



Understanding Sellers' Intention to Adopt Live Commerce: The Roles of Perceived Platform Effectiveness and Perceived Economic Benefit in Tokopedia Play

Andhi Febisatria^{1*}, Eureka Try Zarazwanty R. Laega², Aryan Agus Pratama³, Fitrianna⁴, Leonardo Davidsi Sipayung⁵

^{1*-5} Business Administration Program, Universitas Negeri Makassar, Indonesia

Alamat : Jl. A. P. Pettarani, Gunung Sari, Kecamatan Rappocini, Kota Makassar

Email: *andhi.febisatria@unm.ac.id

Korespondensi penulis : andhi.febisatria@unm.ac.id

Abstract. The rapid development of live commerce has transformed digital marketing practices by enabling real-time interactions between sellers and consumers, thereby increasing the importance of platform adoption in improving online business performance. Although Tokopedia Play is part of Indonesia's largest e-commerce ecosystem, its adoption rate remains lower than that of competing live shopping platforms. This condition highlights the need to better understand the factors influencing sellers' intention to use the platform. This study aims to examine the effects of perceived platform effectiveness and perceived economic benefit on intention to use Tokopedia Play. A quantitative approach with an explanatory survey design was employed, involving online sellers in Indonesia who were selected using purposive sampling. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using multiple linear regression. The findings reveal that both perceived platform effectiveness and perceived economic benefit have positive and significant effects on intention to use Tokopedia Play. Perceived platform effectiveness emerged as the most influential factor, indicating that sellers primarily consider system reliability, ease of use, interactive features, and overall platform performance when deciding to adopt live commerce. Furthermore, perceptions of economic benefits, including improved business performance, greater operational efficiency, and broader market reach, further strengthen sellers' intention to use the platform. This study contributes to the technology adoption literature by integrating the Technology Acceptance Model (TAM) and Perceived Value Theory within the context of live commerce from the sellers' perspective. The findings also provide practical implications for digital platform providers by emphasizing the importance of continuously improving platform quality while delivering tangible business value to encourage greater seller participation in the live commerce ecosystem.

Keywords: intention to use; live commerce; perceived economic benefit; perceived platform effectiveness; Tokopedia Play

Abstrak. Perkembangan *live commerce* telah mengubah praktik pemasaran digital dengan menghadirkan interaksi secara langsung antara penjual dan konsumen, sehingga mendorong pentingnya adopsi platform dalam meningkatkan kinerja bisnis *online*. Meskipun menjadi bagian dari ekosistem *e-commerce* terbesar di Indonesia, Tokopedia Play masih memiliki tingkat adopsi yang lebih rendah dibandingkan platform *live shopping* pesaing. Kondisi ini menunjukkan perlunya pemahaman mengenai faktor-faktor yang memengaruhi niat penjual untuk menggunakan platform tersebut. Penelitian ini bertujuan menganalisis pengaruh *perceived platform effectiveness* dan *perceived economic benefit* terhadap *intention to use Tokopedia Play*. Penelitian menggunakan pendekatan kuantitatif dengan desain *explanatory survey* yang melibatkan penjual *online* di Indonesia sebagai responden, yang dipilih melalui teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner berskala Likert lima poin dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *perceived platform effectiveness* dan *perceived economic benefit* berpengaruh positif dan signifikan terhadap *intention to use Tokopedia Play*. *Perceived platform effectiveness* menjadi faktor yang paling dominan, yang mengindikasikan bahwa penjual lebih mempertimbangkan keandalan sistem, kemudahan penggunaan, fitur interaktif, dan kualitas kinerja platform dalam memutuskan untuk mengadopsi *live commerce*. Selain itu, persepsi mengenai manfaat ekonomi, seperti peningkatan kinerja bisnis, efisiensi operasional, dan perluasan jangkauan pasar, turut memperkuat niat penggunaan platform. Penelitian ini memberikan kontribusi terhadap pengembangan literatur adopsi teknologi melalui integrasi *Technology Acceptance Model (TAM)* dan *Perceived Value Theory* dalam konteks *live commerce* dari perspektif penjual. Temuan penelitian juga memberikan

implikasi praktis bagi pengelola platform digital untuk terus meningkatkan kualitas platform sekaligus menghadirkan manfaat bisnis yang nyata guna mendorong partisipasi penjual dalam ekosistem *live commerce*.

Kata kunci: *intention to use; live commerce; perceived economic benefit; perceived platform effectiveness; Tokopedia Play*

1. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed marketing practices from conventional approaches into highly interactive digital ecosystems. One of the fastest-growing innovations is live commerce, a business model that integrates live video streaming, real-time interaction, and online transactions within a single platform. This approach enables sellers to demonstrate products directly, communicate instantly with potential customers, and build trust throughout the purchasing process, thereby creating higher customer engagement (Febisatria, 2026). Consequently, major e-commerce platforms in Indonesia have increasingly adopted live shopping features as a strategic initiative to strengthen their competitiveness in the digital marketplace.

The success of a live shopping platform depends not only on the size of its user base but also on sellers' perceptions of the platform's effectiveness in supporting their business activities. Perceived platform effectiveness reflects the extent to which users believe that a platform can facilitate marketing objectives efficiently and effectively. Previous studies have demonstrated that perceived platform effectiveness is a critical determinant of users' continuance intention toward digital platforms (Tran & Tran, 2022). Such perceptions are shaped by system quality, ease of use, platform stability, interactive features, and the ability to reach broader audiences (Lv & Liu, 2022). Likewise, perceptions of system quality, technological usefulness, and algorithm credibility have been found to enhance the adoption of digital platforms (Febisatria et al., 2025).

Despite the rapid growth of live commerce, Indonesia's live shopping market remains highly concentrated on only a few dominant platforms. According to the GoodStats Survey (2025), Shopee Live is the most preferred live shopping platform, with 76% of respondents selecting it, followed by TikTok Live at 56%. In contrast, Tokopedia Play accounts for only 5%, equal to LazLive, while YouTube Live records only 4%. These findings indicate a substantial gap in market preference, suggesting that Tokopedia Play

has yet to establish itself as a primary platform for live commerce among both consumers and sellers. Table 1. will explain about the rank of the live shopping platform.

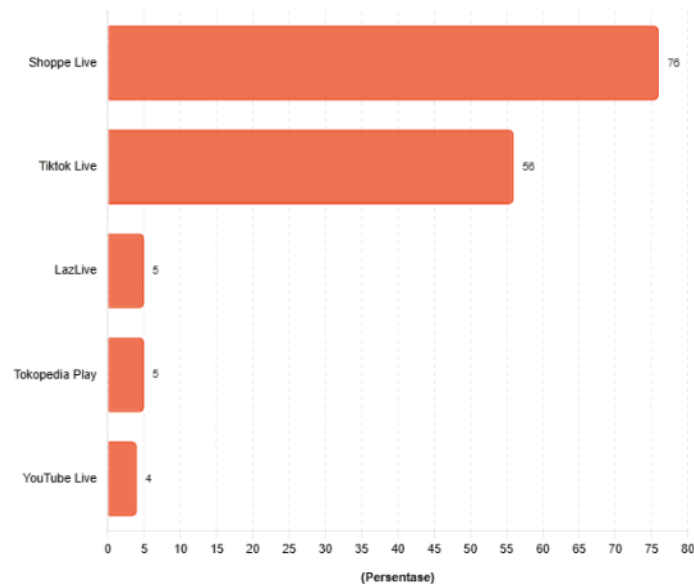


Figure 1. Favorite Live Shopping Platform in Indonesia 2025

Source: Goodstats (2026)

The relatively low preference for Tokopedia Play suggests that many sellers may not perceive the platform as sufficiently effective for conducting live commerce activities. Platform effectiveness is closely associated with user experience, system reliability, feature completeness, and the quality of interaction provided during live streaming sessions (Tahir et al., 2024). Digital platforms that fail to satisfy users' functional expectations generally experience lower adoption rates than competing platforms (Balot et al., 2024). Furthermore, perceived effectiveness reflects users' confidence that a platform can help them accomplish business objectives efficiently and successfully (Roqban & Rossas, 2024).

Beyond platform effectiveness, perceived economic benefit has become another decisive consideration influencing sellers' platform selection. Business owners are more likely to adopt digital platforms that can increase sales performance, expand market reach, reduce promotional costs, and generate higher financial returns. Existing studies consistently identify perceived economic benefit as an essential determinant of digital technology adoption (Khamphengvong et al., 2022). The greater the economic benefits perceived by users, the stronger their willingness to adopt a particular digital platform

(Huo et al., 2025). Moreover, perceived economic benefit strengthens the relationship between technology utilization and users' behavioral outcomes across various digital contexts (Elshaer et al., 2023).

From the perspective of online sellers, the decision to adopt a live commerce platform extends beyond technological capabilities and largely depends on expected financial outcomes. Platforms perceived to improve revenue generation, increase sales conversion rates, and enhance promotional efficiency are more attractive to business users (Reynard et al., 2025). Similarly, perceived economic benefit has been shown to positively influence users' intention to adopt e-commerce platforms (Safitri, 2024).

Although Tokopedia Play has become an integral component of the Tokopedia ecosystem, previous studies have primarily examined the platform from the consumer perspective. For example, Christian et al. (2024) investigated the influence of Tokopedia Play on purchase intention using the Technology Acceptance Model, while Sirait and Rivanti (2025) explored live shopping from a marketing communication perspective. Meanwhile, Mulyana and Djamzuri (2022) discussed Tokopedia Play within the context of digital media convergence. Nevertheless, empirical research focusing specifically on online sellers' intention to use Tokopedia Play as a live selling platform remains limited.

Research on intention to use consistently indicates that technology adoption is influenced by users' perceptions of usefulness, ease of use, system quality, and platform effectiveness (Angosto et al., 2023). Similar findings have been reported in studies of mobile service applications, where perceived usefulness and perceived ease of use significantly increase users' intention to adopt digital technologies (An et al., 2023). In the context of artificial intelligence, behavioral intention is also influenced by performance expectancy, perceived benefits, and facilitating conditions (Dingel et al., 2024). Furthermore, psychological factors have been identified as important determinants of users' intention to adopt digital technologies across various online environments (Wu et al., 2024). Consistent with these findings, research conducted in Indonesia also confirms that perceived usefulness and ease of use are key drivers of digital technology adoption (Febisatria et al., 2025).

Based on these considerations, a significant research gap remains regarding the determinants of online sellers' intention to use Tokopedia Play. The success of a live commerce platform depends not only on attracting users but also on creating positive

perceptions regarding platform effectiveness and economic value for sellers. Therefore, this study aims to examine the effects of Perceived Platform Effectiveness and Perceived Economic Benefit on Intention to Use Tokopedia Play. The findings are expected to enrich the literature on live commerce adoption while providing strategic insights for Tokopedia to enhance the competitiveness of Tokopedia Play in an increasingly competitive live shopping market dominated by Shopee Live and TikTok Live.

2. LITERATURE REVIEW

2.1. The Effect of Perceived Platform Effectiveness on Intention to Use Tokopedia Play

Perceived platform effectiveness refers to sellers' evaluation of how effectively a live commerce platform supports their business activities through system reliability, ease of use, interactive features, and overall operational performance. When a platform is perceived as capable of facilitating promotional activities and customer interaction, sellers tend to develop stronger intentions to adopt and continuously use the platform. According to the Technology Acceptance Model (TAM), users' behavioral intentions are primarily shaped by positive evaluations of a technology's usefulness and functionality (An et al., 2023). Similar evidence from digital banking also demonstrates that favorable perceptions of digital platforms encourage technology adoption (Febisatria et al., 2025).

Empirical findings consistently support this relationship. Tran and Tran (2022) reported that users who perceive social media platforms as effective are more likely to maintain their usage intentions. Likewise, Lv and Liu (2022) found that platform effectiveness enhances users' confidence when interacting with digital services. In healthcare technology, Tahir et al. (2024) further confirmed that effective digital platforms improve usability and technology acceptance. Similar conclusions were also reported by Balot et al. (2024) and Roqban and Rossas (2024), who emphasized that perceived platform effectiveness positively shapes users' willingness to utilize digital platforms. Within live commerce, Tokopedia Play offers various interactive features to facilitate seller–consumer engagement; however, its utilization remains lower than competing platforms (Sirait & Rivanti, 2025). This phenomenon indicates that sellers' perceptions regarding the platform's effectiveness remain an important determinant of adoption.

H1: Perceived Platform Effectiveness has a positive and significant effect on Intention to Use Tokopedia Play.

2.2. The Effect of Perceived Economic Benefit on Intention to Use Tokopedia Play

Perceived economic benefit represents sellers' beliefs that using a digital platform will generate financial advantages, including higher sales, lower marketing costs, greater operational efficiency, and improved profitability. Benefit-based decision theory suggests that individuals are more likely to adopt technologies that provide clear economic value. In digital marketing, expected financial returns often become one of the strongest motivations for technology adoption (Febisatria, 2026).

Previous studies provide substantial empirical support for this relationship. Khamphengvong et al. (2022) demonstrated that perceived economic benefit positively influences users' attitudes toward technology adoption. Elshaer et al. (2023) also found that expected economic gains encourage individuals to implement new digital practices despite potential adoption costs. Likewise, Huo et al. (2025) concluded that perceived economic value significantly increases users' behavioral intentions. Indonesian studies by Safitri (2024) and Reynard et al. (2025) similarly confirmed that perceived economic benefit strengthens users' intentions to adopt digital platforms. Since live commerce is primarily intended to improve business performance, sellers who expect Tokopedia Play to increase sales and profitability are more likely to intend to use the platform.

H2: Perceived Economic Benefit has a positive and significant effect on Intention to Use Tokopedia Play.

2.3. The Simultaneous Effect of Perceived Platform Effectiveness and Perceived Economic Benefit on Intention to Use Tokopedia Play

The intention to adopt a live commerce platform is generally influenced by multiple considerations rather than by a single factor. Sellers typically assess both the platform's technological capability and the economic value that can be obtained before deciding whether to use it. Research on technology adoption consistently indicates that behavioral intention is jointly determined by technological perceptions and expected benefits (Angosto et al., 2023). A recent meta-analysis by Dingel et al. (2024) also concluded that technological evaluations remain among the strongest predictors of

intention to use digital systems, while Wu et al. (2024) emphasized that users simultaneously consider functional performance and expected outcomes when making adoption decisions.

From the perspective of digital platform adoption, technological effectiveness alone may not encourage continuous usage if sellers do not perceive meaningful financial returns. Conversely, attractive economic prospects are unlikely to stimulate adoption when the platform is considered ineffective or difficult to use. Studies by Febisatria et al. (2025b) highlight that system quality and technological capability strengthen digital adoption only when users perceive clear benefits from the technology. Similarly, research by Christian et al. (2024) found that acceptance of Tokopedia Play is influenced by users' evaluations of both the platform's functionality and its usefulness for supporting commercial activities. Therefore, perceived platform effectiveness and perceived economic benefit are expected to jointly explain sellers' intention to use Tokopedia Play more comprehensively than either factor individually.

H3: Perceived Platform Effectiveness and Perceived Economic Benefit simultaneously have a positive and significant effect on Intention to Use Tokopedia Play.

2.4. Research Model

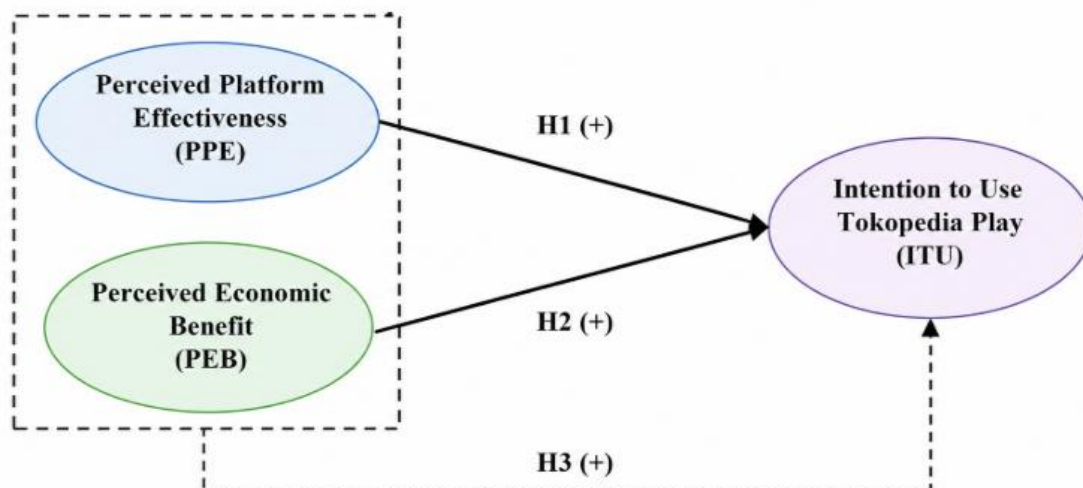


Figure 2. Research Model

Source: Author (2026)

3. METHODS

This study employed a quantitative research approach using an explanatory survey design to investigate the effects of Perceived Platform Effectiveness and Perceived Economic Benefit on sellers' Intention to Use Tokopedia Play as a live commerce platform. The research framework was developed based on the Technology Acceptance Model (TAM) (Davis, 1989) and Perceived Value Theory (Zeithaml, 1988) to explain sellers' behavioral intention toward adopting live commerce technology.

The target population consisted of Indonesian online sellers who were familiar with or had experience using Tokopedia Play for live selling activities. Respondents were selected using purposive sampling to ensure that only individuals with relevant experience participated in the study. The inclusion criteria required respondents to be at least 17 years old, actively operate an online business, and have conducted or intended to conduct live selling through Tokopedia Play. The minimum required sample size was determined using the Lemeshow formula for an unknown population, resulting in a minimum sample of 100 respondents (Lemeshow et al., 1997). This sample size is considered adequate for multivariate statistical analysis and reliable parameter estimation (Hair et al., 2019).

Data were collected using a structured questionnaire measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement items for Perceived Platform Effectiveness were adapted from Tran and Tran (2022), Perceived Economic Benefit was adapted from Khamphengvong et al. (2022), and Intention to Use was adapted from An et al. (2023). These measurement scales were selected because they have been empirically validated and are conceptually consistent with technology adoption and digital platform usage.

4. RESULTS AND DISCUSSION

4.1. Results

Table 2. Age Distribution of Respondents

No	Age Range	Frequency	Percentage (%)
1	17–22 years	18	18%
2	23–28 years	31	31%
3	29–34 years	28	28%
4	35–40 years	15	15%
5	>40 years	8	8%
Total		100	100%

Source: Processed Data (2026).

The respondent profile was largely concentrated within the 23–28-year age group, accounting for 31% of the total sample. Participants aged 29–34 years represented 28%, while those between 17 and 22 years contributed 18%. Respondents aged 35–40 years comprised 15%, and individuals older than 40 years represented the remaining 8%. This distribution reflects a sample dominated by economically active individuals who are generally familiar with digital commerce and live-selling technologies, making them appropriate subjects for investigating sellers' intention to adopt Tokopedia Play.

Table 3. Type of Online Business

No	Business Category	Frequency	Percentage (%)
1	Fashion	27	27%
2	Food & Beverage	25	25%
3	Beauty & Personal Care	18	18%
4	Electronics & Accessories	16	16%
5	Others	14	14%
Total		100	100%

Source: Processed Data (2026).

The respondents represented various business sectors, with fashion emerging as the largest category (27%), followed by food and beverage businesses (25%). Sellers operating in beauty and personal care products accounted for 18%, whereas electronics and accessories represented 16% of the sample. The remaining 14% consisted of merchants from other product categories. This composition demonstrates that the respondents adequately represent a broad spectrum of online sellers who potentially utilize live-commerce features across different market segments.

Table 4. Validity Test Results

Variable	Indicator	Pearson Correlation	Description
Perceived Platform Effectiveness	PPE1	0.842	Valid
	PPE2	0.857	Valid
	PPE3	0.821	Valid
	PPE4	0.835	Valid
	PPE5	0.814	Valid
Perceived Economic Benefit	PEB1	0.801	Valid
	PEB2	0.826	Valid
	PEB3	0.838	Valid
	PEB4	0.812	Valid
	PEB5	0.845	Valid
Intention to Use	ITU1	0.847	Valid
	ITU2	0.859	Valid
	ITU3	0.832	Valid
	ITU4	0.821	Valid
	ITU5	0.853	Valid

Source: Processed Data (2026).

The validity assessment confirmed that every measurement item fulfilled the required statistical criterion. Pearson correlation coefficients varied between 0.801 and 0.859, consistently exceeding the critical r-value of 0.195. These findings indicate that all indicators effectively capture their respective latent constructs and are appropriate for inclusion in subsequent statistical analyses.

Table 5. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.938	15

Item Statistics		
Variable	N of Items	Cronbach's Alpha
Perceived Platform Effectiveness	5	0.914
Perceived Economic Benefit	5	0.903
Intention to Use	5	0.918

Source: Processed Data (2026).

The reliability evaluation demonstrates a high level of internal consistency across all research constructs. Cronbach's Alpha coefficients ranged from 0.903 to 0.918, substantially surpassing the recommended threshold of 0.70. Furthermore, the complete measurement instrument produced an overall reliability coefficient of 0.938, confirming

that the questionnaire provides stable and dependable measurements for assessing sellers' intention to adopt Tokopedia Play.

Table 6. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error
1	0.831	0.691	0.684	0.326

Predictors: (Constant), Perceived Platform Effectiveness, Perceived Economic Benefit
Source: Processed Data (2026).

The coefficient of determination indicates that the proposed model explains 69.1% of the variation in sellers' intention to use Tokopedia Play. Consequently, approximately 30.9% of the behavioral intention remains attributable to additional determinants beyond the scope of this study, such as perceived trust, platform reputation, social influence, digital competence, and perceived ease of use. Overall, the model demonstrates substantial explanatory capability for predicting sellers' technology adoption behavior.

Table 7. Partial Hypothesis Testing Results

Coefficients					
Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.571	0.286	—	1.997	0.049
Perceived Platform Effectiveness	0.447	0.071	0.471	6.294	0.000
Perceived Economic Benefit	0.361	0.068	0.394	5.308	0.000

Dependent Variable: Intention to Use
Source: Processed Data (2026).

The hypothesis testing results reveal that both independent variables exert statistically significant positive influences on sellers' intention to use Tokopedia Play, as reflected by significance values below the 0.05 threshold. Among the two predictors, perceived platform effectiveness exhibits the greatest standardized effect ($\beta = 0.471$; $t = 6.294$), indicating that sellers place considerable emphasis on the platform's capability to facilitate effective live-selling activities. Perceived economic benefit also contributes significantly ($\beta = 0.394$; $t = 5.308$), suggesting that expectations of financial gains and business value strengthen sellers' willingness to adopt the platform. Accordingly, both H1 and H2 are accepted.

Table 8. Simultaneous Hypothesis Testing Results

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	21.874	2	10.937	108.467	0.000
Residual	9.784	97	0.101		
Total	31.658	99			

Dependent Variable: Intention to Use
Predictors: (Constant), Perceived Platform Effectiveness, Perceived Economic Benefit
Source: *Processed Data (2026)*.

The overall regression model is statistically significant, as evidenced by an F-statistic of 108.467 and a significance level below 0.001. These findings demonstrate that perceived platform effectiveness and perceived economic benefit collectively influence sellers' intention to adopt Tokopedia Play. The results further imply that strengthening platform functionality while simultaneously enhancing sellers' perceptions of financial value constitutes an effective strategy for encouraging greater participation in live-commerce activities. Therefore, the proposed simultaneous hypothesis (H3) is supported.

4.2. Discussion

The results indicate that Perceived Platform Effectiveness positively influences sellers' Intention to Use Tokopedia Play. Sellers are more likely to adopt the platform when they perceive it as reliable, efficient, and capable of supporting live-selling activities. These findings support the Technology Acceptance Model (TAM), which states that positive evaluations of a technology strengthen users' behavioral intention to adopt it (Davis, 1989).

This finding is consistent with previous research showing that platform effectiveness is a key determinant of technology adoption. Tran and Tran (2022) found that effective platform performance increases continuance intention through higher satisfaction. Similar conclusions were reported by Tahir et al. (2024), Balot et al. (2024), and Roqban and Rossas (2024), who demonstrated that effective digital platforms improve user acceptance, engagement, and participation. In e-commerce settings, Sarwar et al. (2023) and Afifah and Wang (2023) highlighted that platform effectiveness enhances user experience and encourages adoption. Likewise, Confido (2023), Irfan and Negara (2023), Aldiansyah et al. (2025), Faregh and Bohli (2025), and Pramitha and Oruthotaarachchi (2026) emphasized that effective governance, service quality,

marketing strategies, and personalized user experiences strengthen users' willingness to utilize digital platforms.

Research on Tokopedia Play further reinforces these findings. Christian et al. (2024) demonstrated that live shopping features positively affect users' behavioral intention, while Sirait and Rivanti (2025) reported that interactive live streaming increases seller–buyer engagement. Mulyana and Djamzuri (2022) also described Tokopedia Play as an important innovation within Indonesia's digital commerce ecosystem. Similar evidence was presented by Febisatria (2026), who identified platform quality as a key driver of digital engagement, whereas Febisatria et al. (2025) confirmed that perceived usefulness, system quality, and technological credibility consistently encourage digital technology adoption.

The findings also reveal that Perceived Economic Benefit significantly increases sellers' Intention to Use Tokopedia Play. Sellers are more willing to adopt the platform when they expect financial advantages such as increased revenue, greater efficiency, and reduced operational costs. This result is consistent with Perceived Value Theory, which argues that users evaluate technologies based on the balance between expected benefits and perceived sacrifices (Zeithaml, 1988). These findings align with earlier studies demonstrating the importance of economic value in technology adoption. Khamphengvong et al. (2022) and Huo et al. (2025) showed that perceived economic benefits positively shape users' attitudes and decision-making. Likewise, Elshaer et al. (2023), Reynard et al. (2025), and Safitri (2024) concluded that perceived financial benefits significantly strengthen adoption and purchase intentions across various digital and sustainable business contexts.

The positive relationship between perceived benefits and behavioral intention is further supported by Angosto et al. (2023), who identified perceived benefits as one of the most consistent predictors of technology adoption. Similar conclusions were reported by An et al. (2023), Dingel et al. (2024), and Wu et al. (2024), demonstrating that favorable perceptions of technology value substantially increase users' intention to adopt digital innovations. Overall, the findings confirm that Perceived Platform Effectiveness and Perceived Economic Benefit jointly strengthen sellers' Intention to Use Tokopedia Play. Platform effectiveness builds confidence in the platform's capabilities, while perceived economic benefit reinforces expectations of tangible business value. Together,

these factors provide a comprehensive explanation of sellers' adoption decisions, indicating that successful live commerce platforms must simultaneously deliver superior platform performance and meaningful economic benefits.

5. CONCLUSION

This study demonstrates that perceived platform effectiveness and perceived economic benefit are important factors that encourage sellers' intention to use Tokopedia Play as a live commerce platform. The findings indicate that sellers are more willing to adopt the platform when they perceive it as reliable, easy to use, and capable of supporting live-selling activities effectively. In addition, expectations of tangible business benefits, such as improving sales performance, expanding market opportunities, and increasing operational efficiency, further strengthen sellers' willingness to utilize the platform. These results suggest that successful adoption of live commerce technology is determined not only by the quality of the platform itself but also by the economic value that sellers expect to obtain from its use.

From a theoretical perspective, this study contributes to the growing literature on digital platform adoption by integrating the Technology Acceptance Model (TAM) and Perceived Value Theory within the context of live commerce. Unlike many previous studies that primarily examined live shopping from the consumer perspective, this research highlights the importance of understanding technology adoption from the viewpoint of online sellers. The findings emphasize that sellers evaluate a live commerce platform through both its technological capabilities and its potential to generate business value. Consequently, this study provides broader empirical evidence that technological effectiveness and perceived economic value complement one another in shaping sellers' behavioral intentions toward adopting digital platforms.

From a practical perspective, the findings imply that Tokopedia should continuously improve the quality and performance of Tokopedia Play by ensuring platform reliability, enhancing user experience, and strengthening interactive features that support live-selling activities. At the same time, the platform should reinforce sellers' perceptions of economic value by providing business support, promotional opportunities, educational programs, and analytical tools that help sellers optimize their marketing performance and business outcomes. By simultaneously strengthening platform quality and demonstrating clear commercial benefits, Tokopedia can encourage greater seller participation and improve

the competitiveness of Tokopedia Play within the increasingly competitive live commerce industry.

Despite these contributions, this study has several limitations. The research was conducted using a cross-sectional approach, making it difficult to capture changes in sellers' adoption intentions over time. In addition, the study focused exclusively on Tokopedia Play and examined only a limited number of explanatory variables. As a result, other factors that may also influence sellers' intention to adopt live commerce platforms were not included in the proposed research model. Therefore, future research is encouraged to develop a more comprehensive framework by incorporating additional variables, such as perceived trust, perceived ease of use, social influence, facilitating conditions, digital competence, platform reputation, or seller experience. Future studies may also compare multiple live commerce platforms or employ longitudinal research designs to better understand how sellers' adoption intentions evolve over time. Such efforts are expected to enrich the literature on live commerce adoption while providing more comprehensive insights for the development of digital commerce platforms and digital marketing strategies.

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