

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan *platform* belanja online melalui TikTok *shop* serta pentingnya faktor kepercayaan pengguna dan kualitas sistem dalam mempertahankan penggunaan berkelanjutan (*continuous usage*). Tujuan penelitian ini adalah untuk mengetahui tanggapan mahasiswa Universitas Pasundan angkatan 2021 Program Studi Manajemen mengenai kepercayaan pengguna, *System Quality*, dan *continuous usage* TikTok *shop* serta menganalisis pengaruh kepercayaan pengguna dan *System Quality* terhadap *continuous usage* baik secara parsial maupun simultan. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Data dikumpulkan melalui penyebaran kuesioner kepada 79 responden dengan teknik *proportionate stratified* random sampling. Analisis data meliputi uji validitas, uji reliabilitas, transformasi *Method of Successive Interval* (MSI), regresi linear berganda, korelasi berganda, koefisien determinasi, serta uji hipotesis (uji F dan uji t). Hasil penelitian ini menunjukkan bahwa nilai korelasi simultan sebesar 0,822 yang berada pada kategori sangat kuat dengan kontribusi sebesar 67,4% terhadap *continuous usage* dan sebesar 32,4% di pengaruhi oleh faktor lain. Secara parsial, kepercayaan berpengaruh positif dengan koefisiensi 0,243 dan Kd 30,9% menunjukkan bahwa kepercayaan pengguna terhadap *platform* TikTok *shop* berperan penting dalam meningkatkan penggunaan berkelanjutan. *System Quality* memberikan pengaruh positif dan signifikan dengan koefisiensi 0,362 dan Kd 36,5%. menunjukkan bahwa kualitas sistem yang baik dapat meningkatkan kecenderungan pengguna untuk terus menggunakan TikTok *Shop*. Secara keseluruhan, hasil penelitian menunjukkan bahwa peningkatan kepercayaan pengguna dan kualitas sistem dapat mendukung keberlanjutan penggunaan TikTok *shop*. Semakin tinggi kepercayaan pengguna terhadap TikTok *shop* dan semakin baik kualitas sistem yang dirasakan, maka semakin tinggi pula kecenderungan pengguna untuk terus menggunakan TikTok *shop*.

Kata Kunci: Kepercayaan, *System Quality*, *Continuous usage*, TikTok *Shop*.

ABSTRACT

This study was motivated by the increasing use of the TikTok Shop online shopping platform and the importance of user trust and System Quality in sustaining continuous usage. The objective of this study is to determine the responses of 2021 students in the Management Program at Pasundan University regarding user trust, System Quality, and continuous usage of TikTok Shop, as well as to analyze the influence of user trust and System Quality on continuous usage, both partially and simultaneously. This study employs descriptive and confirmatory methods with a quantitative approach. Data were collected through a questionnaire distributed to 79 respondents using the proportionate stratified random sampling technique. Data analysis included validity and reliability tests, the Method of Successive Interval (MSI) transformation, multiple linear regression, multiple correlation, the coefficient of determination, and hypothesis testing (F-test and t-test). The results of this study show that the simultaneous correlation coefficient is 0.822, which falls into the “very strong” category, with a 67.4% contribution to continuous usage and 32.4% attributed to other factors. Partially, trust has a positive effect with a coefficient of 0.243 and a Kd of 30.9%, indicating that user trust in the TikTok Shop platform plays a crucial role in increasing continuous usage. System Quality has a positive and significant effect with a coefficient of 0.362 and a Kd of 36.5%, indicating that good System Quality can increase users' tendency to continue using TikTok Shop. Overall, the research results show that increased user trust and System Quality can support the continued use of TikTok Shop. The higher users' trust in TikTok Shop and the better the perceived System Quality, the higher users' tendency to continue using TikTok Shop.

Keywords: *Trust, System Quality, Continuous usage, TikTok Shop.*