

The Impact of Live Streaming, Free Shipping Vouchers, and Promotions on Purchase Decisions in TikTok Shop

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Abstract

In the digital era, social media has played a crucial role in influencing consumer behavior, particularly through the emergence of online shopping platforms such as TikTok Shop. The accessibility of online shopping has expanded to various segments of society, making it essential to understand the factors that influence consumer purchasing decisions on this platform. This study examines the impact of live streaming, free shipping vouchers, and promotions on consumer purchase decisions within the TikTok Shop ecosystem. The research was conducted among undergraduate students from the Faculty of Economics and Business at UNTAG Semarang who actively use the live streaming feature on TikTok Shop. A total of 77 respondents, aged between 20 and 25 years, were selected as the study sample. The data were analyzed using multiple linear regression analysis to determine the significance of each factor. The findings indicate that live streaming, free shipping vouchers, and promotions each significantly and positively impact consumer purchase decisions. The significance test results demonstrate that increased engagement with live streaming directly enhances consumer trust and understanding of the products, leading to higher purchase intentions. Additionally, attractive promotions and free shipping vouchers serve as strong incentives, encouraging consumers to complete transactions. The implications of this study highlight the importance for businesses to leverage live streaming, offer free shipping vouchers, and implement effective promotional strategies. These efforts can enhance purchase decisions among undergraduate students at UNTAG Semarang and foster greater consumer satisfaction and loyalty towards products sold on TikTok Shop.

Keywords

TikTok Shop, Purchase Decision, Live Streaming, Free Shipping Vouchers, Promotions

1. Introduction

In today's digital and technological era, social media has played an important role in influencing consumer behavior. Technology is currently booming in conducting business transactions with e-commerce systems. e-commerce systems can be easily accessed by both parties. One form of trade using information technology is the marketplace (Latifah, 2023). One platform that has become popular is TikTok, which was originally known as a short video sharing platform but later developed into a place for various types of content, including product and service promotions. One type of e-commerce that is quite familiar today is TikTok Shop. TikTok Shop is one of the development features of the TikTok application. TikTok Shop is a feature that allows users to sell products online through the TikTok platform (Dewa, 2023).

Purchasing decisions are the final stage in the consumer process of choosing to buy a product or service (Safitri, 2018). This process begins with the recognition of needs, where consumers realize that they have a desire or need for a product. Next, consumers will look for information about the desired product. After collecting information, consumers will evaluate the various alternatives available based on criteria that are considered important (Weenas, 2013). At this evaluation stage, consumers compare the features, prices, and benefits of each option. After evaluation, consumers will form a purchase intention for the most preferred product. Purchasing decisions can be routine for everyday products or more complex for large purchases. Positive purchasing decisions can lead to brand loyalty and repeat purchases (Khotimah et al., 2024). Purchasing decisions can basically be influenced by several factors including promotion, ease of transactions and trust (Yuliawan, 2018; Nurchayati et al., 2025).

Live streaming allows individuals to broadcast video and audio in real time to viewers via the internet simultaneously with the original (Cenfetelli & Benbasat, 2019). Through live streaming, business actors can introduce products, carry out promotions, provide and receive information, interact directly with customers and potential customers, and build two-way communication with their customers (Yuliawan et al., 2018). Yunita & Subiyantoro (2024) stated that live streaming has a positive and significant effect on purchasing decisions, but the results of Imron et al.'s research (2024) stated that live streaming does not have a significant effect on purchasing decisions.

The free shipping program is a promotional program carried out by various e-commerce companies in collaboration with sellers to stimulate consumers to make transactions. Free shipping promos are another form of sales promotion that provides offers to stimulate consumers to make product purchases and increase the number of products purchased by consumers (Themba, 2021). Research by Ramadhan & Hilwa (2024) states that free shipping vouchers have a positive and significant effect on purchasing decisions, but the results of research by Haryani et al. (2023) state that ease of transactions does not affect purchasing decisions. Promotion is one of the determining factors for the success of a marketing program about the quality of a product. If consumers have never heard of it and are not sure the product is useful, they will never buy it (Sofiana & Dewanti, 2023). Research by Eka et al (2023) states that promotion has a positive and significant effect on purchasing decisions.

As more and more online businesses compete to meet consumer needs and desires, what companies need to pay attention to is how to create unique products and services offered, and can provide satisfaction to consumers and customers. For example, by using new live streaming

features, providing free shipping vouchers and promotions that are more attractive and better than competitors. Because, by not following the new live streaming features, less attractive free shipping vouchers and poor promotions can make customers feel dissatisfied, customers must be satisfied, because if consumers are not satisfied they will stop using the company's products or services and that will cause a decrease in sales and then reduce profits and losses (Puspitasari & Widyasari, 2023).

Regarding the results that researchers found in the field, there were problems experienced by users of the TiktokShop online store, precisely at the Faculty of Economics and Business, Untag Semarang in online shopping, such as, difficulty with signals in accessing live streaming videos, lack of understanding in using free shipping vouchers, as written in merah putih.com that the way to get promos is quite difficult when you want to shop, making prospective consumers lazy to do it. So when consumers or customers feel dissatisfied, consumers may not want to make repeat purchases at TiktokShop.

Another thing that makes researchers interested in conducting research is the number of sellers who often hold giveaways or contests, where users can win products by following certain conditions, such as liking, sharing, or commenting on content. Some sellers use polling or quiz features in live streaming to engage the audience. This can create interaction and give prizes to participants who answer correctly. And implementing the flash sale concept creates sensation and urgency, encouraging users to "play" with the opportunity to get products at discounted prices for a limited time.

2. Literature Review

2.1 Buying decision

An action taken by consumers to carry out the activity of purchasing a product is the definition of a purchasing decision. The meaning of a purchasing decision by consumers is an activity of selecting from several alternative solutions to a problem with a real follow-up. After carrying out alternative selection activities, consumers can evaluate the choices and consumers can take the attitude that will be taken next (Safitri, 2018).

2.2 Live Streaming

According to Agustina (2018), livecasting (live broadcasting/ live video streaming) is a continuation of the video content trend on social media. Initially, livecasting was used by people to share about their personal lives on the internet using many devices and still relying on video cameras and personal computers. However, currently the devices used to do livecasting are easier, and can use smartphones. Not only does it have advantages in terms of convenience, live video streaming can also be a medium used to convey videos to large audiences (Damanik et al., 2023).

2.3 Free Shipping Vouchers

The free shipping program is a promotional program carried out by various e-commerce companies in collaboration with sellers to stimulate consumers to make transactions. Free shipping promos are another form of sales promotion that provides offers to stimulate consumers to make product purchases and increase the number of products purchased by consumers. according to Amalia & Wibowo (2019). This free shipping program promo means that consumers

do not need to spend additional money on shipping costs. according to Maulana & Asra (2019). So that with this promotion, it is hoped that it can influence consumers in purchasing decisions and this free shipping program has many positive impacts on sellers, starting from increasing the number of sales and bringing in new customers (Yelta & Yamini, 2023).

2.4 Promotion

Promotion is one part of a series of marketing activities for a product or service. Promotion is a field of marketing activity and is a communication carried out by a company to buyers or consumers that includes news (information), persuasion (persuasion) and influence (influencer). All these activities aim to increase sales, no matter how good a product is, if consumers have never heard of it and are not sure that the product or goods will be useful for them, then they will never buy it (Brata et al., 2017).

2.5 The Effect of Live Streaming on Purchasing Decisions

Ahmadi & Hudrasyah (2022) stated that Live Streaming is also one of the promotional strategies on TikTok Shop. TikTok Shop Live Streaming is a process carried out with a working concept like an exclusive broadcast on TikTok Shop. Currently, TikTok Shop has made live streaming a new trend in online shopping, because through this feature sellers and buyers can interact in two directions. For brands and merchants in the fashion category, for example, users can directly ask about the materials and sizes of a product and can be answered directly by the merchant. The hypothesis is strengthened by using previous research conducted by Yunita & Subiyantoro, (2024).

H1: Live Streaming has a positive and significant impact on purchasing decisions.

2.6 The Effect of Free Shipping Vouchers on Purchasing Decisions

Amalia & Wibowo (2019) stated that the free shipping program is a promotional program carried out by various e-commerce companies in collaboration with sellers to stimulate consumers to make transactions. Free shipping promos are another form of sales promotion that provides offers to stimulate consumers to make product purchases and increase the number of products purchased by consumers. This free shipping program promo means that consumers do not need to spend additional money on shipping costs. according to Maulana and Asra (2019). The hypothesis is strengthened by using previous research (Ramadhan & Hilwa, 2024).

H2: Free Shipping Vouchers have a positive and significant influence on purchasing decisions.

2.7 The Effect of Promotions on Purchasing Decisions

Promotion is one part of a series of marketing activities for a product or service. Promotion is a field of marketing activity and is a communication carried out by a company to buyers or consumers that includes news (information), persuasion (persuasion) and influence (influencer). All these activities aim to increase sales, no matter how good a product is, if consumers have never heard of it and are not sure that the product or item will be useful for them, then they will never buy it. The hypothesis is strengthened by using previous research (Marlius & Jovanka, 2023).

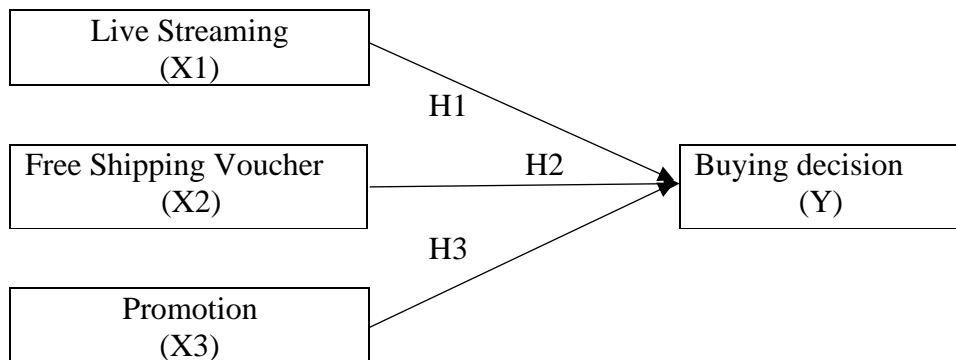


Figure 1. Figure caption figure caption figure caption

3. Method

The research method used in this study is a quantitative research method. The population that is the subject of this investigation is all Regular Morning Students of FEB Untag Semarang, while the sample is 77 people, with the criteria of students aged <20 years to 25 years and using the live streaming feature. The sampling technique implemented is a non-probability sampling approach technique. The researcher distributed questionnaires to the population based on all data from regular morning students from semesters 1 to 7. After distributing the questionnaire to 77 people, 77 individuals provided comprehensive responses. Primary data in the form of a questionnaire is used as a type and technique of data collection. The variable measurement scale uses a Likert scale, with a range of values that are. Hypothesis testing is carried out using statistical processing software. The results of the research instrument accuracy test, namely the validity test and the reliability test, show that all instruments used have met the established standards. This shows that the data produced is reliable and can be used in data analysis. This can be seen from the calculated correlation coefficient values which are all greater than the table correlation coefficient, as well as the Cronbach Alpha value which exceeds 0.60. Thus, it can be concluded that all investigative instruments implemented in this study have been tested for validity and reliability.

4. Result

Research Instrument Testing was carried out with validity and reliability tests, the results of the study showed that the research instruments used had met the validity and reliability test standards, which can be seen that all *r* count values > *r* table and Cronbach Alpha values > 0.60. The lowest *r* count value is 0.534 which means it is still above the *r* table of 0.361 and the lowest Cronbach Alpha value is 0.930 which means it is still greater than 0.60. Multiple Linear Regression The results of data processing using statistical software produce this regression equation:

$$Y = 0,342 X1 + 0,095 X2 + 0,362 X3$$
$$\text{Sign.} = 0,001 0,349 0,001$$

This means that all live streaming variables, free shipping vouchers and promotions have a positive influence on purchasing decisions.

The classical assumption test conducted showed satisfactory results. The normality test produced a Kolmogorov-Smirnov value of 0.094 with a significance p-value (asymp.sig) of 0.086, far above 0.05. This means that the data is normally distributed and worthy of further analysis using parametric methods. In addition, the multicollinearity test did not indicate any problems. All VIF values were below 5, indicating only moderate correlation and tolerance values above 0.10. Likewise with the heteroscedasticity test, which showed a significance value on the independent variables above 0.05, so it can be concluded that there is no heteroscedasticity problem in the regression model used. With the fulfillment of all the classical assumptions, the construction of the regression equation in this study is declared worthy of being tested and interpreted further.

The adjusted determination coefficient (adjusted R Square) reached 0.524 or equivalent to 52.4%, indicating that live streaming, free shipping vouchers, and promotions together influenced purchasing decisions by 52.4%, while the remaining 46.7% was influenced by other variables not mentioned in this study. The positive calculated F value of 28.872 with a significance of 0.001 indicates that the estimated regression model is feasible or fit to explain the influence of independent variables on the dependent variable, considering that the significance value of 0.001 is smaller than 0.05.

Hypothesis testing in this study was conducted using the t-statistic procedure through the bootstrapping method. This approach basically aims to identify how much influence exogenous (independent) variables have on endogenous (dependent) variables.

Table 1. Hypothesis Test Results

| No. | Model | Standardized Coefficients | t-statistics | Sig. |
|-----|---|---------------------------|--------------|-------|
| 1 | Live Streaming (X1)→ Purchase decision (Y) | 0,503 | 10,362 | 0,001 |
| 2 | Free Shipping Voucher (X2)→ Purchase decision (Y) | 0,131 | 2,748 | 0,008 |
| 3 | Promotion (X3)→ Purchase decision (Y) | 0,517 | 13,926 | 0,001 |

The results of the hypothesis testing show partial for the variables (live streaming, free shipping vouchers, and promotions), where all variables show a significant positive influence. Partial testing for the live streaming variable shows a t-count value of 10.362 with a positive direction. The significance value obtained is 0.001, less than 0.05. Thus, it can be concluded that live streaming has a significant positive influence on purchasing decisions.

he results of the partial testing for the free shipping voucher variable produce a t-count value of 2.748 with a positive direction. The significance value obtained is 0.008, less than 0.05. This indicates that free shipping vouchers also have a significant positive influence on purchasing decisions.

The results of the partial testing for the promotion variable produce a t-count value of 13.926 with a positive direction. The significance value obtained is 0.001, less than 0.05. Thus, it can be concluded that promotions have a significant positive influence on purchasing decisions. The basis of the discussion above shows that the promotion variable is known to have the most

dominant influence among other variables, as indicated by the Standardized Coefficients value of 0.517.

5. Discussion

5.1 The Effect of Live Streaming on Purchasing Decisions

Based on the results of the analysis carried out, it shows that hypothesis one can be accepted, meaning that live streaming has a positive and significant effect on purchasing decisions. This can be seen from the calculated t value which is greater than the t table and the significant value is less than 0.05. These results mean that the more intensive or interesting the live streaming watched by students, the more likely they are to make purchases at Tiktokshop, which will increase the decision of Regular Morning Students of FEB Untag Semarang to use the Tiktokshop application (Huang & Suo, 2021). Significant results show that the higher the live streaming from an application, the more important it can be in increasing the purchasing decision of Regular Morning Students of FEB Untag Semarang. This indicates that live streaming refers to an interactive marketing strategy that can increase engagement, trust, and encourage purchasing decisions faster and more effectively than conventional marketing methods (Addison & Aprilianty, 2022). These results mean that the decision of Regular Morning Students of FEB Untag Semarang to use the Tiktokshop application is considered the result of an evaluation carried out on the live streaming provided. If students feel that the application meets or even exceeds their expectations, the decision to use the TikTok application will be higher. Therefore, it is important for the FEB Untag Semarang campus to continue to monitor these factors and listen to student feedback to continue to improve live streaming, so that it can maintain and increase the acceptance of the TikTok application among Regular Morning Students of FEB Untag Semarang (Sarumpaet & Sudjiman, 2024).

5.2 The Influence of Free Shipping Vouchers on Purchasing Decisions

Based on the results of the analysis carried out, it shows that hypothesis two can be accepted, meaning that free shipping vouchers have a positive and significant effect on purchasing decisions. This can be seen from the calculated t value which is greater than the t table and the significant value is less than 0.05. These results mean that with the attractive free shipping voucher offer from TikTok Shop, it can increase the decision of regular morning students of FEB UNTAG Semarang to make purchases on the TikTok Shop application (Basalamah & Millaningtyas, 2021). Significant results show that the increasingly attractive free shipping voucher offer for an application can be a factor that plays an important role in increasing purchasing decisions on the TikTok Shop application from regular morning students of FEB UNTAG Semarang (Erpurini et al., 2022). These results indicate that attractive free shipping vouchers are often related to the ease of obtaining shipping cost discounts, making students tend to prefer making purchases at TikTok Shop which allows them to get more value from each transaction. Clear and easy-to-use free shipping voucher offers are also important factors, and make students more likely to make purchases if the voucher claim and use process takes place without obstacles or confusion (Alkatiri & Ramdan, 2022). Therefore, by ensuring that free shipping voucher offers in the TikTok Shop application are easily accessible and usable, companies can build stronger relationships with consumers and stimulate repeat purchases.

Investment in promotional strategies and ease of use of free shipping vouchers are key to increasing the appeal and acceptance of the TikTok Shop application among regular morning students of FEB UNTAG Semarang.

5.3 The Effect of Promotions on Purchasing Decisions

Based on the results of the analysis conducted, the third hypothesis can be accepted, indicating that promotion has a positive and significant influence on purchasing decisions. This is evident from the calculated t value which is greater than the t table and the significance value is smaller than 0.05. This finding implies that with the presence of intensive and attractive promotions from TikTok Shop, which are aimed at increasing the attractiveness of products and offers for students, it will significantly increase purchasing decisions among regular morning students of FEB UNTAG Semarang (Hastuti & Anasrulloh, 2020). Based on the results of the analysis conducted, the third hypothesis can be accepted, indicating that promotion has a positive and significant influence on purchasing decisions. This is evident from the calculated t value which is greater than the t table and the significance value is smaller than 0.05. This finding implies that with the presence of intensive and attractive promotions from TikTok Shop, which are aimed at increasing the attractiveness of products and offers for students, it will significantly increase purchasing decisions among regular morning students of FEB UNTAG Semarang (Fernando & Simbolon, 2022). These significant results indicate that the effectiveness of the promotional strategy implemented by TikTok Shop is a crucial factor in driving purchasing decisions among students. The more attractive and relevant the promotion offered, the more likely students are to make purchases through the application. Effective promotions can be in the form of discounts, vouchers, loyalty programs, or creative promotional content that goes viral on social media. Thus, TikTok Shop needs to continue to innovate in designing promotional strategies that suit the preferences and needs of students as its main target market. A high level of promotion can also be related to how the promotion is communicated to users (Permana, 2017). Promotions that are communicated in a clear, easy-to-understand, and attractive manner will be more effective in influencing purchasing decisions. Therefore, by improving the quality and attractiveness of promotions, TikTok Shop can increase the adoption and use of the application among FEB UNTAG Semarang students (Widjanarko & Saputra, 2023). It is important for TikTok Shop to continue to monitor and analyze the effectiveness of the promotional strategies implemented, and make the necessary adjustments to achieve optimal results.

6. Conclusion

This study concludes that live streaming, free shipping vouchers, and promotions have a positive and significant influence on purchasing decisions in the use of the TikTok Shop application by regular morning students of the Faculty of Economics and Business, UNTAG Semarang. These results indicate that the more effective the promotional strategy implemented, the easier the transaction access provided, and the more attractive the incentives in the form of free shipping vouchers, the consumer's decision to make a purchase will also increase. These findings provide valuable insights for e-commerce platforms, especially TikTok Shop, in developing more innovative and data-based marketing strategies. Live streaming has proven to be not only an interactive feature, but also a marketing tool that can increase consumer

engagement and build trust in products. On the other hand, the free shipping voucher program is an important factor that drives purchasing decisions, considering that consumers tend to be more interested in making transactions when they feel they get more value from their purchases. In addition, an effective promotional strategy is also a key element in attracting consumer attention and creating the urge to buy products more intensively. However, this study has several limitations that need to be considered in interpreting the results. First, this study only focuses on the population of regular morning students of FEB UNTAG Semarang, so the generalization of the results to a wider population is still limited. Therefore, future research can enrich the understanding of digital consumption patterns by considering more complex psychological and behavioral aspects of consumers.

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