

**THE INFLUENCE OF PRICE, PROMOTION, AND FREE SHIPPING ON PURCHASE DECISIONS AMONG TIKTOK SHOP USERS: A CASE STUDY OF STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF TECHNOLOGY SUMBAWA**Nur Syafitri<sup>1</sup>, and Aris Sugiarto<sup>2</sup><sup>1</sup> University of Technology Sumbawa, Sumbawa, Indonesia<sup>2</sup> University of Technology Sumbawa, Sumbawa, Indonesia**Corresponding Author:**

Aris Sugiarto,

Management Study Program, Faculty of Economics and Business, University of Technology Sumbawa, Indonesia.

Email: [aris.sugiarto@uts.ac.id](mailto:aris.sugiarto@uts.ac.id)**Article Info**

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**Abstract**

This study aims to examine the influence of price, promotion, and free shipping on purchase decisions among students of the Faculty of Economics and Business at the University of Technology Sumbawa who use TikTok Shop. The research employed a quantitative method by distributing questionnaires to 170 respondents and analyzing the data using multiple linear regression. The phenomenon observed is that although price and promotion are often considered the main strategies in marketing, they do not always influence students' purchase decisions. This is presumably because prices on TikTok Shop are relatively fluctuating and promotions frequently appear but are often irrelevant to the consumers' immediate needs, leading students to prioritize direct benefits such as reduced shipping costs. The findings of this study indicate that price and promotion have no significant effect, whereas free shipping has a significant effect on purchase decisions. These results highlight that marketing strategies providing direct benefits to the overall shopping cost, such as free shipping, are more effective in attracting students' purchase interest compared to temporary price reductions or promotions.

**Keywords:** Free Shipping, Price, Promotion, Purchase Decision, TikTok Shop

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## INTRODUCTION

Unemployment The rapid growth of social media has made a significant impact on consumer behavior, particularly in Indonesia, which is ranked fourth globally in social media usage with over 280 million people. One of the platforms that has experienced remarkable growth since 2020 is TikTok, which has over 800 million monthly active users worldwide. It has not only become a popular source of entertainment but has also evolved into a major digital commerce platform. In 2021, TikTok introduced its social commerce feature, TikTok Shop, allowing users to make purchases directly within the app. Despite facing regulatory challenges, TikTok Shop has become one of Indonesia's largest online shopping platforms.

The shift in consumer preferences from traditional platforms like Facebook and Instagram towards TikTok is a notable phenomenon. This has led to the "TikTok poison" trend, where viral content significantly influences consumer purchasing decisions, especially among young people like university students who are highly susceptible to trends. Online shopping has become a preferred lifestyle for many, including students at the Faculty of Economics and Business at the University of Technology Sumbawa, due to its convenience and ease of access to a wide variety of products.

TikTok's aggressive marketing strategies, particularly its product pricing, play a crucial role in attracting consumers who prioritize economic value. The platform often offers competitive prices through live streaming sessions, flash sales, and various other promotions to boost sales. Price is defined as the amount of money customers must pay for a product. It is a key element of the marketing mix that generates revenue. However, the prices on TikTok Shop can be inconsistent; products sold during live sessions are often cheaper than their regular store prices, causing students to wait for these specific moments to make a purchase. This price instability influences students who are sensitive to price and prefer to buy only when it is more affordable.

Promotional activities are another critical marketing strategy used to encourage purchasing decisions. TikTok helps sellers by providing special discounts during live streams, which creates an emotional connection with consumers and leads to significant increases in product purchases. According to Anton Tejakusuma (2010), promotion is an action aimed at increasing sales and is a strategy to persuade potential customers to transact. However, in this study, it was found that promotion does not have a significant effect on purchasing decisions, as promotions are often temporary and may not be relevant to students' immediate needs.

In addition to price and promotion, TikTok Shop offers free shipping, or "gratis ongkir," a major draw for consumers as it eliminates additional delivery costs. This strategy aligns with competitors like Shopee and Lazada, who have long offered similar services. Free shipping makes the total cost of shopping more affordable and can lead to increased purchase frequency and larger transaction sizes. This is particularly effective for students with limited budgets who are sensitive to extra fees.

This research focuses on the students of the Faculty of Economics and Business at the University of Technology Sumbawa, as they are a highly active segment of social media users, particularly on TikTok, for shopping. Their tendency to prioritize economic factors in their purchasing decisions makes them an ideal group to study the influence of price, promotion, and free shipping on consumer behavior. The study aims to analyze how these three factors collectively impact the purchase decisions of TikTok Shop users. It seeks to determine if price, promotion, and free shipping each have a significant influence on purchase decisions. The findings show that while price and promotion did not have a significant effect, free shipping was a powerful and significant driver of purchasing decisions among these students.

## RESEARCH METHOD

This study employs a quantitative research approach with a causal associative method to examine the cause-and-effect relationship between variables. The research design begins with a preliminary study using surveys, interviews, observations, and documentation. The collected data is then used to formulate the background, research questions, literature review, and hypotheses.

The data was collected using questionnaires distributed both offline and online via Google Forms to students who meet specific criteria. The research variables were measured using a 4-point Likert scale to encourage more definitive answers and avoid neutral responses. The variables included Price (X1), Promotion (X2), and Free Shipping (X3) as independent variables, and Purchase Decision (Y) as the dependent variable. The population for this study was all students of the Faculty of Economics and Business at the University of Technology Sumbawa. The sampling technique used was non-probability sampling, specifically purposive sampling, with criteria including being an active student in the Faculty of Economics and Business, being in the 2021-2024 cohort, and having made at least one purchase on TikTok Shop in the last six months.

The minimum sample size was determined using the formula by Hair et al. (2019), which suggests a minimum of 5 to 10 times the number of question items. With 17 indicators, the calculated sample size was 170 respondents. This number is considered feasible based on Sugiyono's (2015) recommendation for a sample size between 30 and 500 respondents.

The data analysis technique involved several stages. First, the research instruments were tested for validity and reliability. Validity was confirmed by comparing the calculated  $r$ -value ( $r_{count}$ ) with the table  $r$ -value ( $r_{table}$ ), where all items were found to be valid because  $r_{count} > r_{table}$  (0.361). Reliability was measured using Cronbach's Alpha, with all variables showing a value greater than 0.60, confirming their reliability.

Next, classical assumption tests were performed, including the normality test, multicollinearity test, and heteroscedasticity test. The data was confirmed to be normally distributed as the Asymp. Sig. (2-tailed) value was 0.200 ( $> 0.05$ ). The multicollinearity test showed that all variables had a Tolerance value  $> 0.01$  and a VIF value  $< 10$ , indicating no multicollinearity. The heteroscedasticity test also confirmed no heteroscedasticity, as the significance values for all variables were greater than 0.05.

Finally, the study used multiple linear regression analysis and hypothesis testing. The T-test was used to test the partial effect of each independent variable on the dependent variable. The results showed that Price and Promotion had no significant effect on purchase decisions, while Free Shipping had a significant effect. The coefficient of determination ( $R^2$ ) was also calculated, indicating that the independent variables collectively explain 5.6% of the variation in the dependent variable.

## RESULTS AND DISCUSSION

### Results

#### Classical Assumption Test

##### 1. Normality Test

The normality test is a Kolmogorov-Smirnov probability value test conducted to measure or determine whether the error term approaches a normal distribution (Ghozali, 2016). The criteria for the normality test are as follows:

- a. If the probability value is  $> 0.05$ , the data are declared normally distributed.
- b. If the probability value is  $< 0.05$ , the data are declared not normally distributed.

**Table 1 Results of Normality Test**

Model	Asympt.Sig. (2-tailed)	Criteria	Description
Unstandardized Residual	0.200	P>0,05	The data are normally distributed.

Source: Processed data, 2025

The result of Asympt. Sig. (2-tailed) is 0.200, which is greater than 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

## 2. Multicollinearity test

The multicollinearity test is conducted using tolerance and VIF values to examine a regression model in order to determine whether there is a correlation among the independent variables. A good regression model should not exhibit correlations between the independent variables.

- a. If the tolerance value is > 0.01 or the VIF value is < 10, multicollinearity does not occur.
- b. If the tolerance value is < 0.01 or the VIF value is > 10, multicollinearity occurs.

**Table 2. Multicollinearity Test Results**

Variable	Criteria	Tolerance	Criteria	VIF	Description
Price (X1)	0.1	0.975	10	1.025	There is no multicollinearity
Promotion (X2)	0.1	0.982	10	1.018	There is no multicollinearity
Free Shipping (X3)	0.1	0.992	10	1.008	There is no multicollinearity

Source: Processed data, 2025

Based on the table above, the price variable has a Tolerance value of 0.975, which is greater than 0.01, and a VIF value of 1.025, which is less than 10. The promotion variable has a Tolerance value of 0.982, which is greater than 0.01, and a VIF value of 1.018, which is less than 10. Meanwhile, the free shipping variable has a Tolerance value of 0.992, which is greater than 0.01, and a VIF value of 1.008, which is less than 10. Therefore, it can be concluded that all independent variables in this study do not experience multicollinearity, as they meet the criteria of a Tolerance value above 0.01 and a VIF value below 10.

## 3. Heteroscedasticity Test

The heteroscedasticity test is a significance value test aimed at examining whether, in a regression model, there is a variance error in the residuals from one observation to another. If the variance of the residuals from one observation to another remains constant, it is referred to as homoscedasticity, whereas if it differs, it is referred to as heteroscedasticity.

- a. If the significance value is < 0.05, heteroscedasticity occurs.
- b. If the significance value is > 0.05, homoscedasticity occurs.

**Table 3. Heteroscedasticity Test Results**

Variable	Sig. Value	Criteria	Description
Price (X1)	0,155	0,05	No heteroscedasticity occurs.
Promotion (X2)	0,800	0,05	No heteroscedasticity occurs.
Free Shipping (X3)	0,274	0,05	No heteroscedasticity occurs.

Source: Processed data, 2025

Based on the table above, the analysis results show that the significance value for the price variable is 0.155, which is greater than 0.05; the significance value for the promotion variable is 0.800, which is greater than 0.05; and the significance value for the free shipping variable is 0.274, which is greater than 0.05. This indicates that the three independent variables in this study do not exhibit symptoms of heteroscedasticity, as all significance values are above the predetermined threshold of 0.05.

4. Linear Regression Analysis

Multiple linear regression analysis was used to measure the influence of the variables Price (X1), Promotion (X2), and Free Shipping (X3). The equation employed in this study is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

**Notes:**

- $\alpha$  = Constant
- $\beta_1 \beta_2 \beta_3$  = Regression Coefficients
- Y = Purchase Decision
- X<sub>1</sub> = Price
- X<sub>2</sub> = Promotion
- X<sub>3</sub> = Free Shipping

**Table 4. Linear Regression Analysis Results**

Model	Unstandardized Coefficients	
	B	Std. Error
(constant)	24.147	5.841
Price (X1)	0.181	0.094
Promotion (X2)	0.069	0.088
Free Shipping (X3)	0.201	0.096
Purchase Decision (Y)		

Source: Processed data, 2025

Based on the data in the table above, the multiple linear regression equation in this study is as follows:

$$Y = 24.147 + 0.181X_1 + 0.069X_2 + 0.201X_3 + e$$

a. Constant ( $\alpha$ )

The constant value of 24.147 indicates that if all independent variables (price, promotion, and free shipping) are assumed to remain unchanged or equal to zero, the purchase decision value is 24.147. This means that even without the influence of the three variables, purchase decisions remain at that level.

b. Price (X1) on Students' Purchase Decisions at the Faculty of Economics and Business

The regression coefficient of the price variable is 0.181, which indicates that every one-unit increase in price will increase purchase decisions (Y) by 0.181 units, assuming other variables remain constant. This positive regression coefficient suggests that the higher the price, the higher the purchase decision.

c. Promotion (X2) on Students' Purchase Decisions at the Faculty of Economics and Business

The regression coefficient of the promotion variable is 0.069. This indicates that every one-unit increase in promotion will increase purchase decisions (Y) by 0.069 units, assuming other variables remain constant. This positive regression coefficient suggests that the higher the promotion, the higher the purchase decision.

d. Free Shipping (X3) on Students' Purchase Decisions at the Faculty of Economics and Business

The regression coefficient of the free shipping variable is 0.201. This indicates that every one-unit increase in free shipping will increase purchase decisions (Y) by 0.201 units, assuming other variables remain constant. This positive regression coefficient suggests that the higher the free shipping benefit, the higher the purchase decision.

### Hypothesis Testing

1. Partial Test (t-test)

According to Sugiyono (2018), the t-test is a partial test of the regression. The **t-test** is conducted to determine the partial effect of each independent variable on the dependent variable. This test indicates the extent to which an independent variable influences the dependent variable.

- a. If the t-value > t-table and the significance value < 0.05, then  $H_0$  is rejected and  $H_1$  is accepted, meaning that there is a significant influence between the independent variable and the dependent variable.
- b. If the t-value < t-table and the significance value > 0.05, then  $H_0$  is accepted and  $H_1$  is rejected, meaning that there is no significant influence between the independent variable and the dependent variable.

**Table 5. T-test Results**

Variable	t-table	t-value	Significance	Decision	Information
Price (X1)	1,974	1.926	0.056	$H_0$ Accepted	Not significant
Promotion	1,974	0.781	0.436	$H_0$ Accepted	Not

(X2)					significant
Free Shipping(X3)	1,974	2.091	0.038	H <sub>0</sub> Rejected	Significant

Source: Processed data, 2025

Based Based on the table above, the explanation of each independent variable on students' purchase decisions at the Faculty of Economics and Business is as follows:

a. Price Variable

Based on the results in the table, the t-value for the price variable is 1.926. Since the t-value is smaller than the t-table value ( $1.926 < 1.974$ ) and the significance value is  $0.056 > 0.05$ , according to the testing criteria, the null hypothesis (H<sub>0</sub>) is accepted and the alternative hypothesis (H<sub>1</sub>) is rejected. Thus, it can be concluded that the price variable does not have a significant effect on purchase decisions among students of the Faculty of Economics and Business.

b. Promotion Variable

Based on the table above, the t-value for the promotion variable is 0.781, where the t-value < t-table ( $0.781 < 1.974$ ) with a significance value of  $0.436 > 0.05$ . According to the testing criteria, H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. Therefore, it can be concluded that there is no significant effect of promotion on purchase decisions among students of the Faculty of Economics and Business.

c. Free Shipping Variable

Based on the table above, the t-value for the free shipping variable is 2.840, where the t-value > t-table ( $2.840 > 1.974$ ) and the significance value is  $0.038 < 0.05$ . According to the testing criteria, the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>1</sub>) is accepted. Thus, it can be concluded that the free shipping variable has a significant effect on purchase decisions among students of the Faculty of Economics and Business.

2. Coefficient of Determination Test (R<sup>2</sup>)

Essentially, the coefficient of determination measures the extent to which the model is able to explain the variance of the dependent variable. The value of the coefficient of determination ranges between 0 and 1. A small Adjusted R<sup>2</sup> value indicates that the independent variables have very limited ability to explain the variation of the dependent variable. Conversely, a value approaching one means that the independent variables are able to provide the necessary information to predict the variation of the dependent variable (Ghozali, 2016).

**Table 6. Coefficient of Determination Test Results**

Model	R	R Squared	Adjusted R Squared
1	0,237	0,056	0,039

Source: Processed data, 2025

Based on the results of the multiple linear regression analysis, the R Square (Coefficient of Determination) value obtained is 0.056 or 5.6%. This indicates that the independent variables (Price, Promotion, and Free Shipping) collectively are able to explain 5.6% of the variation in the dependent variable (Purchase Decision).

## Results

Based on the results of multiple linear regression analysis, the variables Price (X1), Promotion (X2), and Free Shipping (X3) all showed positive coefficient directions toward Purchase Decision (Y). However, only the Free Shipping variable had a statistically significant effect at the 5% significance level. The results of the classical assumption tests indicate that the data met the requirements of normality, were free from multicollinearity, and free from heteroskedasticity, thereby confirming that the model is appropriate for interpretation.

### 1. The Effect of Price on Purchase Decision

The price coefficient value of 0.181 with a significance level of 0.056 ( $> 0.05$ ) indicates that price does not have a statistically significant effect on purchase decisions. Although the relationship is positive—meaning that a more favorable perception of price tends to increase purchase decisions—the strength of this effect is insufficient to reach statistical significance.

One possible explanation is the fluctuating nature of prices on TikTok Shop, particularly during flash sales, live streaming events, or major promotional campaigns. These fluctuations encourage students to delay purchases until what they perceive as the “right time,” rather than relying on the regular listed price. Consequently, price does not serve as a direct trigger for purchase but rather as a secondary consideration following promotions or free shipping offers.

Moreover, many students are accustomed to comparing prices across multiple e-commerce platforms such as Shopee, Lazada, or Tokopedia. Since TikTok Shop prices are often relatively similar, they do not constitute a decisive factor. Instead, students tend to prioritize tangible benefits such as free shipping or overall discounts, rather than minor price differences of a few thousand rupiah.

The findings of this study reveal that price does not significantly influence purchase decisions among TikTok Shop users who are students. This result is consistent with the studies of Devina Pramesti Pangindaran (2023) and Yoeliastuti (2021), both of which also found that price does not exert a significant effect on purchase decisions. This may be attributed to the tendency of consumers, particularly students, to focus more on factors such as promotions, free shipping, or current trends rather than price alone. Additionally, the frequent presence of sudden discounts and flash sales on TikTok Shop may diminish the role of regular product prices as a reference in purchase decision-making.

### 2. The Effect of Promotion on Purchase Decision

The promotion coefficient value of 0.069 with a significance level of 0.436 ( $> 0.05$ ) indicates that promotion does not significantly affect purchase decisions. Nevertheless, the positive coefficient direction suggests that better perceived promotions are associated with a greater likelihood of purchase, although the effect remains weak.

Several factors may explain this phenomenon. First, promotions on TikTok Shop are often temporary and time-limited, and they may not always align with students' needs at the given moment. For example, a product may be heavily discounted, but if students do not need the product, the promotion does not stimulate purchase.

Second, the frequent occurrence of promotions may reduce their urgency. Students may begin to perceive promotions as a routine feature that will always be available, thereby diminishing the sense of immediacy that typically drives consumer behavior. As a result, the effectiveness of promotions in stimulating purchases weakens.

Third, some promotions are perceived as less valuable relative to their conditions. For instance, a small discount that requires a high minimum purchase threshold may not appeal to students with limited budgets. In such cases, students are more likely to wait for promotional offers that provide greater direct benefits or to value factors such as free shipping more highly.

This study found that promotion does not significantly affect purchase decisions. These findings contrast with those of Devina Pramesti Pangindaran (2023) and Yoeliastuti (2021), both of whom reported significant promotional effects on purchase decisions. The discrepancy may be attributed to the characteristics of respondents in this study, who tend to make purchases primarily during free shipping programs or direct price cuts offered in live streaming sessions. Consequently, promotions not directly tied to cost savings may exert little influence on purchase decisions. Additionally, the overexposure to promotions on social media may further diminish their urgency among consumers.

### 3. The Effect of Free Shipping on Purchase Decision

The free shipping variable has a coefficient value of 0.201 with a significance level of 0.038 ( $< 0.05$ ), indicating a positive and statistically significant effect on purchase decisions. This means that the more frequently consumers receive free shipping facilities, the more likely they are to make purchases on TikTok Shop.

Free shipping provides direct and tangible benefits by reducing the total cost of purchase. For example, without free shipping, students may need to pay an additional IDR 10,000–20,000 in delivery fees. With free shipping, however, they perceive a substantial benefit that feels more meaningful than small product discounts.

Moreover, delivery costs often act as a barrier to purchase. Students living in areas with high shipping fees, in particular, benefit significantly from free shipping programs. In some cases, they decide to buy a product not merely because of its low price, but because the elimination of delivery fees makes the total cost more affordable.

Unlike the other two variables, free shipping is proven to have a positive and significant effect on purchase decisions. These findings support the studies of Intan Febriah (2023), Tusanputri (2021), and Hasanah (2021), all of which concluded that free shipping programs reduce additional cost barriers and encourage consumers to purchase. Given that students often have limited budgets, they are more likely to be motivated to buy when shipping fees are waived, making free shipping a critical factor in enhancing purchase intentions.

## CONCLUSION

Based on the results of the study regarding the influence of Price, Promotion, and Free Shipping on purchase decisions among students of the Faculty of Economics and Business, University of Technology Sumbawa, who use the TikTok Shop platform:

### 1. The Influence of Price on Students' Purchase Decisions

The findings indicate that price has a positive but not significant effect on students' purchase decisions. This means that students' perceptions of price affordability, price-quality suitability, and price competitiveness tend to increase their intention to purchase; however, price is not the main determinant of purchase decisions. This may be due to the relative homogeneity of prices on TikTok Shop, which leads students to consider other factors, such as free shipping facilities or product quality, rather than price alone.

### 2. The Influence of Promotion on Students' Purchase Decisions

Promotion on TikTok Shop shows a positive but not significant effect on students' purchase decisions. Although promotions can attract attention and provide encouragement to buy, the results of this study suggest that existing promotions are not intensive or relevant enough to significantly influence students' purchasing behavior. Factors such as the accuracy of promotion targeting, consistency of offers, and relevance to students' needs may determine their effectiveness.

### 3. The Influence of Free Shipping on Students' Purchase Decisions

Free shipping is proven to have a positive and significant effect on students' purchase decisions. This implies that free shipping programs serve as a tangible incentive that drives

students to make purchases. By eliminating additional delivery costs, free shipping makes purchases more attractive to students, particularly those with limited budgets.

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