

ABSTRACT

TikTok, the social media app from ByteDance, has evolved into an e-commerce platform through its TikTok Shop feature, facilitating transactions directly within the app. In Indonesia, with extensive internet penetration and a rapidly growing e-commerce market, TikTok Shop recorded a Gross Merchandise Value (GMV) of US\$2.5 billion in three months in the first quarter of 2023. Although the e-commerce industry faces challenges such as consumer trust and logistics, promotions such as free shipping have become a key marketing strategy. This study aims to determine consumer perceptions regarding free shipping promotions at TikTok Shop and their influence on purchasing decisions at TikTok Shop Indonesia.

This research is a type of explanatory research, with a quantitative approach. The analysis method used is simple linear regression analysis with one variable, namely free shipping. The sample used in this study used the Cochran formula with accidental sampling technique, because it gave the author freedom with the characteristics sought and obtained 384 respondents. The data collection technique is to distribute questionnaires to respondents.

This research explores how free shipping promotions influence purchasing decisions at TikTok Shop Indonesia. The results are expected to provide new insights for more effective marketing strategies and contribute to the development of marketing science, helping TikTok Shop attract more consumers.

Based on the results of hypothesis testing, it is known that the free shipping promotion has a positive and significant effect on purchasing decisions on the TiktokShop application because the sig value is 0.000 or below 0.05 so H_0 is rejected. H_1 is accepted.

This shows that the better the free shipping promotion offered will increase purchasing decisions on the TiktokShop application. Shipping costs are often one of the main factors influencing consumer purchasing decisions

Keywords: *Promotion, Free Shipping, Purchase Decision, TiktokShop, E-Commerce*