

## **ABSTRACT**

*The rapid growth of social commerce, such as TikTok in Indonesia, has fundamentally altered the digital transaction landscape. Although user interaction on this platform is exceedingly high, purchase intention often does not align proportionally, raising a compelling empirical gap to investigate. This study aims to examine and analyze the effect of involvement, perceived ease of use, and perceived usefulness on intention to purchase, with customer engagement acting as a mediating variable among TikTok application users in Semarang City.*

*This study employed a quantitative approach with an explanatory design. The sampling technique utilized purposive and snowball sampling methods, yielding 135 respondents who are active TikTok users aged 17–35 in Semarang City and have been exposed to the TikTok Shop feature within the last three months. Primary data were collected via an electronic questionnaire using a 5-point Likert scale. The gathered data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) utilizing SmartPLS 4 software.*

*The empirical results indicate that involvement and perceived ease of use have a positive and significant effect on intention to purchase. Conversely, perceived usefulness was proven to have no significant direct effect on intention to purchase. Furthermore, all three independent variables involvement, perceived ease of use, and perceived usefulness were found to exert a positive and significant effect on customer engagement. Customer engagement also positively and significantly affects intention to purchase. In the mediation analysis, customer engagement was found to partially mediate the relationship between involvement and perceived ease of use towards intention to purchase, while fully mediating the relationship between perceived usefulness and intention to purchase. These findings provide managerial implications that in order to effectively increase purchase intention, business practitioners on TikTok must not solely offer a functionally useful platform, but are obliged to establish a profound interactive engagement with consumers.*

**Keywords:** *Involvement, Perceived Ease of Use, Perceived Usefulness, Customer Engagement, Intention to Purchase, Social Commerce*

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