

THE INFLUENCE OF VIDEO ADVERTISING, PRICE DISCOUNTS AND FREE TIKTOK SHOP SHIPPING ON PURCHASE INTEREST OF NORTH SUMATRA UNIVERSITY STUDENTS

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Abstract

TikTok Shop is an e-commerce platform highly sought after by Indonesian consumers, with a significant presence in the global market. This research seeks to evaluate the impact of video advertising, discounts, and free shipping on purchasing intent among students at the University of North Sumatra. Employing a quantitative methodology, this study utilized a sample of 100 students who are TikTok users. The sampling technique employed was purposive sampling, with 100 respondents participating. Primary data was collected through questionnaires distributed via Google Form, complemented by secondary data from existing literature. The research involved testing the reliability and validity of the research instrument, assessing classical assumptions, and analyzing hypotheses through multiple linear regression in SPSS. The findings demonstrate that video advertising, discounts, and free shipping exert a significant and positive influence on the purchasing intent of University of North Sumatra students, both individually and collectively. The results of the F-test indicate that the three independent variables jointly account for a substantial 47% influence on the purchasing intent of University of North Sumatra students.

Keywords: Discounts, Free Shipping, Video Advertising

1. INTRODUCTION

Current technological landscape is characterized by its relentless and swift development, reshaping the way we conduct business and interact with the digital world. Notably, as of 2021, Indonesia has emerged as a global leader in e-commerce, boasting a remarkable 89.2% share of e-commerce users (Dewi Astuti, 2022). This surge in e-commerce participation underscores the nation's growing digital economy and highlights the pivotal role that online marketplaces now play in the lives of Indonesian consumers. It reflects a paradigm shift in consumer behavior and a rising demand for online shopping platforms. Indonesian consumers are increasingly relying on e-commerce platforms for convenience, variety, and accessibility, making the e-commerce sector a critical component of the nation's economic landscape.

Within this dynamic e-commerce ecosystem, TikTok Shop has emerged as a prominent player. TikTok, the brainchild of Zhang Yiming from China, first appeared on the scene in September 2016. It swiftly climbed the ranks, achieving recognition as one of the top five most downloaded free apps and capturing the number one position in the entertainment category on the App Store (Dewa & Safitri, 2021). This meteoric rise is a testament to the platform's appeal and its ability to engage users through innovative and entertaining short-form videos. As TikTok's user base and influence expanded, the platform introduced TikTok Shop in April 2021, marking a significant evolution. TikTok Shop's primary function is to facilitate e-commerce transactions within the TikTok app, streamlining the buying and selling process for both users and sellers (Nufus & Handayani, 2022). This innovation marries the realms of social media and e-commerce, creating a seamless shopping experience.

TikTok Shop distinguishes itself from traditional e-commerce platforms in various ways. Contrary to independent e-commerce sites or apps, TikTok Shop functions within the TikTok platform. This unique position allows brands and merchants to harness the power of short videos to promote their products and engage in real-time shopping with their TikTok followers (Novalia et al., 2021). Furthermore, TikTok Shop fosters collaboration between these brands and TikTok content creators, enabling them to tap into the vast potential of influencer marketing. The feature showcases a diverse array of products, encompassing established brands and small businesses, all accessible to users (Murjiati, 2021). Moreover, TikTok Shop introduces a live shopping element, mirroring the interactive shopping experiences offered in physical stores. Users can directly purchase products during live sessions while enjoying various promotional offers and the excitement of winning attractive prizes.

Preliminary research findings have unveiled a compelling trend—the amalgamation of TikTok's promotional strategies and the ease of purchasing on the platform has a pronounced effect on student consumers. This piqued the curiosity of the researcher, prompting a deeper investigation into the extent to which video advertising, in the form of product introductions, combined with discounts and free shipping incentives, can influence the buying intentions of university students on TikTok Shop. This research will delve into the nuances of how these marketing techniques impact consumer behavior among the student demographic, potentially shedding light on broader trends in the e-commerce landscape, and offering valuable insights to businesses seeking to tap into this market.

The overarching aim of this study is to contribute to a deeper understanding of the intricate interplay between video advertising, discounts, and free shipping in influencing the purchasing intentions of university students within the dynamic context of TikTok Shop. By scrutinizing the impact of these marketing strategies on the consumer behavior of this specific demographic, our research aspires to unearth valuable insights that can aid e-commerce businesses in crafting effective marketing campaigns and strategies. Ultimately, this investigation seeks to enrich the broader discourse on e-commerce trends and provide actionable recommendations for both academic scholars and industry practitioners.

2. LITERATURE REVIEW

2.1. Video Advertising

Video advertising is a form of advertising that utilizes the internet to deliver marketing messages and promotions to consumers. Perloff, as cited in (Syam, 2022), states that one of the implementation activities of persuasive communication is promotional or advertising activities, which share the same meaning, i.e., efforts by communicators to persuade others to change their behavior.

2.2. Discounts

Discounts refer to savings offered to consumers from the regular price of a product (Armstrong & Kotler, 2016). According to Perreault Jr, Cannon, & McCarthy (2015), discounts are price reductions provided by the seller to the buyer for not performing specific marketing functions or carrying out marketing functions on their own. Discounts are a form of sales promotion frequently applied by marketers in both offline and online retail environments, primarily targeting end consumers. As explained by Hilbert,

Noordewier, & van Dijk (2022), discounts can take the form of percentage reductions or fixed monetary amounts deducted from the regular price.

2.3. Free Shipping

Shipping costs are charges imposed by the seller on the customer for the delivery of goods or services during the buying and selling process (Utami & Hidayat, 2018). According to Saputra, as described in Walga & Siregar (2023), free shipping is a strategy employed by marketplaces to enhance their appeal, aiming to entice and encourage consumers to make purchasing decisions.

2.4. Purchase Intent

Purchase intent is a consumer behavior in which consumers have a desire to choose, use, and consume or even possess a product being offered (Armstrong & Kotler, 2016). As defined by Fitriah (2018), purchase intent is created by making something register in the consumer's mind, turning it into a strong desire through motivation. Purchase intent is seen as something that emerges naturally after being stimulated by a product that the consumer has seen, sparking the desire to buy and possess it (Febriani & Dewi, 2018).

2.5. Conceptual Framework

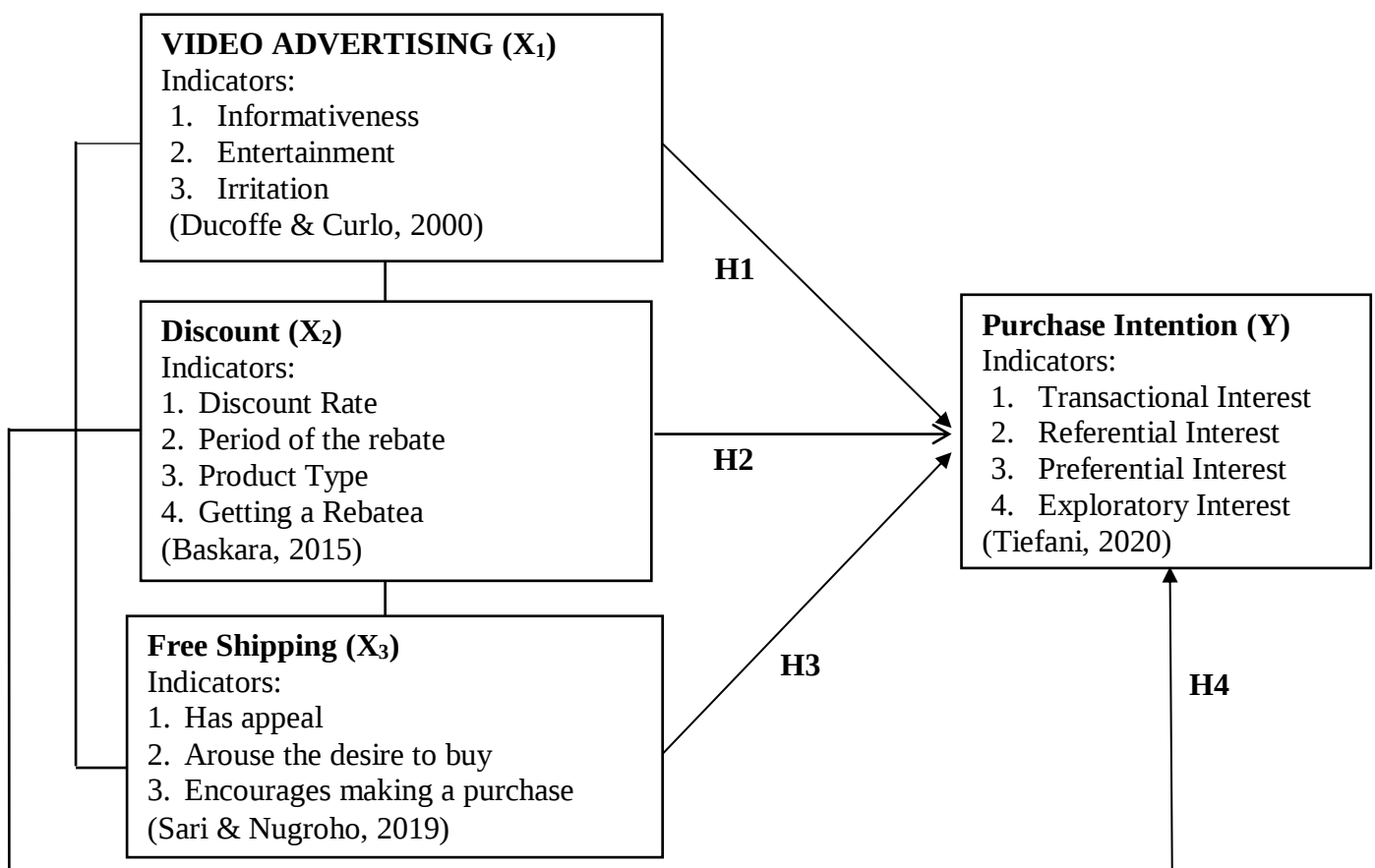


Figure 1. Conceptual Framework

Based on the conceptual framework, this study proposes several hypotheses:
H1 : Video advertising has a significantly positive effect on purchase intention.

- H2 : Discount has a significantly positive effect on purchase intention.
H3 : Free shipping has a significantly positive effect on purchase intention.
H4 : Video advertising, discounts and free shipping have a significantly positive effect on purchase intention.

3. RESEARCH METHODS

This research employs a quantitative approach with an associative method. The focus of the study is on students at the University of North Sumatra who use the TikTok application. The sample selection is carried out through non-probability sampling, specifically using a purposive sampling strategy. This strategy led to the inclusion of 100 University of North Sumatra students as the research sample. To assess the instruments used for collecting responses, a Likert scale is applied. The research methodology also involves employing research tools and analysis methods, including classic assumption testing, multiple linear regression analysis, and hypothesis testing. This hypothesis testing comprises the F-test, T-test, and R2 test.

In this study, the subjects are University of North Sumatra students who are users of the TikTok application. The research sample, consisting of 100 students, is selected using non-probability sampling with a purposive sampling approach. The data collection process involves the application of a Likert scale to evaluate the respondents' instruments (Ferdinand, 2014). Furthermore, the research methodology incorporates various analytical tools, such as classic assumption testing, multiple linear regression analysis, and hypothesis testing, which includes the F-test, T-test, and R2 test.

4. RESULTS AND DISCUSSION

To substantiate this phenomenon, a preliminary study was conducted involving 15 TikTok users as respondents, as outlined in Table 1.

Table 1. Preliminary Study Results for TikTok Users

Questions	Percentages
Video advertising is very interesting, so it raises my buying interest to shop at TikTok Shop.	53,3 %
In the TikTok Shop application, there are many discounts compared to other marketplaces.	46,7 %
In the TikTok Shop application there is free shipping so that it raises my buying interest in Tiktok Shop.	53,3 %
The purchase process at TikTok Shop is very fast and not complicated	60 %

4.1. Research Results

4.1.1. Research Instrument Test

The following are the results of the validity test of the research instrument for each variable:

Table 2. Validity Test Results

No	Video Advertising	r-statistic	r-table	Information
1	X1.1	0,801	0,196	Valid
2	X1.2	0,871		Valid
3	X1.3	0,887		Valid
4	X1.4	0,868		Valid
No	Discount	r-statistic	r-table	Information
1	X2.1	0,761	0,196	Valid
2	X2.2	0,809		Valid
3	X2.3	0,871		Valid
4	X2.4	0,853		Valid
No	Free Shipping	r-statistic	r-table	Information
1	X3.1	0,843	0,196	Valid
2	X3.2	0,900		Valid
3	X3.3	0,835		Valid
No	Purchase Intention	r-statistic	r-table	Information
1	Y1.1	0,727	0,196	Valid
2	Y1.2	0,789		Valid
3	Y1.3	0,818		Valid
4	Y1.4	0,651		Valid
5	Y1.5	0,196		Valid

The table above shows that all statement items on each variable have an r-statistic value greater than the r-table (0.196) with an alpha value of 0.05 (5%), so that all statement instruments on all variables are declared valid and suitable for use to measure research variables and given to respondents. After testing the validity of the instrument, the reliability test is then carried out. The following are the results of instrument testing from the reliability test of each variable:

Table 3. Reliability Test Results

No	Variable	Cronbach's Alpha	Significance	Information
1	Video advertising	0,877	0,6	Reliable
2	Discount	0,870	0,6	Reliable
3	Free Shipping	0,824	0,6	Reliable
4	Purchase intention	0,822	0,6	Reliable

4.1.2. Classical Assumption Test

The Kolmogorov-Smirnov test is employed to determine whether the results of this study follow a normal distribution. The results of the normality test are as follows:

Table 4. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	2.62487811
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.062
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Asymp has successfully obtained the results of the Kolmogorov-Smirnov non-parametric test, which is used to assess the normality of the data. The two-tailed p-value is 0.200, indicating that this value is significantly higher than the 5% threshold, represented as $0.200 \geq 0.05$ in this context. Therefore, it is reasonable to conclude that the research data follows a normal distribution, and the following tests can proceed.

Additionally, the multicollinearity test, which aims to determine the presence of multicollinearity in the independent variables, is based on whether the VIF (Variance Inflation Factor) values are greater than 10. Conversely, if VIF is less than 10, it indicates the absence of multicollinearity. The results of the multicollinearity test are presented in the following table:

Table 5. Multicollinearity Test Results

Research Model	Tolerance	VIF	Description
Video Advertising (X1)	0,694	1.441	No symptoms of multicollinearity
Discounts (X2)	0,507	1.972	No symptoms of multicollinearity
Free Shipping (X3)	0,535	1.869	No symptoms of multicollinearity

The table above illustrates that the Tolerance values for all independent variables are 0.10, and the VIF values for all independent variables do not exceed 10. Based on these findings, it can be concluded that there is no evidence of multicollinearity in any of the independent variables, which include the factors of video advertising (X1), discounts (X2), and free shipping (X3).

Subsequently, the research conducted a heteroskedasticity test using a scatter plot, as depicted in Figure 2 below:

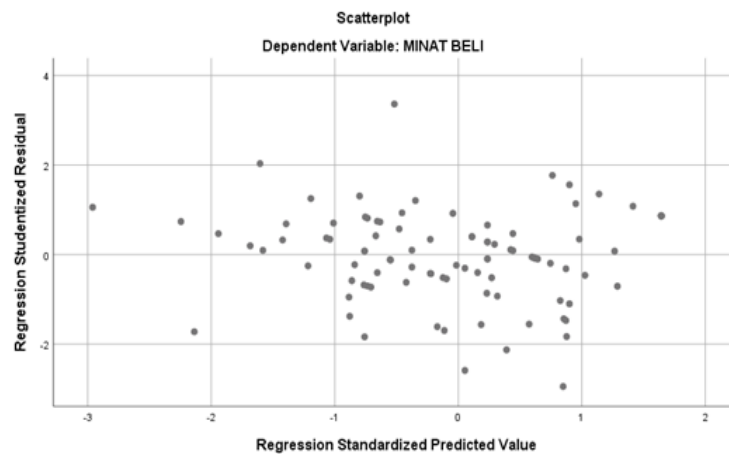


Figure 2. Heteroscedasticity Test Results

The image above demonstrates that the data distribution in the research does not exhibit any discernible pattern. We can conclude that the assumption is correct because there is no evidence of heteroscedasticity in the regression model used in this investigation, indicating that the assumption can be trusted.

4.1.3. Multiple Linear Regression Analysis

The following are the results of multiple linear regression analysis between the variables: video advertising (X1), discounts (X2), and free shipping (X3) on TikTok Shop, with purchase intent (Y) among the students of the University of North Sumatra.

Table 6. Multiple Linear Regression Analysis Results

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	5.333	1.527		3.493	0,001
Video Advertising	0,382	0,109	0,313	3.516	0.001
Discount	0,255	0,102	0,261	2.502	0.014
Free Shipping	0,311	0,129	0,245	2.411	0.018

a. Dependent Variable: Purchase Intention

Based on the results of the multiple linear regression analysis in the table above, the following equation model is generated:

$$Y = 5.333 + 0.382 X1 + 0.255 X2 + 0.311 X3$$

From the above equation, it can be interpreted as follows:

- The constant coefficient is 5.333, meaning that when the independent variables Video Advertising (X1), Discount (X2), and Free Shipping (X3) are all equal to 0, the Purchase Intent (Y) is 5.333.

- b. The regression coefficient for Video Advertising (X1) is 0.382, which means that for every 1-unit increase in X1, Purchase Intent (Y) increases by 0.382. The positive coefficient implies a positive relationship between the Video Advertising (X1) variable and Purchase Intent (Y). The higher the value of X1, the higher the value of Y.
- c. The regression coefficient for Discount (X2) is 0.255, signifying that for every 1-unit increase in X2, Purchase Intent (Y) increases by 0.255. The positive coefficient indicates a positive relationship between the Discount (X2) variable and Purchase Intent (Y). The higher the value of X2, the higher the value of Y.
- d. The regression coefficient for Free Shipping (X3) is 0.311, indicating that for every 1-unit increase in X3, Purchase Intent (Y) increases by 0.311. The positive coefficient suggests a positive relationship between the Free Shipping (X3) variable and Purchase Intent (Y). The higher the value of X3, the higher the value of Y.

4.1.4. Hypothesis Testing

The t-test (partial) is employed to assess the individual influence of the independent variables: Video Advertising (X1), Discount (X2), and Free Shipping (X3) on Purchase Intent (Y) among students at the University of North Sumatra. The significance level used is 5% or 0.05 (two-tailed), with degrees of freedom $df = nk = 96 (100-4)$, resulting in a t-table value of 1.984. The results of the t-test are presented in Table below:

Table 7. Partial Significance Test (t test)

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	7.741	1.628		4.755	0,000
Video Advertising	0,692	0,101	0,568	6.829	0,000
Discount	0,573	0,080	0,587	7.177	0,000
Free Shipping	0,724	0,106	0,569	6.850	0,000

a. Dependent Variable: Purchase Intention

- a. The results of the partial test show that the significance of the influence of video advertising (X1) on purchase intent (Y) is 0.000, which is less than 0.05, and the t-statistic value of 6.829 is greater than the table t-value of 1.984. This indicates that the video advertising variable (X1) has a positive and significant influence on purchase intent (Y) in the TikTok Shop application. Therefore, it can be concluded that Ha1 is accepted, and H01 is rejected.
- b. The partial test results reveal that the significance of the influence of Discounts (X2) on purchase intent (Y) is 0.000, which is less than 0.05, and the t-statistic value of 7.177 is greater than the table t-value of 1.984. This indicates that the Discount variable (X2) has a positive and significant influence on purchase intent (Y) in the TikTok Shop application. Consequently, it can be concluded that Ha2 is accepted, and H02 is rejected.
- c. The partial test results demonstrate that the significance of the influence of free shipping (X3) on purchase intent (Y) is 0.000, which is less than 0.05, and the t-

statistic value of 6.850 is greater than the table t-value of 1.984. This implies that the free shipping variable (X3) has a positive and significant influence on purchase intent (Y) in the TikTok Shop application. Thus, it can be concluded that Ha3 is accepted, and H03 is rejected.

The F-test is used simultaneously to determine the significance of the combined influence of video advertising (X1), Discounts (X2), and free shipping (X3) on purchase intent (Y) among students at the University of North Sumatra. If the F- statistic value is greater than the table F-value, and the significance level is less than 0.05, which corresponds to a significance level of $\alpha = 5\%$, it indicates that the independent variables have a significant influence on the dependent variable collectively. The results of the F-test are shown in the following table (simultaneous).

Table 8. Simultaneous Significance Test (F-Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	606.001	3	202.000	28.430	0,000 ^b
Residual	682.109	96	7.105		
Total	1288.110	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Free Shipping, Video Advertising, Discount

Based on the results in the table, it can be observed that the significance of the combined or simultaneous influence of Video Advertising (X1), Discount (X2), and Free Shipping (X3) on the Purchase Intent variable is 0.000, which is less than 0.05, and the obtained F-value is 28.430, exceeding the critical value of 2.70. These results indicate that the independent variables, namely video advertising, Discounts, and free shipping, collectively and simultaneously influence the dependent variable, which is purchase intent.

Additionally, the coefficient of determination test is used to determine how well one variable can explain the variance in another variable, which is referred to as the dependent variable. The results of the coefficient of determination test are presented in the following table.

Table 9. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 ^a	.470	.454	2.666

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Free Shipping, Video Advertising, Discount

Based on the data processing results in Table 4.37, it can be explained that the coefficient of determination (R) obtained in the TikTok Shop application is 0.686. This value indicates that the relationship between video advertising, Discounts, and free shipping with purchase intent is 68.6%, signifying a strong relationship among these variables. Meanwhile, the value of Adjusted R Square or the coefficient of determination

indicates that video advertising, Discounts, and free shipping account for 47% of the variance in purchase intent, while the remaining 53% is influenced by other variables not covered in this study.

4.2. Discussion

4.2.1. The Effect of Video Advertising on Purchase Intent

Based on the results of the partial test (t-test), the t-statistic value of 6.829 is greater than the t table of 1.984 or $6.829 > 1.984$ and has a significant value of $0.000 < 0.05$, which means H_{a1} is accepted. So, it can be interpreted that video advertising has a positive and significant effect on buying interest (Y), because video advertising has a high appeal so that it directly raises buying interest and creative video advertising such as advertisements that use illustrations, shapes, colors and modern layouts, do not seem monotonous will have an influence on consumer buying interest.

The results of this study are in line with the theory used as the theoretical basis put forward by Armstrong & Kotler (2016) which states that advertising is an important aspect because it can provide information, persuade, and remind consumers so that it can increase consumer buying interest. The results of this study are also supported by previous research conducted by Syam (2022) entitled the effect of video advertising on consumer buying interest with the results of research on video advertising variables and free shipping has a significant effect on buying interest. The results of this study are also in line with Firat (2019) entitled YouTube advertising value and its effects on purchase intention with positive results between advertising and purchase intention.

4.2.2. The Effect of Price Discounts on Purchase Intention

In accordance with the results of the partial test (t-test), the t value of 6.850 is greater than the t table of 1.984 or $6.850 > 1.984$ and has a significant value of $0.000 < 0.05$, which means H_{a2} is accepted. So, it can be interpreted that discounts have a positive and significant effect on buying interest (Y), because discounts can attract the attention of consumers to shop for the items they want. With a discount, consumers can buy the items they want at a low price different from the initial price of the item. So that consumers can save their money or can shop to fulfill their other needs.

The results of this study are in line with the theory used as the theoretical basis put forward by Armstrong & Kotler (2016) that discounts are savings offered to consumers from the normal price of a product. In addition, there is another theoretical basis from (Perreault Jr et al., 2015), discounts are a recorded price reduction from sellers to buyers who do not carry out certain marketing functions or do not carry out marketing functions or carry out their own functions. The results of research on discount variables are in line with the research of Yunita, Faadhilah, & Saputra (2022) entitled the influence of online shopping along with discount programs in online shops on consumer behavior. From the results of the study, it was found that the application of discounts can affect the consumer behavior of buyers who are online shopping consumers.

4.2.3. The Effect of Free Shipping on Purchase Intent

Based on the results of the partial test (t-test), the t value of 7.177 is greater than the t table of 1.984 or $7.177 > 1.984$ and has a significant value of $0.000 < 0.05$, which means H_{a3} is accepted. It can be interpreted that Free Shipping has a positive and significant effect on buying interest (Y), because Free Shipping can provide convenience for buyers who don't think about shipping costs anymore even though the store is in a different place

from the buyer's location. By freeing up the shipping costs, consumers automatically only need to pay the price of the items they buy. This is why free shipping is in great demand and will have an influence on consumer buying interest.

The results of this study are in line with the theory used as a theoretical basis put forward by Utami & Hidayat (2018) Postage is the cost of delivering goods or services that are withdrawn by the seller from the customer during the buying and selling process with the shipping costs charged to the customer. In addition, according to Saputra in Walga & Siregar (2023) explains that free shipping is a strategy carried out by the marketplace to increase the marketplace with the aim of attracting and inciting consumers to make purchasing decisions. In addition, consumers who do not have much income, some of them will consider and look for affordable prices when buying. These results also support several previous studies such as the research of Istiqomah & Marlena (2020), Maulana & Asra (2019) and Widodo (2022) which examined how much influence the free shipping promo provided by e-commerce has on purchasing decisions. In addition, in the research of Maulana & Asra (2019) where free shipping promos are able to influence purchasing decisions in e-commerce.

5. CONCLUSION

This study aims to examine the impact of video advertising, discounts, and free shipping through the TikTok application on purchase intention. Data obtained were analyzed using the statistical software SPSS. The results of the analysis indicate that the variables video advertising (X1), discounts (X2), and free shipping (X3) have a significant impact on the purchase intention variable (Y). Video advertising shows a significant positive influence, particularly in terms of informativeness, providing information about products or services, and this significantly affects consumer purchase intention. Discounts also positively influence purchase intention, especially regarding the magnitude of discounts offered when products are discounted, which encourages consumers to make purchases. Free shipping also has a significant positive impact, particularly in stimulating the desire to make a purchase, thanks to the presence of free shipping.

The simultaneous hypothesis results also support the findings that all three independent variables significantly influence purchase intention. Video advertising, discounts, and free shipping have a close relationship, explaining 47% of the variation in purchase intention, while the remaining 53% is influenced by other factors not included in this study. Therefore, recommendations are made to enhance the informativeness of video advertising, consider extending the discount promotion period, and provide more free shipping vouchers to enhance consumer purchase intention in the TikTok shop.

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