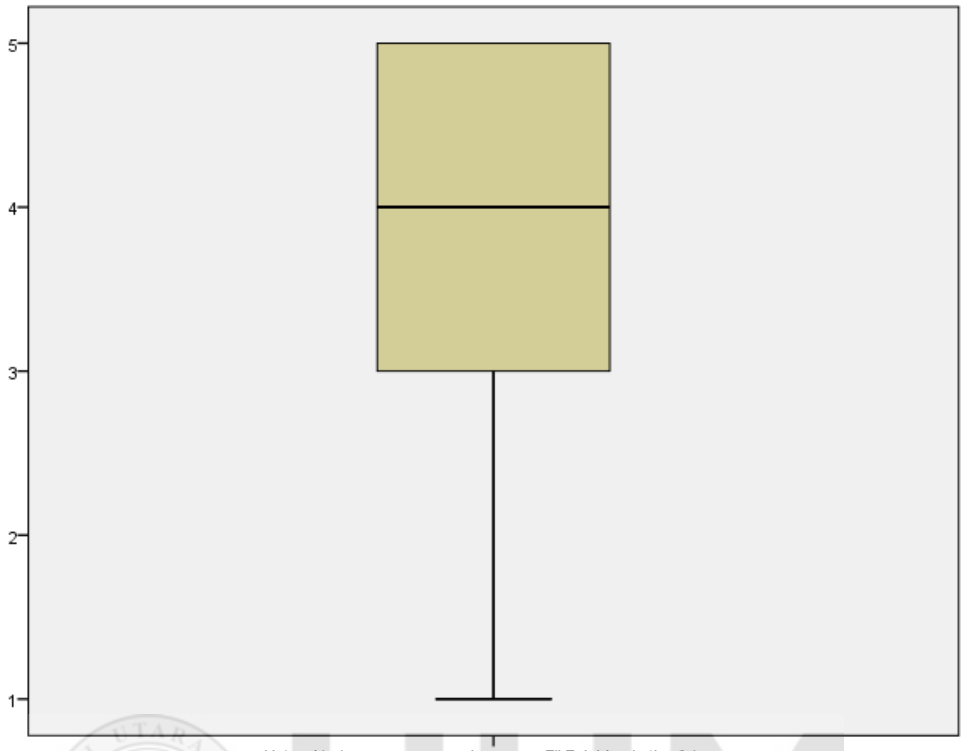


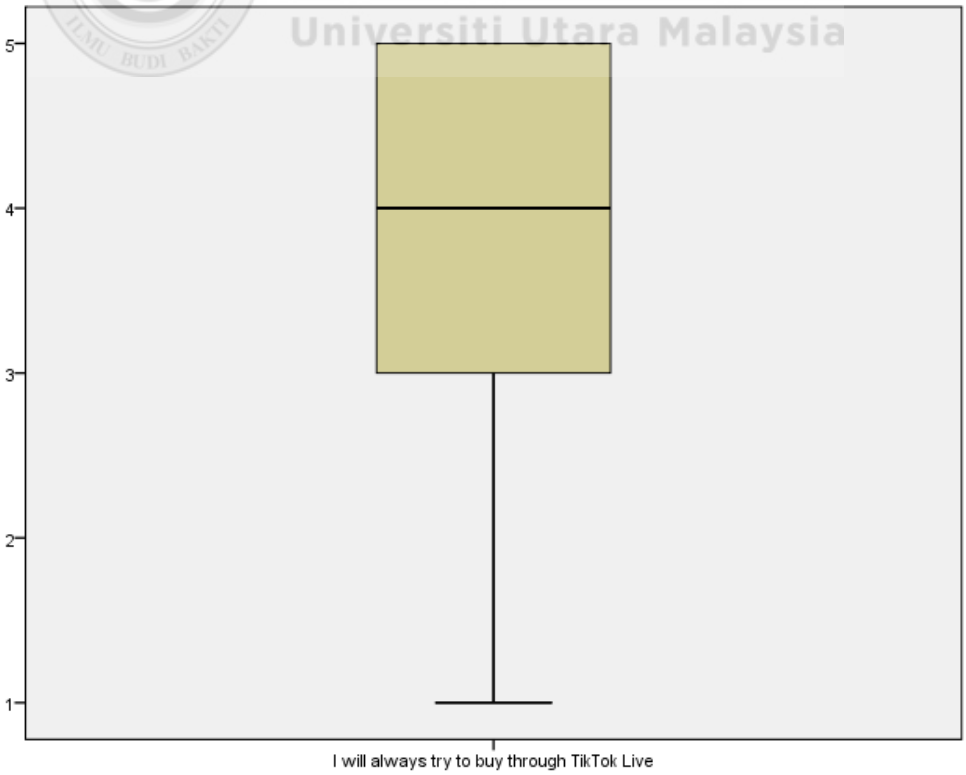


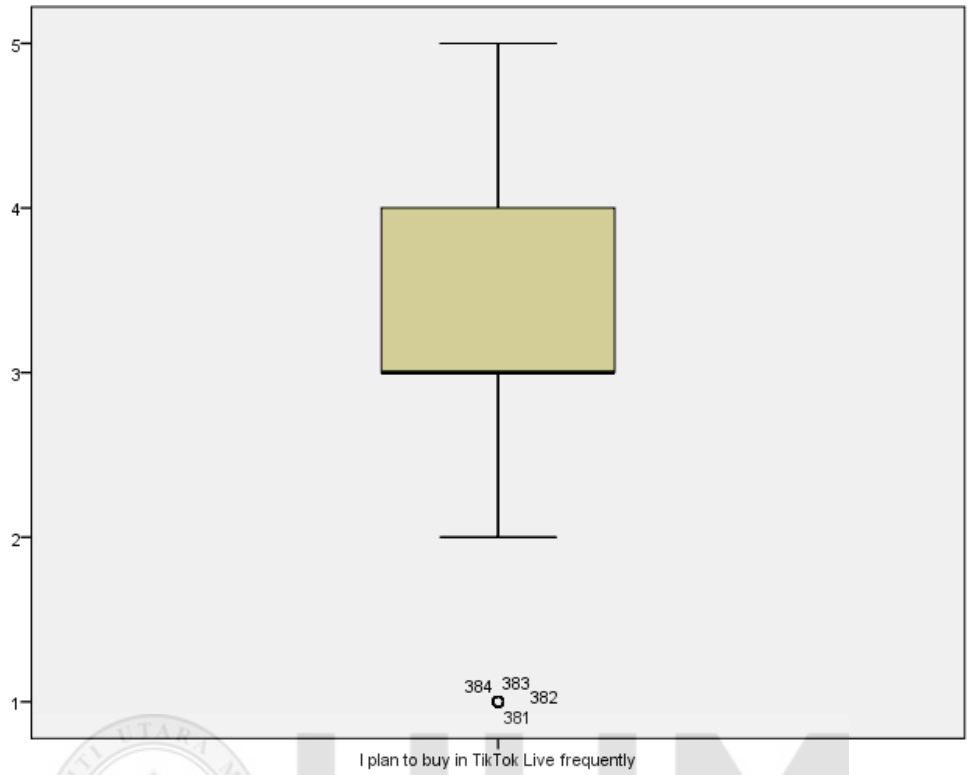


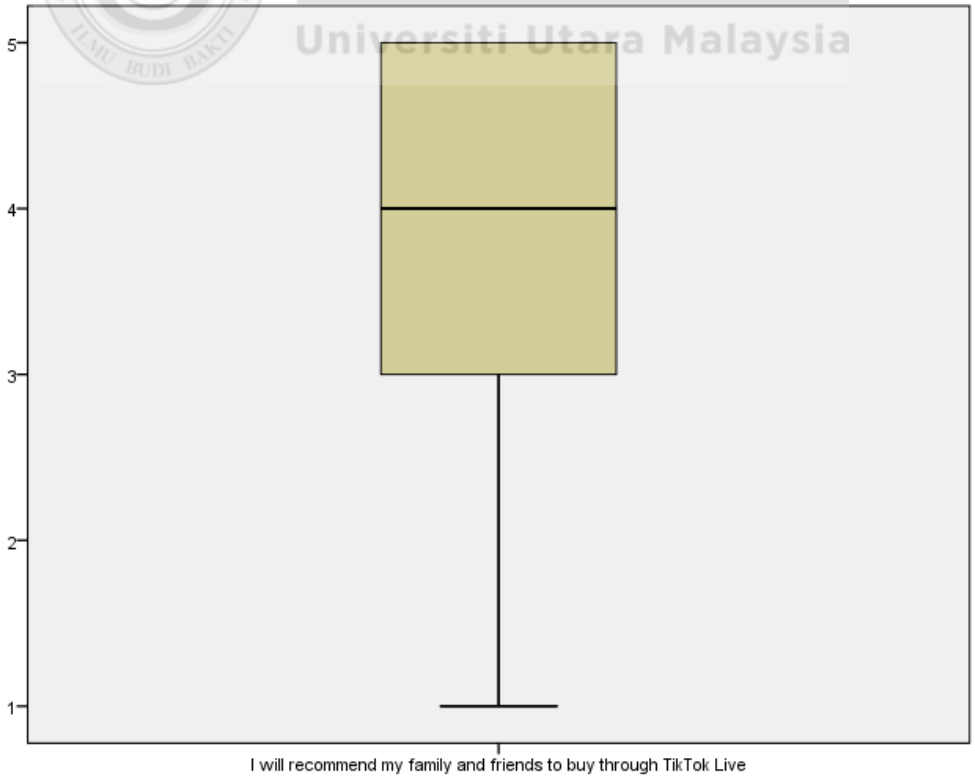












4.3.3 Normal Distribution Test

Researchers emphasize that a Q-Q plot is a valuable tool for assessing normality, where data points falling along a straight diagonal line indicate a normal distribution. A normal Q-Q plot displays data points along a straight diagonal line, indicating that the sample data follows a normal distribution. If the points closely adhere to this line, it suggests that the data is normally distributed. Any significant deviations from the line indicate potential departures from normality.

The following section below presents the results of the normality distribution analysis for the variables perceived usefulness, perceived ease of use, perceived trust, and purchase intention. After conducting this analysis, it was found that all these variables exhibit a normal distribution. This conclusion was drawn based on their Q-Q plots, where data points closely aligned with the diagonal reference line, indicating that the observed values match the expected values from a normal distribution.

Table 4.3.3.1

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANPU	.135	384	.000	.904	384	.000

a. Lilliefors Significance Correction

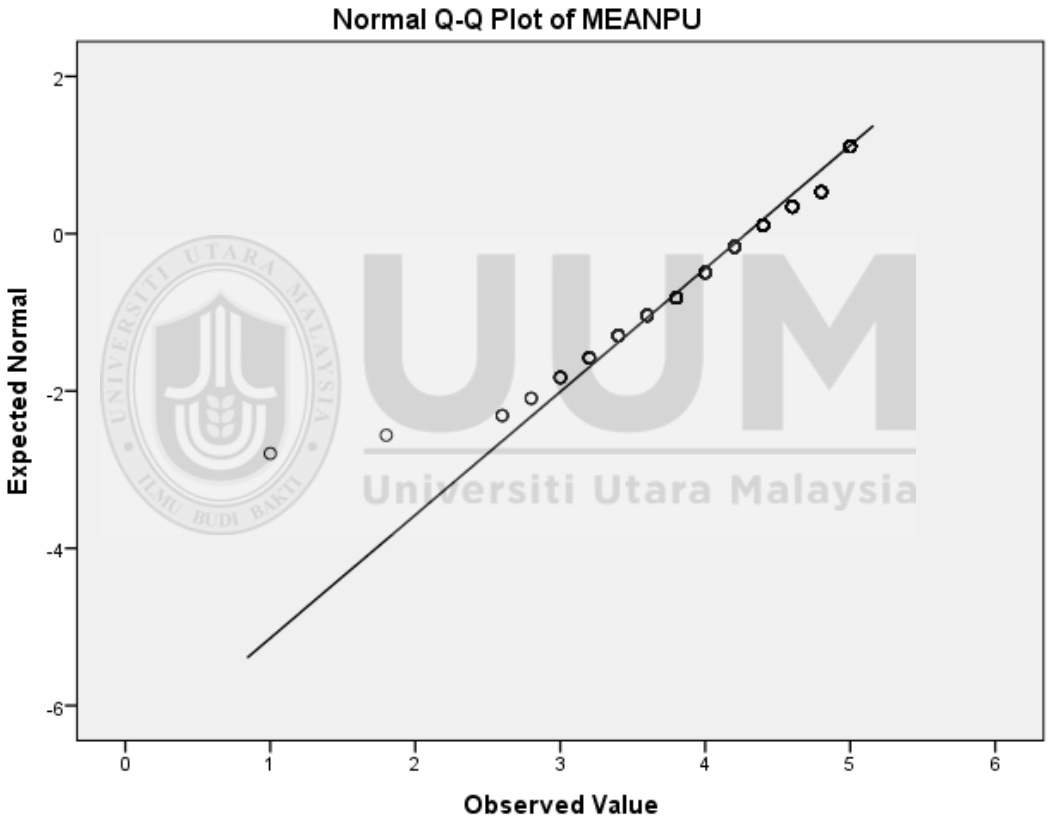


Table 4.3.3.2

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANPEOU	.154	384	.000	.903	384	.000

a. Lilliefors Significance Correction

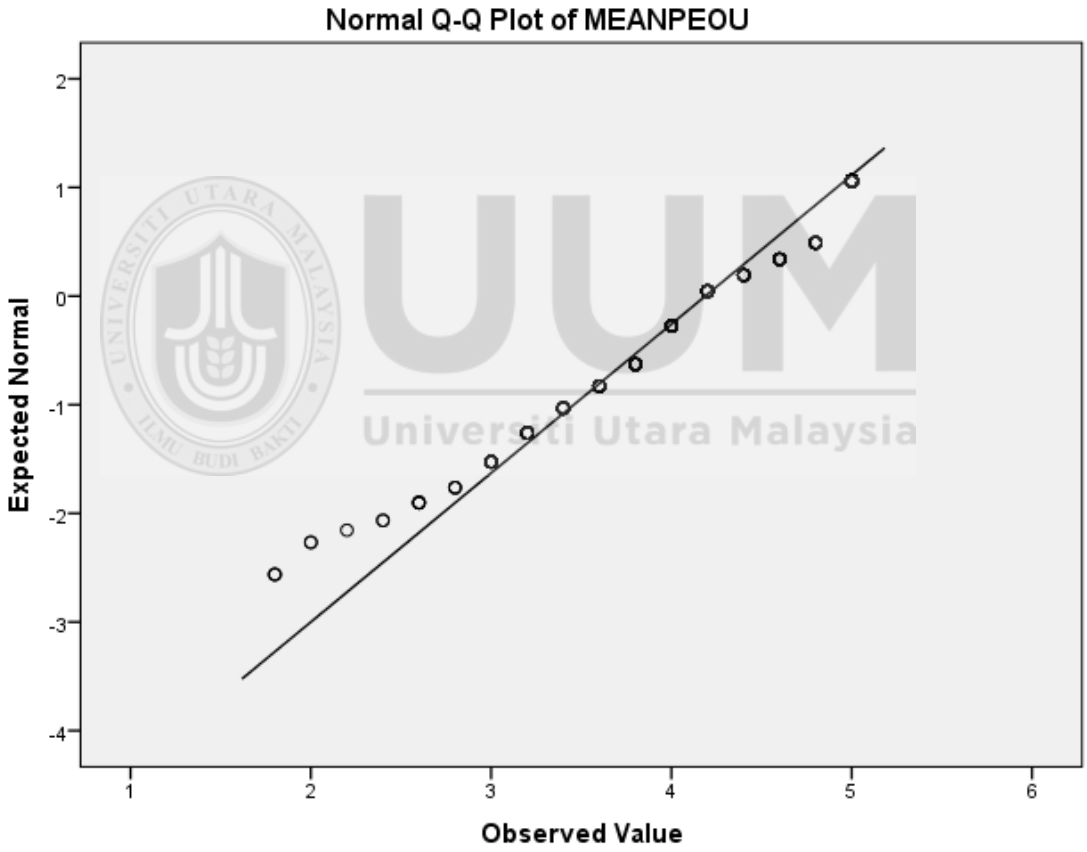


Table 4.3.3.3

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANPT	.096	384	.000	.955	384	.000

a. Lilliefors Significance Correction

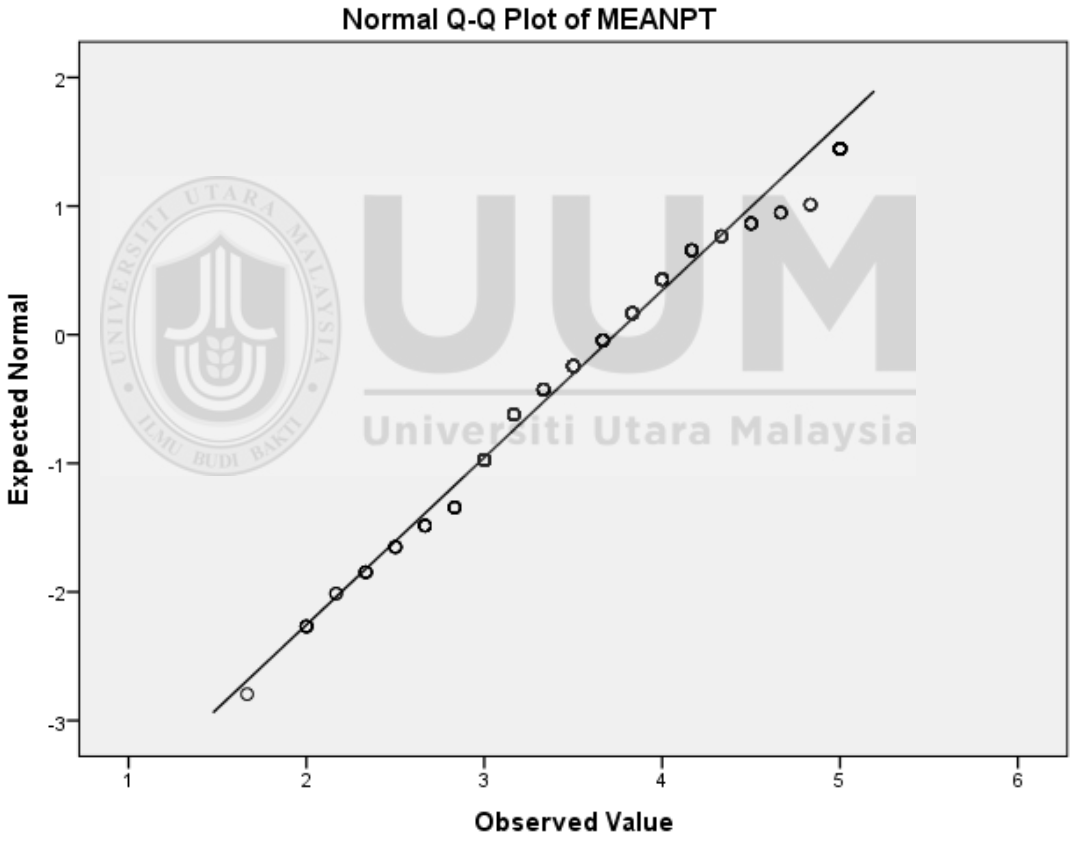
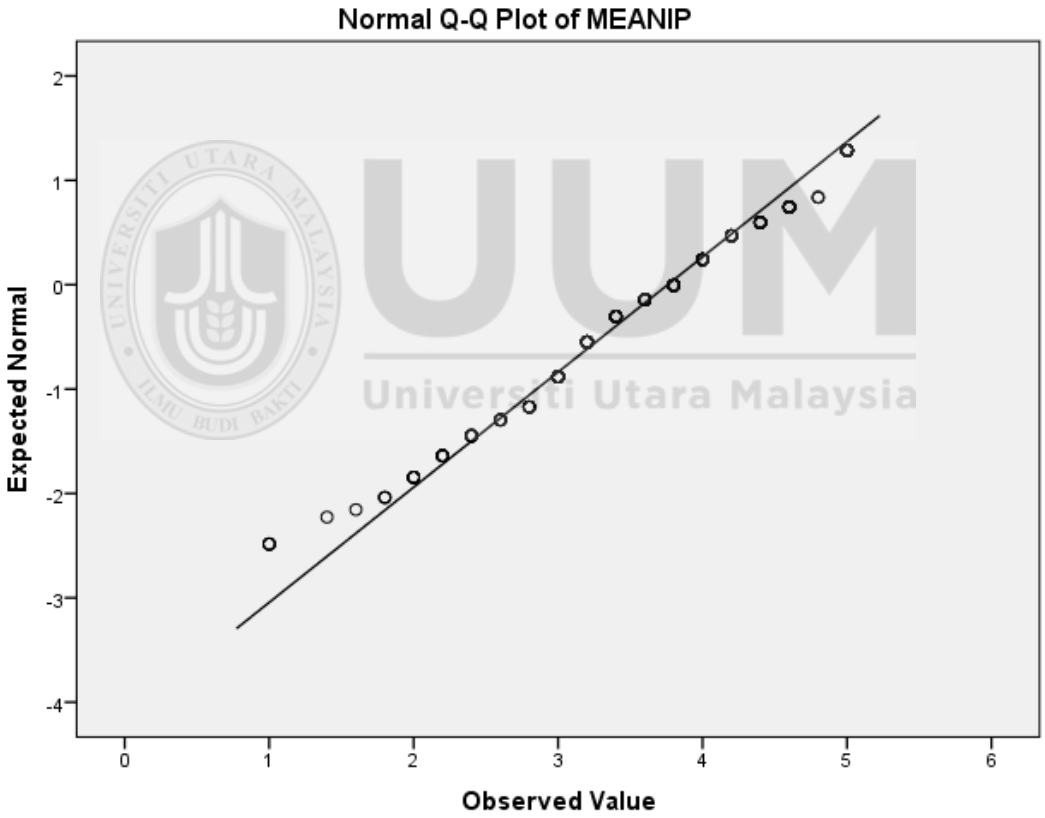


Table 4.3.3.4

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANIP	.110	384	.000	.945	384	.000

a. Lilliefors Significance Correction



4.4 Pilot Test

According to Malhotra (2002), a pilot test is an initial study that employs informal data collection methods, which could result in less precise results because of the flexible standards. A pilot study is primarily carried out to improve the questionnaire for greater understanding and utility in the bigger research attempt (Saunders et al., 2003).

Cronbach's Alpha is utilized to assess the reliability of each variables. According to Sekaran and Bougie (2010), a Cronbach's Alpha score nearer 1 denotes a better level of measure reliability. A Cronbach's Alpha of 0.6 is seen as low, 0.7 as acceptable, and 0.8 as good by them. George and Mallery (2003) offer a more comprehensive scale, wherein a Cronbach's Alpha value of 0.90 or above is deemed exceptional, 0.80 or higher is outstanding, 0.70 or higher is acceptable, 0.60 or higher is dubious, 0.50 or lower is poor, and less than 0.50 is unacceptable.

Table 4.4 below shows the results of the pilot test.

Table 4.4
Reliability of each and overall variable for pilot test (N=50)

Variables	Number of items	Cronbach's Alpha	Interpretation
Perceived Usefulness	5	0.837	Good
Perceived Ease of Use	5	0.927	Excellent
Perceived Trust	6	0.924	Excellent

Purchase Intention	5	0.959	Excellent
Overall	21	0.941	Excellent

From the results, all variables of 21 items have an outstanding Cronbach's Alpha score of 0.941, indicating acceptable internal consistency. With a Cronbach's Alpha of 0.959, the intention to purchase dependent variable has the highest value. Perceived ease of use had the highest Cronbach's Alpha value (0.927) among the independent variables, followed by perceived trust (0.924) and perceived usefulness (0.837).

Since all values fall within the acceptable range, this indicates that all variables exhibit good reliability and internal consistency (Sekaran & Bougie, 2016). This means that the measurement scales used for these variables are reliable and are likely to yield consistent results when applied to a larger sample in the main study.

4.5 Exploratory Factor Analysis (EFA)

Factor analysis is a method used to minimize data by uncovering hidden dimensions or factors that clarify the relationships between a group of variables (Grove, Burns, & Gray, 2015). The primary aim of factor analysis is to pinpoint a few fundamental factors, known as factors, that explain the shared variance in the measured variables. Although these factors cannot be directly quantified, they are inferred from the relationships observed between the variables. This technique simplifies complex data by pinpointing the primary

fundamental components. Moreover, factor analysis can be applied to test hypotheses by either validating or challenging theoretical frameworks concerning variable relationships.

To find the fundamental patterns or elements that underlie the relationships between an assortment of measurable variables, exploratory factor analysis, or EFA, is applied. The primary goal in working with a vast dataset is to pinpoint a reduced set of factors that can explain the differences seen between variables. To ascertain whether the sample is appropriate for factor analysis, a value greater than 0.5 from the Kaiser-Meyer-Olkin (KMO) test must be obtained. According to Kaiser (1974), a KMO value of 0.5 is the minimum acceptable value; values between 0.7 and 0.8 are regarded as adequate; and values greater than 0.9 are regarded as extraordinary. Table 4.5 shows the factor analysis result.

Table 4.5
Factor Analysis Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.714
Bartlett's Test of Sphericity	**Approx. Chi-Square**	1197.290
	df	210
	Sig.	0.000

The Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy are both included in Table 4.5. The KMO value for the dataset is 0.714, surpassing the necessary minimum of 0.6 for factor analysis with a sufficient sample size. Furthermore, a p-value of 0.000 was obtained by employing Bartlett's test, indicating significant statistical results and confirming the suitability of factor analysis for this research.

4.6 Respondents Demographic Information

The purpose of this section is to provide the respondents' demographic information, including their gender, age, race, degree of education, employment status, and monthly income. The survey comprised of Kubang Pasu-based Muslim youth consumers.

Table 4.6
Summary of respondents' demographic information (N=384)

Demographic Information	Frequency	Percentage (%)
Gender		
Male	131	34.1%
Female	253	65.9%
Age		
15-19 years old	9	2.3%
20-24 years old	256	66.7%
25-29 years old	53	13.8%
30 years old and above	66	17.2%
Race		

Malay	367	95.6%
Chinese	3	0.8%
India	7	1.8%
Others	7	1.8%
Education level		
Secondary school	7	1.8%
Diploma/STPM/STAM/College/Others	44	11.5%
Undergraduate	306	79.7%
Postgraduate	27	7.0%
Employment Status		
Student	280	72.9%
Employed	91	23.7%
Unemployed	13	3.4%
Monthly Income		
Under RM1000	283	73.7%
RM1000-RM3000	74	19.3%
Over RM3000	27	7.0%
Have you ever used *TikTok?*		
Yes	348	90.6%
No	36	9.4%

An extensive explanation is provided in the part that follows. The data is shown in the table below in terms of both percentages and frequencies, starting with gender, age, race, educational attainment, employment status, monthly income, and moving on to other categories.

4.6.1 Gender

Out of a total of 384 respondents, the majority were female, accounting for 253 individuals (65.9%). The remaining 131 respondents (34.1%) were male. The respondents' gender analysis is presented in Table 4.6.1 below.

Table 4.6.1
Gender analysis of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	131	34.1	34.1	34.1
	Female	253	65.9	65.9	100.0
	Total	**384**	**100.0**	**100.0**	

4.6.2 Age

The age distribution of the respondents is shown in Table 4.6.2 below. 256 people, or 66.7% of the total, are between the ages of 20 and 24. Following this are 66 respondents (17.2%) who are 30 years of age or older, 53 respondents (13.8%) who are between the ages of 25 and 29, and 9 respondents (2.3%) who are between the ages of 15 and 19.

Table 4.6.2
Age analysis of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-19	9	2.3	2.3	2.3
	20-24	256	66.7	66.7	69.0

	25-29	53	13.8	13.8	82.8
	>30	66	17.2	17.2	100.0
	Total	**384**	**100.0**	**100.0**	

4.6.3 Race

Table 4.6.3 provides an analysis of the respondents' race. The vast majority, 367 individuals (95.6%), are Malay. The table also shows that there are 3 Chinese respondents (0.8%), and both Indian and other races have equal representation, with 7 respondents each (1.8%).

Table 4.6.3
Race analysis of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	367	95.6	95.6	95.6
	Chinese	3	0.8	0.8	96.4
	Indian	7	1.8	1.8	98.2
	Others	7	1.8	1.8	100.0
	Total	**384**	**100.0**	**100.0**	

4.6.4 Education level

Regarding education level, the majority, 306 respondents (79.7%), were undergraduates. Following this, 44 respondents (11.5%) were in Diploma/STPM/STAM/College/Others,

and 27 respondents (7.0%) were postgraduates. A small proportion, 7 people (1.8%), were still in secondary school.

Table 4.6.4
Education level analysis of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	7	1.8	1.8	1.8
	Diploma/STPM/ STAM/College/ Others	44	11.5	11.5	13.3
	Undergraduate	306	79.7	79.7	93.0
	Postgraduate	27	7.0	7.0	100.0
	Total	**384**	**100.0**	**100.0**	

4.6.5 Employment status

Table 4.6.5 presents the employment status of the respondents. The majority, 280 individuals (72.9%), were students. Following this, 91 respondents (23.7%) were employed. The remaining 13 respondents (3.4%) were unemployed.

Table 4.6.5
Employment status analysis of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	280	72.9	72.9	72.9
	Employed	91	23.7	23.7	96.6

	Unemployed	13	3.4	3.4	100.0
	Total	**384**	**100.0**	**100.0**	

4.6.6 Monthly income

Table 4.6.6 displays the monthly income distribution of the respondents. The majority, 283 individuals (73.7%), reported a monthly income below 1000. Following this, 74 respondents (19.3%) reported a monthly income ranging between 1000 and 3000. A smaller group of 27 respondents (7.0%), reported a monthly income exceeding 3000.

Table 4.6.6
Monthly income analysis of respondents

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Under 1000	283	73.7	73.7	73.7
	1000-3000	74	19.3	19.3	93.0
	Over 3000	27	7.0	7.0	100.0
	Total	**384**	**100.0**	**100.0**	

4.6.7 Have you ever used *TikTok*?

Table 4.6.7 presents responses to the question, "Have you ever used *TikTok?*" The majority of respondents, 348 individuals (90.6%), answered yes, indicating they have ever used *TikTok.* Meanwhile, 36 respondents (9.4%) answered no, indicating they have never used *TikTok*.

Table 4.6.7
Have you ever used TikTok analysis of respondents'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	348	90.6	90.6	90.6
	No	36	9.4	9.4	100.0
	Total	**384**	**100.0**	**100.0**	

4.7 Respondents *TikTok* Usage Habits Information

In this section, the respondents' *TikTok* usage habits were analyzed using the frequency distribution technique of descriptive statistics. The information on respondents' *TikTok* usage habits in this study was derived from two questions. The results are summarized in Table 4.7, displaying the frequency and percentage of respondents for each category in the questionnaire's *TikTok* Usage Habits section.

Table 4.7
Summary of respondents' TikTok Usage Habits Information *(N=384)*

***TikTok* Usage Habits Information**	**Frequency**	**Percentage (%)**
How often do you use *TikTok*?		
Everyday	283	73.7%
Several times a week	23	6%
Several times a month	5	1.3%
Rarely	28	7.3%

Never	45	11.7%
Have you ever joined or made a purchase through the *TikTok Live* application?		
Ever	287	74.7%
Never	97	25.3%

4.7.1 How often do you use *TikTok*?

For the question "How often do you use *TikTok*?", out of 384 respondents, the majority of 287 people (74.7%) reported using *TikTok* daily. This is followed by 25 respondents (6.5%) who use it several times a week. Next, 7 respondents (1.8%) use *TikTok* several times a month. Additionally, 31 respondents (8.1%) indicated that they rarely use *TikTok*, and finally, 34 respondents (8.9%) stated that they never use it. The analysis results are presented in Table 4.7.1 below.

Table 4.7.1
How often do you use TikTok analysis of respondents'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	287	74.7	74.7	74.7
	Several times a week	25	6.5	6.5	81.3
	Several times a month	7	1.8	1.8	83.1
	Rarely	31	8.1	8.1	91.1
	Never	34	8.9	8.9	100.0

	Total	**384**	**100.0**	**100.0**	

4.7.2 Have you ever joined or made a purchase through the *TikTok Live* application?

For the final demographic question, "Have you ever joined or made a purchase through the *TikTok Live* application?", a significant majority of respondents, 290 people (75.5%) indicated that they have participated and made a purchase through *TikTok Live*. In contrast, 94 respondents (24.5%) reported that they have never joined or made a purchase using the *TikTok Live* application.

Table 4.7.2
Have you ever joined or made a purchase through the TikTok Live application analysis of respondents'

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Ever	290	75.5	75.5	75.5
	Never	94	24.5	24.5	100.0
	Total	**384**	**100.0**	**100.0**	

4.8 Pearson Correlation Analysis

The degree to which two variables have a linear relationship is evaluated by the Pearson correlation coefficient. Its values fall between -1 and 1, where +1 denotes a complete positive correlation, 0 denotes no connection, and -1 denotes a complete negative linear correlation.

Table 4.8
Correlation Coefficient among variables

Correlations

		MEANPU	MEANPEOU	MEANPT	MEANIP
MEANPU	Pearson Correlation	1	.668**	.522**	.529**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
MEANPEOU	Pearson Correlation	.668**	1	.624**	.591**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
MEANPT	Pearson Correlation	.522**	.624**	1	.660**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
MEANIP	Pearson Correlation	.529**	.591**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8.1
Full correlation results

	Perceived Usefulness	Perceived Ease of Use	Perceived Trust
Purchase intention	0.529**	0.591**	0.660**

**Correlation is significant at the 0.01 level (2-tailed).

According to the results, at a significance level of 0.01 every independent variable (IV) shows a substantial positive connection. Perceived trust demonstrates the strongest association with purchase intention, r= 0.660, closely followed by perceived ease of use, r= 0.591, and perceived usefulness, r= 0.529, representing the weakest relationship. Consequently, all IVs are positively correlated, as indicated by the correlation coefficients falling within the range of 0 to 1.

4.9 Regression Analysis

According to Sekaran and Bougie (2016), regression analysis is employed when an independent variable is believed to influence a dependent variable. For assessing the impact of multiple independent variables on a dependent variable, this study utilizes multiple regression analysis. To determine the goodness of fit or the accuracy of the regression model in relation to the data points, the study uses the coefficient of determination. This coefficient, which ranges from 0 to 1, provides an approximation of the model to the actual data. An R-squared (R^2) value of 1 indicates that the regression model predicts the relationship between variables with 100% accuracy, and vice versa. R^2 can be used to assess the overall quality of the model if the associated p-value is less than 0.05 (Sekaran & Bougie, 2016).

Table 4.9
Model Summary[b]

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.708[a]	.501	.497	.64248	1.969

a. Predictors: (Constant), MEANPT, MEANPU, MEANPEOU

b. Dependent Variable: MEANIP

Table 4.9.1
ANOVA[a]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157.732	3	52.577	127.373	.000[b]
	Residual	156.857	380	.413		
	Total	314.590	383			

a. Dependent Variable: MEANIP

b. Predictors: (Constant), MEANPT, MEANPU, MEANPEOU

Table 4.9.2
Coefficients[a]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.247	.232		-1.065	.287
	MEANPU	.224	.070	.158	3.187	.002
	MEANPEOU	.255	.067	.205	3.805	.000
	MEANPT	.530	.056	.449	9.539	.000

a. Dependent Variable: MEANIP

Table 4.9.3
Full regression analysis for variables

	Beta	t	Sig.
Perceived Usefulness	0.158	3.187	0.002
Perceived Ease of Use	0.205	3.805	0.000
Perceived Trust	0.449	9.539	0.000
***p< 0.05*	$r^2 = 0.501$	F = 127.373	Sig. = 0.000

An R^2 value of 0.501 suggests that roughly 50.1% of the variance in the dependent variable (DV) is explained by the independent variables (IVs) in the model. This indicates that the model's predictors account for 50.1% of the outcome variable's variability. The remaining 49.9% of the variability is attributed to other factors not captured by the model or to random variation.

The F value is 127.373 with a significance level of 0.000. Among the Beta values, perceived trust has the highest value at 0.449, followed by perceived ease of use at 0.205, and perceived usefulness has the lowest value at 0.158. For the t-values, perceived trust has the greatest t-value (9.539), followed by perceived ease of use (3.805) and perceived usefulness (3.187). In terms of significance, perceived usefulness has the greatest

significant value of (0.002), followed by perceived trust and ease of use, all of which have significant values of 0.000.

4.10 Hypothesis Analysis for Pearson Correlation

H_1: There is a positive significant correlation between perceived usefulness and the purchase intention on *TikTok Live*.

Table 4.10.1
The Relationship between Perceived Usefulness and Purchase Intention on TikTok Live

Dependent Variable	Independent Variable	Pearson Correlation	Sig. (2-tailed)
Purchase Intention	Perceived Usefulness	0.529**	0.000

According to Table 4.10.1, P = 0.000 (p <0.05) represents the significant values for perceived usefulness. This finding indicates a significant relationship between perceived usefulness and purchase intention on *TikTok Live*. With a correlation coefficient of (r = 0.529), there is a positive correlation between perceived usefulness and purchase intention on *TikTok Live*. This positive relationship suggests that as perceived usefulness increases, purchase intention on *TikTok Live* also increases. Conversely, if perceived usefulness decreases, purchase intention on *TikTok Live* will decrease. In conclusion, this study accepts hypothesis H_1, confirming a positive and significant relationship between perceived usefulness and purchase intention on *TikTok Live*.

H_2: There is a positive significant correlation between perceived ease of use and the purchase intention on *TikTok Live*.

Table 4.10.2
The Relationship between Perceived Ease of Use and Purchase Intention on TikTok Live

Dependent Variable	Independent Variable	Pearson Correlation	Sig. (2-tailed)
Purchase Intention	Perceived Ease of Use	0.591**	0.000

Based on Table 4.10.2, the significant values for perceived ease of use are shown as P = 0.000, ($p < 0.05$). This finding indicates a significant relationship between perceived ease of use and purchase intention on *TikTok Live*. Perceived ease of use and purchase intention on *TikTok Live* are positively correlated, with a correlation coefficient of ($r = 0.591$). This positive relationship suggests that as perceived ease of use increases, purchase intention on *TikTok Live* also increases. Conversely, if perceived ease of use decreases, purchase intention on *TikTok Live* will decrease. Conclusively, the present study validates hypothesis H_2, indicating a significant and affirmative correlation between the perceived ease of use and the intention to purchase on *TikTok Live*.

H_3: There is a positive significant correlation between perceived trust and the purchase intention on *TikTok Live*.

Table 4.10.3
The Relationship between Perceived Trust and Purchase Intention on TikTok Live

Dependent Variable	Independent Variable	Pearson Correlation	Sig. (2-tailed)
Purchase Intention	Perceived Trust	0.660**	0.000

The significant values for perceived trust are displayed as P = 0.000, ($p < 0.05$), according to Table 4.10.3. According to this research, purchase intention on *TikTok Live* and perceived trust are significantly correlated. Perceived trust and purchase intention on *TikTok Live* have a positive association, as indicated by the correlation coefficient (r = 0.660). This positive relationship suggests that as perceived trust increases, purchase intention on *TikTok Live* also increases. Conversely, if perceived trust decreases, purchase intention on *TikTok Live* will decrease. In conclusion, the study's findings support hypothesis H_3, demonstrating a strong and positive correlation between purchase intention on *TikTok Live* and perceived trust.

4.11 Hypothesis Analysis for Multiple Regression

H_4: There is a significant influence between perceived usefulness towards the purchase intention on *TikTok Live*.

Table 4.11.1
Regression results on Perceived Usefulness

	Beta	**t**	**Sig.**
Perceived Usefulness	0.158	3.187	0.002

***p< 0.05*

In this study, multiple regression analysis was employed to determine if perceived usefulness significantly impacts purchase intention on *TikTok Live*. According to Table 4.11.1, the Standardized Coefficients Beta for perceived usefulness is ($B = 0.158$, $p < 0.05$), indicating a significant effect on purchase intention. This suggests that the majority of Muslim youth consumers' are satisfied with perceived usefulness, leading to repeated usage and increased purchase intention on *TikTok Live*. Consequently, hypothesis H_4 is supported.

H_5: There is a significant influence between perceived ease of use towards the purchase intention on *TikTok Live*.

Table 4.11.2
Regression results on Perceived Ease of Use

	Beta	**t**	**Sig.**
Perceived Ease of Use	0.205	3.805	0.000

***p< 0.05*

In this research, multiple regression analysis was used to investigate whether perceived ease of use influences purchase intention on *TikTok Live*. Perceived ease of use has a statistically significant impact on purchase intention, as demonstrated by Table 4.11.2, where the Standardized Coefficient Beta is ($B = 0.205$, $p < 0.05$). This suggests that many Muslim youth consumers' are content with the perceived ease of use, believing that using *TikTok Live* would be effortless, thereby increasing their purchase intention on the platform. Therefore, hypothesis H_5 is confirmed.

H_6: There is a significant influence between perceived trust towards the purchase intention on *TikTok Live*.

Table 4.11.3
Regression results on Perceived Trust

	Beta	**t**	**Sig.**
Perceived Trust	0.449	9.539	0.000

***p< 0.05*

In this study, a multiple regression analysis was conducted to examine the effect of perceived trust on purchase intentions on *TikTok Live*. Table 4.11.3 reveals a significant relationship, with the Standardized Coefficient Beta for perceived trust reported as ($B = 0.449$, $p < 0.05$). This finding indicates that perceived trust has a notable and statistically significant influence on purchase intention. It implies that many youth Muslim consumers' are confident in the reliability of *TikTok Live*, expecting timely product delivery and consistently high service quality, which, in turn, boosts their intention to make purchases on the platform. Consequently, hypothesis H_6 is supported.

4.12 Summary of Findings

The table below summarizes the findings of correlation and regression analysis.

Table 4.12
Summary of findings, correlation

Hypotheses	Correlation coefficient (r)	Results
H_1: There is a positive significant correlation between perceived usefulness and the purchase intention on *TikTok Live*.	0.529	Moderate Positive Correlated
H_2: There is a positive significant correlation between perceived ease of use and the purchase intention on *TikTok Live*.	0.591	Moderate to High Positive Correlated
H_3: There is a positive significant correlation between perceived trust and the purchase intention on *TikTok Live*.	0.660	High Positive Correlated

**p <0.05

For Perceived Usefulness, r=0.529. The correlation coefficient of 0.529 indicates a moderate positive relationship between perceived usefulness and intention to purchase. This suggests that as the perceived usefulness of the *TikTok Live* service increases, the

intention to purchase also increases, but the relationship is not very strong. While there is a positive correlation, perceived usefulness alone explains a moderate portion of the variation in the intention to purchase. In practical terms, this means that improving the usefulness of *TikTok Live* commerce is likely to increase the intention to purchase, but other factors also play a significant role.

For Perceived Ease of Use, r=0.591. The correlation coefficient of 0.591 suggests a moderate to high positive relationship between perceived ease of use and intention to purchase. This indicates that as the ease of browsing *TikTok Live* in *TikTok* application increases, so does the intention to purchase it. A coefficient of 0.591 implies that perceived ease of use is a more significant factor than perceived usefulness in determining purchase intentions. Products or services that are easier to use tend to be more attractive to consumers, enhancing their likelihood to purchase.

Last but not least, the Perceived Trust r=0.660. The correlation coefficient of 0.660 indicates a high positive relationship between perceived trust and intention to purchase. This means that higher levels of trust in *TikTok Live* are strongly associated with an increased intention to purchase. With an r value of 0.660, perceived trust is a crucial factor influencing purchase intentions. Consumers are more likely to intend to purchase products in platform they trust, making trust a key element in the decision-making process. This high correlation suggests that efforts to build and maintain trust can significantly enhance purchase intentions.

These correlations highlight the relative importance of each factor in shaping consumers' intention to purchase, with trust being the most influential, followed by ease of use, and then usefulness.

Table 4.12.1
Summary of findings, regression

Hypotheses	Beta	t	Sig.	Results
H_4: There is a significant influence between perceived usefulness towards the purchase intention on *TikTok Live.*	0.158	3.187	0.002	Supported
H_5: There is a significant influence between perceived ease of use towards the purchase intention on *TikTok Live.*	0.205	3.805	0.000	Supported
H_6: There is a significant influence between perceived trust towards the purchase intention on *TikTok Live.*	0.449	9.539	0.000	Supported

**P<0.05

The study examined whether perceived usefulness influences purchase intention on *TikTok Live*. According to Table 4.12.1, the standardized coefficient beta (B=0.158, $p < 0.05$) indicates that perceived usefulness indeed has a significant influence on purchase intention

on *TikTok Live*. Thus, hypothesis H_4 is confirmed, affirming the importance of perceived usefulness in driving consumer behavior on *TikTok Live*.

Next, this study investigated whether perceived ease of use has a substantial influence on purchase intention on *TikTok Live*. The statistical analysis presented in the table indicates that there is a significant influence between purchase intention on *TikTok Live* and perceived ease of use ($B=0.205$, $p < 0.05$). Consequently, hypothesis H_5 is validated, highlighting the role of perceived ease of use in shaping consumer behavior on *TikTok Live.*

Finally, this study explored the influence of perceived trust on purchase intention on *TikTok Live*. As indicated in the table above, the standardized coefficient beta ($B=0.449$, $p < 0.05$) reveals that perceived trust significantly influences purchase intention on *TikTok Live*. Thus, hypothesis H_6 is confirmed, emphasizing the critical role of perceived trust in determining consumer purchase behavior on *TikTok Live*.

4.13 Conclusion

The findings of the study are reported in this chapter. Demographic analysis was conducted to understand and segment the population based on key characteristics such as age, gender, income, education, occupation, and other relevant factors. This initial analysis provided a foundational understanding of the sample population.

To ensure the validity of the constructs used in the study, factor analysis was performed. This statistical method confirmed the accuracy and reliability of the factors related to the study's variables.

Multiple regression analysis and Pearson correlations were used to evaluate the impact of independent variables on the dependent variable. These analyses were specifically employed to investigate how purchase intention on *TikTok Live* was influenced by perceived usefulness, perceived ease of use, and perceived trust. As a result, every hypothesis was verified and validated. The results of the study, as well as its research implications, limitations, future research and recommendations, will be covered more depth in the following chapter.

CHAPTER FIVE: CONCLUSION & RECOMMENDATION

5.1 Introduction

This chapter provide a summary and discussion of the findings by highlighting how the independent variables affected the dependent variable. Researcher explained the link between the independent variables, perceived usefulness, perceived ease of use, and perceived trust and the dependent variable, Muslim youth consumers' intention to purchase on *TikTok Live*. It also cover the limitation that were discovered during the research process, as well as the ramifications of the study and suggestions for future research. Ultimately, a final synopsis will be provided.

5.2 Discussion of Study

This study examined the impact of perceived usefulness, perceived ease of use, and perceived trust towards the purchase intentions of Muslim youth consumers on *TikTok Live*. It also analyzed the connections between these factors and purchase intention. The results from both statistical analysis indicate that perceived usefulness, perceived ease of use, and perceived trust all significantly impact purchase intentions among Muslim youth consumers on *TikTok Live*, thereby supporting all hypotheses.

Correlation analysis indicates that perceived usefulness, ease of use, and trust are positively and significantly associated with purchase intentions, thereby providing support for H_1, H_2, and H_3. Furthermore, regression analysis demonstrates that these factors have a significant impact on purchase intentions, validating the H_4, H_5, and H_6. The findings suggest that Muslim youth consumers are more likely to make purchases on *TikTok Live* because the platform is user-friendly and offers smooth transactions. Their favorable view of purchasing on *TikTok Live* is further enhanced by their trust in the platform's reliability, safety, and trustworthy features. These results align with the studies conducted by Yu et al. (2024); ElSayad (2024); and Kucukusta et al. (2015).

5.3 Implication of Study

The implications of a study go beyond the fundamental data and result interpretation to highlight the significance and potential impact of the findings. This section examines how the study's outcomes affect researchers, specific subgroups, or broader populations. This research give impact to both theoretical and practical implications.

Theoretical implication involve examining how the research's findings relate to existing theories or concepts within the field. On the other hand, practical implication focus on the actionable aspects of the study's results. They address how the findings can be applied in real-world settings, influence practices or policies, and offer guidance for practical decision-making or implementation strategies.

5.3.1 Theoretical Implication

In this study, the Technology Acceptance Model and Trust Transfer Theory have been utilized. TAM theory is employed to explore the acceptance of new e-technology or new e-services (Davis, 1989; Davis & Venkatesh, 1996). According to Stewart (2003), trust transfer occurs when the unknown target is perceived as related to the source of the transferred trust.

Evidence collected in this study of purchase intention on *TikTok Live* strongly suggests that TAM significantly affects consumer consumption, leading to an improvement in purchase intention. This aligns with previous research that highlights the effectiveness of TAM in predicting technology acceptance across various contexts (Venkatesh & Bala, 2008; Pavlou, 2003).

The study indicates that TAM's key factors, such as perceived usefulness and perceived ease of use, play crucial roles in influencing consumer behavior. Perceived usefulness refers to the degree to which a person believes that using a particular system would enhance their job performance, while perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). These constructs have been consistently validated in numerous studies (Lee et al., 2003; Venkatesh et al., 2012).

In the context of *TikTok Live*, consumers believe that using the platform for purchasing will enhance their shopping experience. This is consistent with Lin and Lu's (2000) findings, which demonstrated that perceived usefulness significantly influences users' attitudes toward online platforms. When consumers find the platform useful, they are more likely to develop positive attitudes toward it, and consequently, are more inclined to make purchases.

Furthermore, these positive attitudes towards the platform also contribute to an increase in consumption knowledge. As consumers engage with *TikTok Live* and perceive it as useful and easy to use, they become more familiar with the features and functionalities of the platform. This familiarity leads to a deeper understanding of how to navigate the platform, identify credible live streamers, and make informed purchasing decisions.

Additionally, as consumers repeatedly use *TikTok Live* and find it free of effort, they become more adept at utilizing the platform's features, such as participating in live auctions, accessing exclusive deals, and understanding the nuances of live-stream shopping. This growing expertise not only boosts their confidence in making purchases but also contributes to a more informed and savvy consumer base. These findings support prior research that emphasizes the importance of ease of use in fostering user competence and confidence (Gefen et al., 2003; King & He, 2006).

Trust transfer theory, as discussed by Stewart (2003), posits that trust in a known entity can be transferred to an unknown entity perceived as related. This concept has been explored in online contexts where trust in a platform can extend to individual sellers (Gefen, 2002; Lu et al., 2010). In the context of *TikTok Live*, if consumers trust the platform itself, this trust can be transferred to individual live streamers or sellers on the platform. Conversely, trust in a particular live streamer can enhance overall trust in the platform.

For instance, consumers might learn to take advantage of live interactions with sellers to ask questions about products, compare prices in real-time, and receive instant feedback on their queries. This increased interaction and engagement enriches consumers' knowledge about products and services available on *TikTok Live*, enhancing their overall shopping experience.

In summary, applying the Technology Acceptance Model to *TikTok Live* highlighted how perceived usefulness and perceived ease of use can significantly enhance consumer consumption knowledge. Combined with trust transfer theory, this leads to more informed purchasing decisions and a more satisfying shopping experience. This study contributes to the academic discourse by expanding the application of TAM to live-stream shopping platforms, offering insights for both researchers and practitioners in the field.

5.3.2 Practical Implication

This study offer several practical contributions to e-commerce through *TikTok Live* especially to industry and consumers. For industries, it highlights the importance of improving user experience (UX) by creating more intuitive and user-friendly e-commerce platforms. The findings also suggest that developing features supporting live interactions and real-time feedback, such as enhanced live chat functions and interactive product demonstrations, can significantly benefit consumer engagement. Furthermore, industries can collaborate with trusted influencers on *TikTok Live* to build brand trust and drive sales through established credibility.

For consumers, this study emphasizes the advantages of enhanced usability, which makes shopping more enjoyable and less frustrating. Improved platform features allow consumers to access comprehensive product information effortlessly, compare options, and make informed decisions. Additionally, implementing trust-enhancing mechanisms on these platforms increases consumer confidence in online shopping, making them feel safer and more secure.

5.4 Limitation and Future Research

This research has several limitations. Firstly, it focuses on purchase intentions on *TikTok Live* and does not differentiate between purchase intentions linked to *TikTok Live* streaming and those associated with *TikTok Shops*, despite the likelihood that they follow different

pathways. Consequently, the conclusions predominantly reflect purchase intentions tied to *TikTok Live* rather than *TikTok Shops*. Therefore, researcher suggest that future studies should explore and distinguish these two distinct pathways and specifically focus on purchase intentions in the *TikTok Shops* environment.

Furthermore, this study did not gather data or control for certain factors that could influence purchase intentions on *TikTok Live*, such as the frequency of *TikTok* usage, the types of activities users engage in on *TikTok*, and the geographical location of participants. Although researchers did not collect specific data on usage frequency or activity types, they did consider related factors, such as general *TikTok* usage habits, which revealed no significant effect on purchase intentions. Nonetheless, researcher recommend that future research should control for a broader range of factors to achieve a deeper understanding of the purchase intentions of *TikTok* users.

Moreover, future researchers can broaden their studies by investigating purchase intentions on other popular social commerce platforms, including *Facebook Shops, Instagram Live Shopping,* and *Shopee*. Each platform has unique characteristics and user behaviors that may attract different demographics. Therefore, it is important to recognize that each platform has its own consumer base, and hypotheses may vary accordingly.

Finally, this research paper focused on examining three distinct variables—perceived usefulness, perceived ease of use, and perceived trust that influence purchase intention on

TikTok Live. However, the researcher suggests that future studies explore additional variables like perceived security and perceived enjoyment that may also impact purchase intention on this platform.

5.5 Recommendation

For recommendation, the scope can be broadened by involving a larger group of Muslim youth consumers, not just from Kubang Pasu but also from other districts in Kedah. Additionally, the sample could be diversified to include consumers from different religious backgrounds to provide a more comprehensive understanding. For data collection, beyond distributing online surveys through social media, researchers could enhance outreach by sharing the questionnaires with schools, offices, and local community centers. This approach would help gather data from a more varied audience. Furthermore, in terms of methodology, researchers could explore using alternative statistical tools beyond SPSS, such as AMOS, to conduct both descriptive and inferential analyses. This would enable a deeper examination of patterns and relationships between variables like age, gender, race, and purchase intentions, providing richer insights into consumer behavior.

5.6 Conclusion

In conclusion, the objective of this study is to investigate the key factors that influence the purchase intention of Muslim youth consumers on *TikTok Live*. The researcher aims to investigate the connections between the dependent variable, purchase intention, and all

independent variables, including perceived usefulness, perceived ease of use, and perceived trust. This study specifically targets Muslim youth consumers to analyze their purchasing intentions comprehensively. According to the entire findings, the researcher determined that perceived usefulness, perceived ease of use, and perceived trust are all significantly associated with the dependent variable, purchase intention.

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Appendix A: Questionnaires (English)

Dear respondents,

I am Rosalisa Binti Roskah (matric no. 831643), a postgraduate student at Universiti Utara Malaysia, Sintok, Kedah. Currently, I am pursuing a Master's degree in Islamic Business Studies. I am conducting a study titled "**PURCHASE INTENTION ON TIKTOK LIVE: A STUDY AMONG MUSLIM YOUTH CONSUMERS IN KUBANG PASU".** This study is being conducted to fulfill the requirements of the Master of Islamic Business Studies (MIBS) course.

With utmost respect, I hereby request your participation in completing this questionnaire. This questionnaire is divided into three sections: Section A, Section B, and Section C. Kindly take a few moments, approximately 5-10 minutes, to provide your responses. Rest assured, all information gathered will be used solely for academic purposes and treated with utmost confidentiality.

Your time and cooperation are greatly appreciated. Thank you.

Yours Sincerely,

ROSALISA BINTI ROSKAH
Master of Islamic Business Studies
Universiti Utara Malaysia (UUM)
Islamic Business School (IBS)
rosalisa021@gmail.com

Section A: Demographic Information

INSTRUCTIONS: Please fill in the blanks and mark (√) on your chosen answer.

1. Gender:

[ ] Male

[ ] Female

2. Age:

[ ] 15-19

[ ] 20-24

[ ] 25-29

[ ] >30

3. Race:

[ ] Malay

[ ] Chinese

[ ] India

[ ] Others: Please State _____

4. Education Level:

[ ] Secondary School

[ ] Diploma / STPM / STAM / College / Others

[ ] Undergraduate

[ ] Postgraduate

5. Employment Status:

[ ] Student

[ ] Employed

[ ] Unemployed

6. Monthly Income:

[ ] Under 1000

[ ] 1000-3000

[ ] Over 3000

7. Have you ever used *TikTok*?

[ ] Yes

[ ] No

Section B: TikTok Usage Habits

INSTRUCTIONS: Please fill in the blanks and mark (√) on your chosen answer.

1. How often do you use *TikTok*?

[ ] Every day

[ ] Several times a week

[ ] Several times a month

[ ] Rarely

[ ] Never

2. Have you ever joined or made a purchase through the *TikTok Live* application?

[ ] Ever

[ ] Never

Section C: Purchase Intention on TikTok Live: A Study among Muslim Youth Consumers' in Kubang Pasu

INSTRUCTIONS: For the following questions, please rate the items on a scale of 1-5. Circle your preferred answer.

This survey tool was created using the concepts of Perceived Usefulness, Perceived Ease of Use, Perceived Trust, and Intention to Purchase.

The proposed model utilizes a standard five-point Likert scale to gauge these concepts, ranging from 1 (strongly disagree) to 5 (strongly agree), with a neutral score at 3.

Scale	Level
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

a) Perceived Usefulness (PU)

No	Statement	Scale				
PU1.	I think the *TikTok* application is very useful as a medium for buying and selling activities	**1**	**2**	**3**	**4**	**5**
PU2.	I think *TikTok* application is accessible everywhere	**1**	**2**	**3**	**4**	**5**
PU3.	I think the *TikTok Live* application is suitable for making purchase transactions	**1**	**2**	**3**	**4**	**5**
PU4.	I think the purchase via *TikTok Live* is suitable for Live purchase	**1**	**2**	**3**	**4**	**5**
PU5.	I think purchasing via *TikTok Live* allows me to complete purchasing activities quickly	**1**	**2**	**3**	**4**	**5**

b) Perceived Ease of Use (PEOU)

No	Statement	Scale				
PEOU1.	I find purchasing through *TikTok Live* is easy to do	**1**	**2**	**3**	**4**	**5**
PEOU2.	I feel comfortable making purchases through *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PEOU3.	In my opinion, way of doing *TikTok Live* purchase activity is not difficult to learn	**1**	**2**	**3**	**4**	**5**
PEOU4.	I think *TikTok Live* makes buying activity fast and clear	**1**	**2**	**3**	**4**	**5**
PEOU5.	I think I can make purchases through *TikTok Live* without help	**1**	**2**	**3**	**4**	**5**

c) Perceived Trust

No	Statement	Scale				
PT1.	I trust purchases through the *TikTok* application are safe	**1**	**2**	**3**	**4**	**5**
PT2.	I trust that *TikTok* application has reliable features	**1**	**2**	**3**	**4**	**5**
PT3.	I feel confident with the purchase through *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PT4.	I trust my personal information is safe when making purchases through *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PT5.	I feel more satisfied purchasing goods on *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PT6.	I have no doubts about the good's quality I buy through *TikTok Live*	**1**	**2**	**3**	**4**	**5**

d) Intention to Purchase (IP)

No	Statement	Scale				
IP1.	I plan to buy in *TikTok Live* in the future	**1**	**2**	**3**	**4**	**5**
IP2.	I intend to increase my purchases on *TikTok Live* in the future	**1**	**2**	**3**	**4**	**5**
IP3.	I will always try to buy through *TikTok Live*	**1**	**2**	**3**	**4**	**5**
IP4.	I plan to buy in *TikTok Live* frequently	**1**	**2**	**3**	**4**	**5**

IP5.	I will recommend my family and friends to buy through *TikTok Live*	**1**	**2**	**3**	**4**	**5**

Question End. Thank you for participating in my study.

Appendix B: Soal Selidik (Bahasa Melayu)

Responden yang Dihormati,

Saya Rosalisa Binti Roskah (no. matrik 831643), merupakan pelajar pascasiswazah di Universiti Utara Malaysia, Sintok, Kedah. Pada masa ini, saya sedang melanjutkan pengajian di peringkat Sarjana dalam Pengajian Perniagaan Islam (MIBS). Saya sedang menjalankan satu kajian bertajuk "**NIAT MEMBELI DALAM TIKTOK LIVE: KAJIAN DALAM KALANGAN PENGGUNA BELIA MUSLIM DI KUBANG PASU"**. Kajian ini dijalankan bagi memenuhi keperluan kursus Sarjana Pengajian Perniagaan Islam (MIBS).

Dengan segala hormatnya, saya memohon penyertaan anda dalam melengkapkan borang soal selidik ini. Soal selidik ini dibahagikan kepada tiga bahagian: Bahagian A, Bahagian B dan Bahagian C. Sila ambil masa beberapa saat, kira-kira 5-10 minit, untuk memberikan jawapan anda. Semua maklumat yang dikumpul akan digunakan semata-mata untuk tujuan akademik dan dirahsiakan sepenuhnya.

Masa dan kerjasama anda amatlah dihargai. Terima kasih.

Yang Benar,

ROSALISA BINTI ROSKAH
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Universiti Utara Malaysia (UUM)
Pusat Pengajian Perniagaan Islam (IBS)
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Bahagian A: Maklumat Demografi

ARAHAN: Sila isi tempat kosong dan tanda (√) pada jawapan pilihan anda.

1. **Jantina:**

[ ] Lelaki

[ ] Perempuan

2. **Umur:**

[ ] 15-19

[ ] 20-24

[ ] 25-29

[ ] >30

3. **Bangsa:**

[ ] Melayu

[ ] Cina

[ ] India

[ ] Lain-lain: Sila Nyatakan _____

4. **Tahap Pendidikan:**

[ ] Sekolah Menengah

[ ] Diploma /STPM /STAM /Kolej /DLL

[ ] Sarjana Muda

[ ] Pascasiswazah

5. **Status Pekerjaan:**

[ ] Pelajar

[ ] Bekerja

[ ] Tidak Bekerja

6. **Pendapatan Bulanan:**

[ ] Bawah 1000
[ ] 1000-3000
[ ] Melebihi 3000

7. **Adakah anda pernah menggunakan *TikTok*? :**

[ ] Ya
[ ] Tidak

Bahagian B: Tabiat Penggunaan *TikTok*

ARAHAN: Sila isi tempat kosong dan tanda (√) pada jawapan pilihan anda.

1. **Berapa kerap anda menggunakan *TikTok*?**

[ ] Setiap hari
[ ] Beberapa kali seminggu
[ ] Beberapa kali sebulan
[ ] Jarang
[ ] Tidak pernah

2. **Pernahkah anda menyertai atau membuat pembelian melalui aplikasi *TikTok Live*?**

[ ] Pernah
[ ] Tidak Pernah

Bahagian C: Niat Membeli Dalam TikTok Live: Kajian Dalam Kalangan Pengguna Belia Muslim Di Kubang Pasu

ARAHAN: Untuk soalan berikut, sila nilaikan item pada skala 1-5. Bulatkan jawapan pilihan anda.

Instrumen soal selidik ini dibangunkan berdasarkan konstruk Persepsi Kebergunaan, Persepsi Kemudahan Penggunaan, Persepsi Kepercayaan, dan Niat untuk Membeli.

Skala Likert lima mata biasa digunakan untuk mengukur konstruk yang dibentangkan dalam model yang dicadangkan (skor adalah antara 1= sangat tidak setuju hingga 5= sangat setuju dengan skor neutral=3).

Skala	Tahap
1	Sangat Tidak Setuju
2	Tidak Bersetuju
3	Berkecuali
4	Setuju
5	Sangat Bersetuju

a) Persepsi Kebergunaan

No	Pernyataan	Skala				
PU1.	Saya rasa aplikasi *TikTok* sangat berguna sebagai medium untuk melakukan aktiviti jual beli	**1**	**2**	**3**	**4**	**5**
PU2.	Saya rasa aplikasi *TikTok* boleh diakses di mana-mana sahaja	**1**	**2**	**3**	**4**	**5**
PU3.	Saya rasa aplikasi *TikTok Live* sesuai digunakan untuk melakukan transaksi pembelian	**1**	**2**	**3**	**4**	**5**
PU4.	Saya rasa pembelian melalui *TikTok Live* sesuai untuk pembelian secara langsung	**1**	**2**	**3**	**4**	**5**
PU5.	Saya rasa pembelian melalui *TikTok Live* membolehkan saya menyelesaikan aktiviti pembelian dengan cepat	**1**	**2**	**3**	**4**	**5**

b) Persepsi Kemudahan Penggunaan

No	Pernyataan	Skala				
PEOU1.	Saya dapati pembelian melalui *TikTok Live* senang untuk dilakukan	**1**	**2**	**3**	**4**	**5**
PEOU2.	Saya berasa selesa membuat pembelian melalui *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PEOU3.	Pada pendapat saya, cara melakukan aktiviti pembelian *TikTok Live* tidak sukar untuk dipelajari	**1**	**2**	**3**	**4**	**5**

PEOU4.	Saya rasa *TikTok Live* menjadikan aktiviti pembelian pantas dan jelas	**1**	**2**	**3**	**4**	**5**
PEOU5.	Saya rasa saya dapat membuat pembelian melalui *TikTok Live* tanpa bantuan	**1**	**2**	**3**	**4**	**5**

c) Persepsi Kepercayaan

No.	Pernyataan	Skala				
PT1.	Saya percaya pembelian melalui aplikasi *TikTok* selamat	**1**	**2**	**3**	**4**	**5**
PT2.	Saya percaya bahawa aplikasi *TikTok* mempunyai ciri yang boleh dipercayai	**1**	**2**	**3**	**4**	**5**
PT3.	Saya merasa yakin dengan pembelian melalui *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PT4.	Saya percaya maklumat peribadi saya selamat apabila melakukan pembelian melalui *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PT5.	Saya berasa lebih berpuas hati membeli barangan di *TikTok Live*	**1**	**2**	**3**	**4**	**5**
PT6.	Saya tidak curiga dengan kualiti barangan yang saya beli melalui *TikTok Live*	**1**	**2**	**3**	**4**	**5**

d) Niat Membeli

No	Pernyataan	Skala				
IP1.	Saya bercadang untuk membeli dalam *TikTok Live* pada masa hadapan	**1**	**2**	**3**	**4**	**5**
IP2.	Saya berhasrat untuk meningkatkan pembelian saya di *TikTok Live* pada masa hadapan	**1**	**2**	**3**	**4**	**5**
IP3.	Saya akan sentiasa cuba membeli melalui *TikTok Live*	**1**	**2**	**3**	**4**	**5**
IP4.	Saya merancang untuk membeli dalam *TikTok Live* dengan kerap	**1**	**2**	**3**	**4**	**5**
IP5.	Saya akan mengesyorkan ahli keluarga dan rakan-rakan saya untuk membeli melalui *TikTok Live*	**1**	**2**	**3**	**4**	**5**

Soalan tamat. Terima kasih kerana mengambil bahagian dalam kajian saya.

Appendix C: Normality Test Results

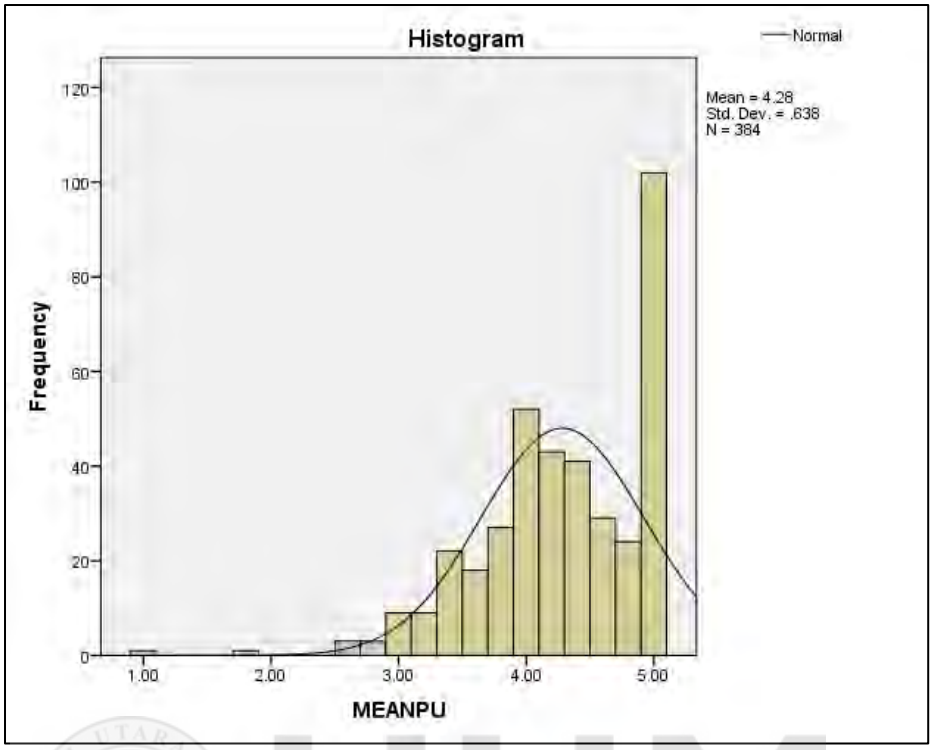
Case Processing Summary

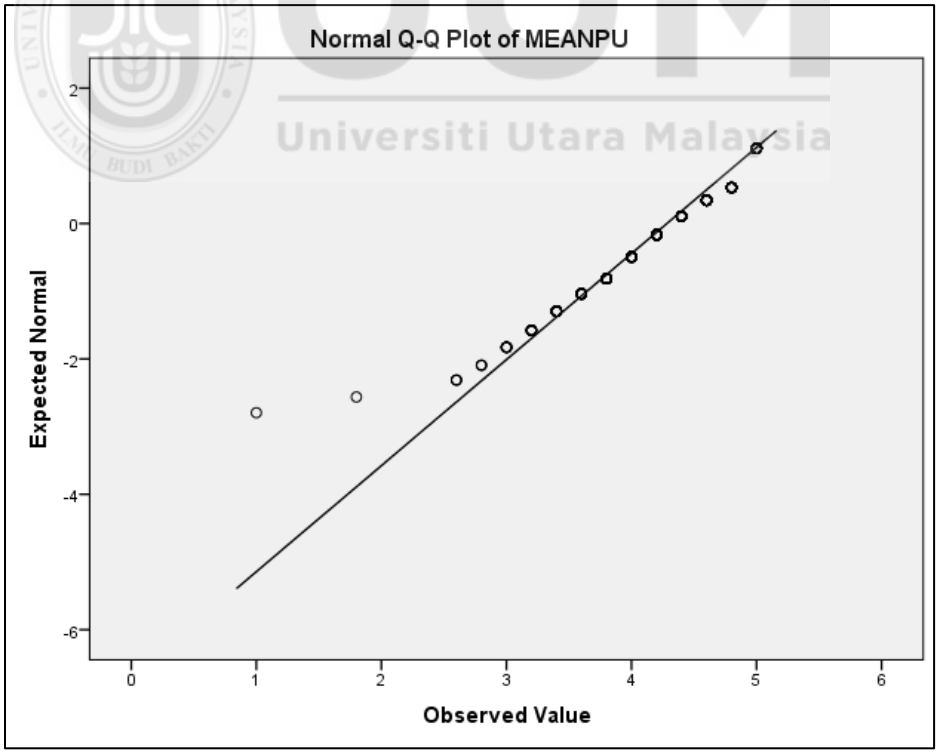
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
MEANPU	384	100.0%	0	0.0%	384	100.0%
MEANPEOU	384	100.0%	0	0.0%	384	100.0%
MEANPT	384	100.0%	0	0.0%	384	100.0%

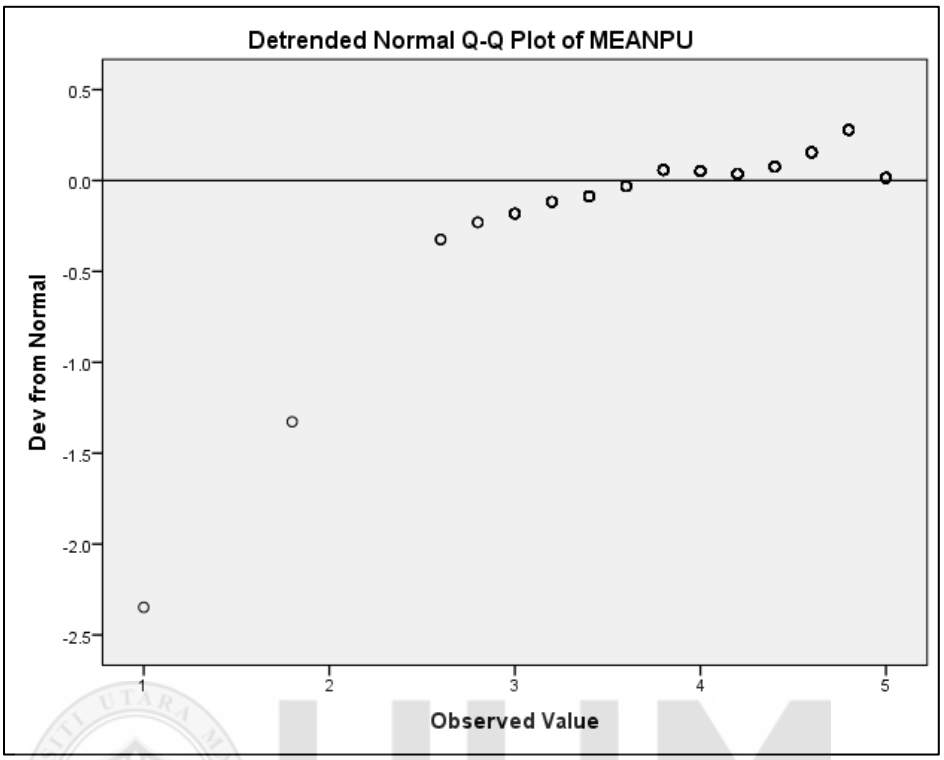
Tests of Normality

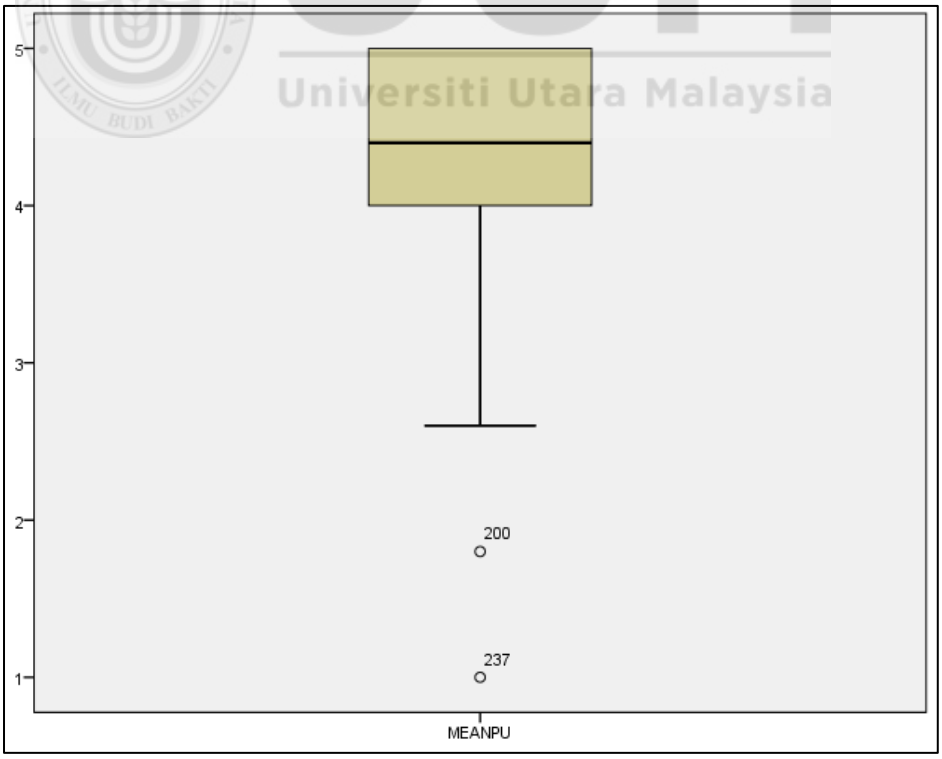
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEANPU	.135	384	.000	.904	384	.000
MEANPEOU	.154	384	.000	.903	384	.000
MEANPT	.096	384	.000	.955	384	.000

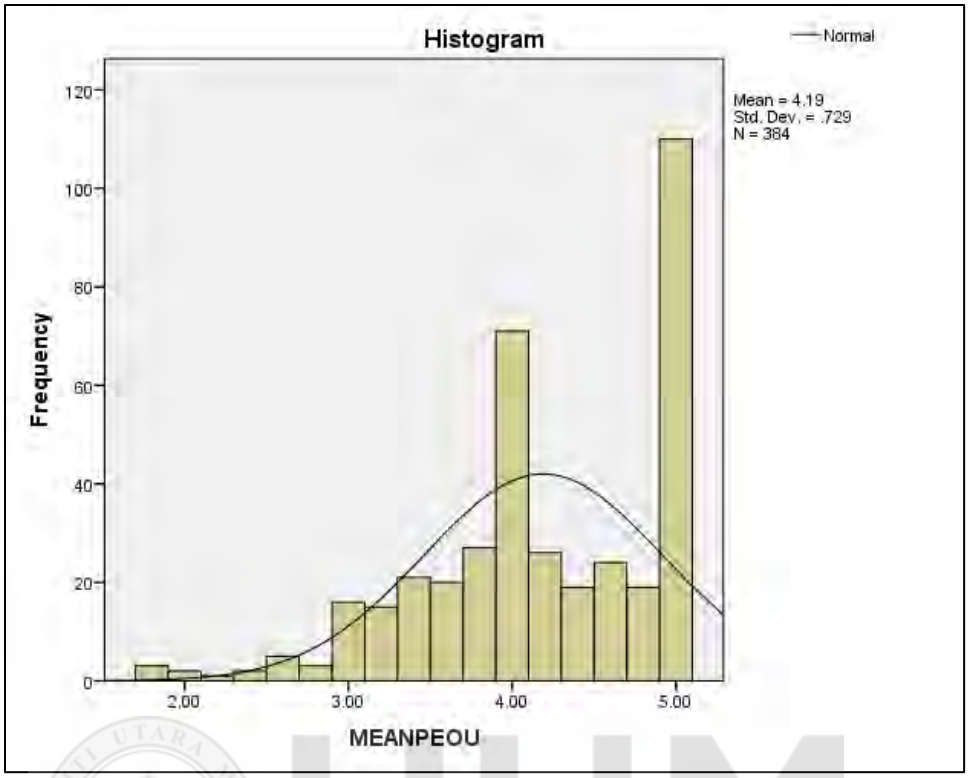
a. Lilliefors Significance Correction

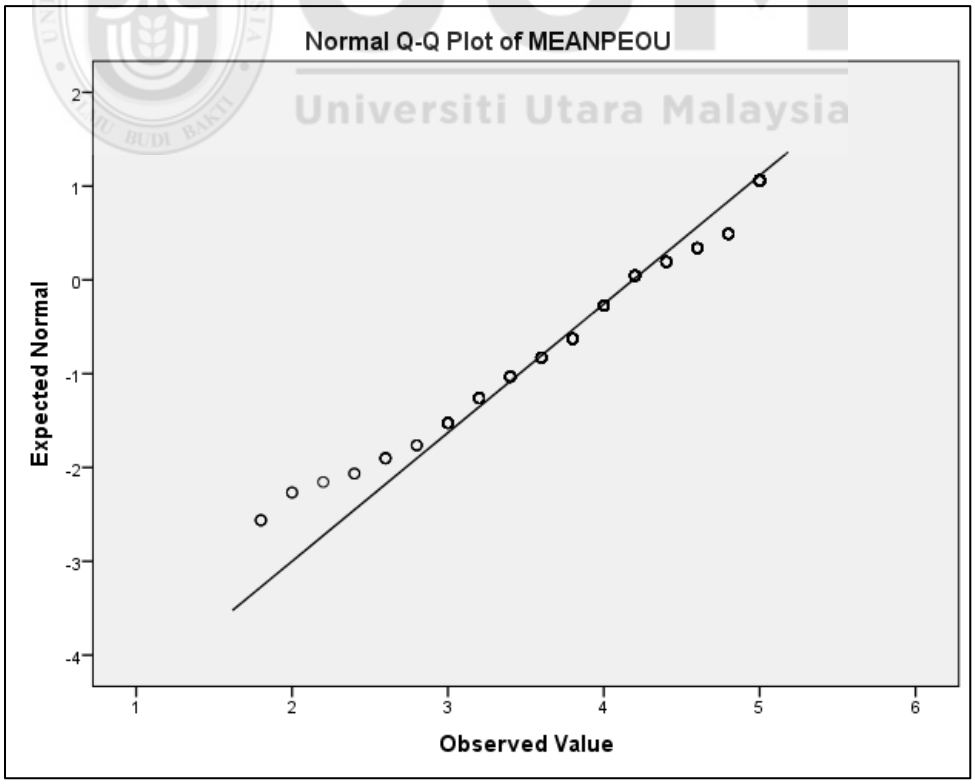


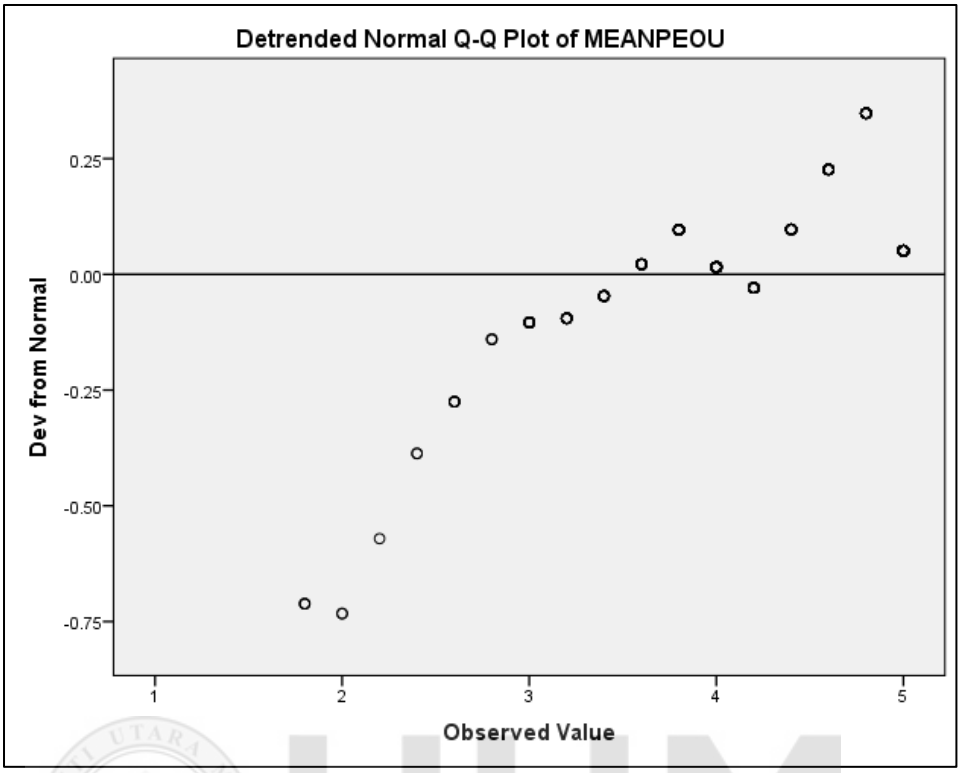


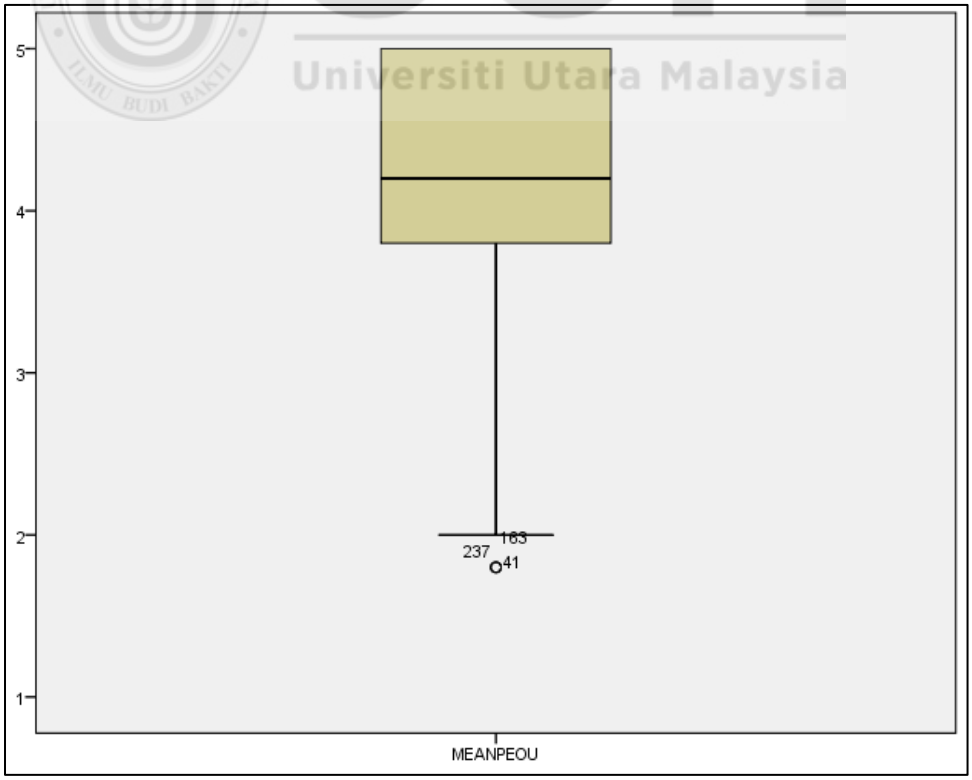


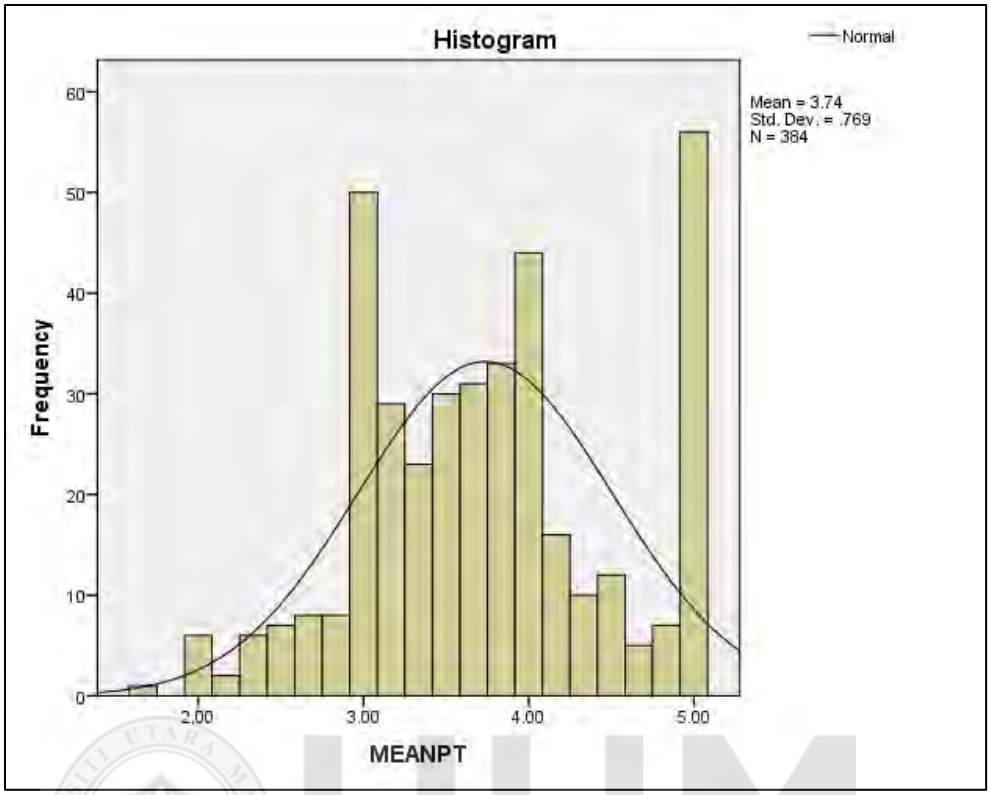


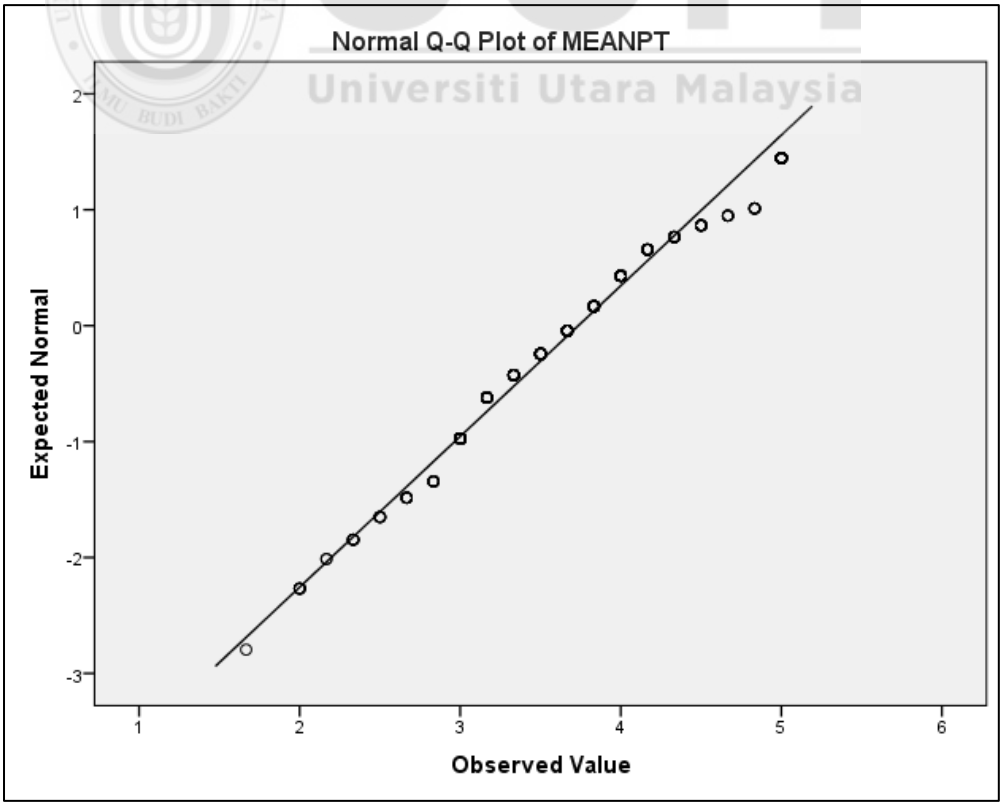


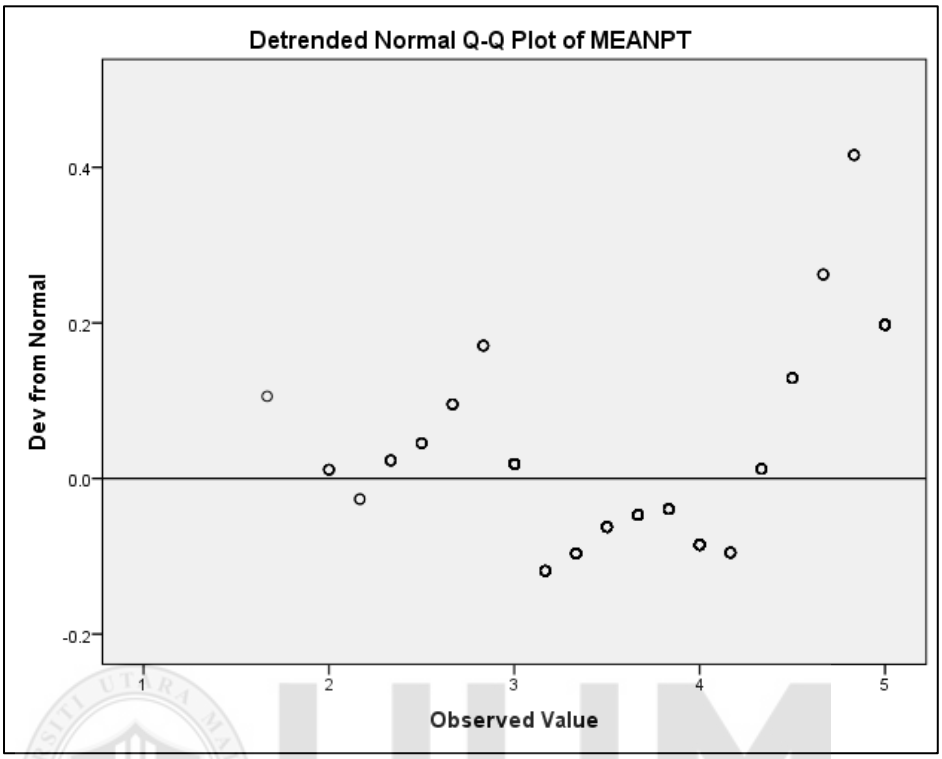


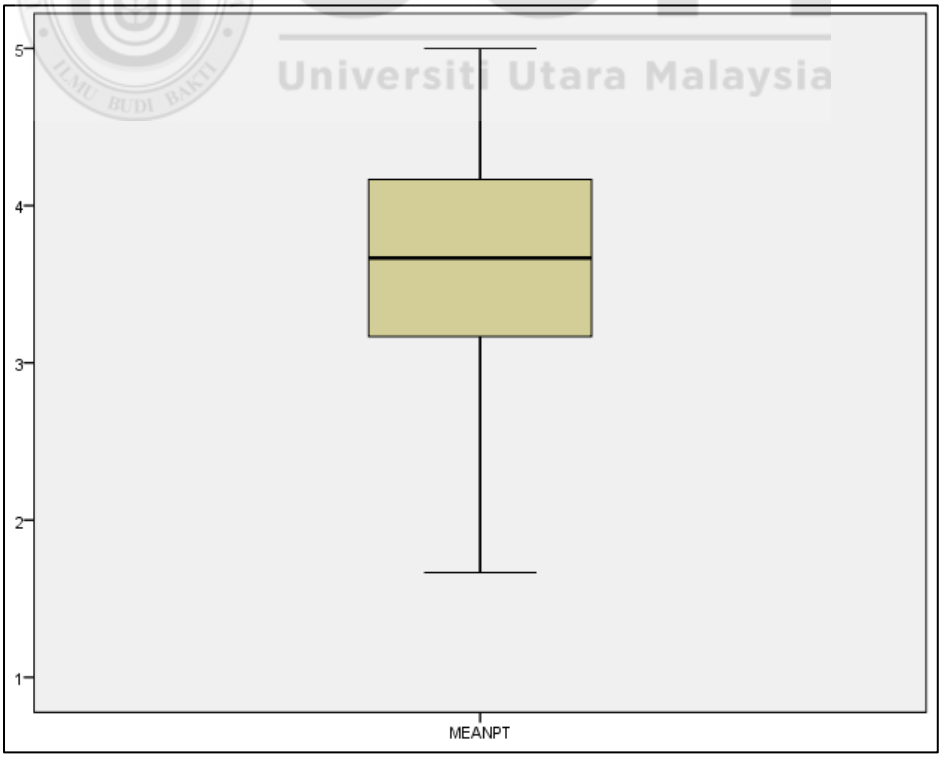












Appendix D: Correlations

Correlations

		MEANPU	MEANPEOU	MEANPT	MEANIP
MEANPU	Pearson Correlation	1	.668**	.522**	.529**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
MEANPEOU	Pearson Correlation	.668**	1	.624**	.591**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
MEANPT	Pearson Correlation	.522**	.624**	1	.660**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
MEANIP	Pearson Correlation	.529**	.591**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix E: Regression