

## **The Influence Of Tiktok Live Video Streaming, Price Discounts, And Free Shipping On Purchase Decisions**

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### **Abstract**

This research is motivated by the trend of Tiktok during the COVID-19 pandemic. This trend can be used to overcome economic problems due to declining public purchasing power. The purpose of this study was to determine the effect of live video streaming on Tiktok, discounted prices, and free shipping on online purchasing decisions. The population of this study is Skintific product users in DKI Jakarta who buy products on the Tiktok live platform. The sampling method used was purposive sampling. The samples obtained were 114 respondents. Based on the results of this study it was found that Tiktok live video streaming and free shipping have a positive and significant effect on purchasing decisions. Meanwhile, price discounts have no effect on purchasing decisions. The results of this study can be used by related sellers as a consideration for increasing sales through increasing consumer purchasing decisions.

### **Keyword**

Tiktok live video streaming, discounted prices, free shipping, and purchasing decisions

### **INTRODUCTION**

At the end of 2019, Indonesia experienced a decline in economic aspects (Nasution et al., 2020), one of which was that many companies suffered losses due to the declining purchasing power of the people. This problem needs to be addressed, one of which is by increasing purchasing power through purchasing decisions. The purchase decision is the act of purchasing a product from the seller, the buyer's decision is strongly influenced by the social, personal and psychological conditions of the buyer (Tusanputri & Amron, 2021). The higher the decision level of consumers, the sales volume will increase. Therefore, to get high profits, companies need to take into account consumer decisions about the products or outputs they sell.

During this pandemic, there is an application that can solve this problem, namely the Tiktok application. Tiktok is an application made by the Chinese state that is currently becoming a trend. Initially the Tiktok application was created only for entertainment. But the market competition is getting tougher, now Tiktok is starting to develop its features by adding online shopping and live video streaming features in it to promote products more effectively. Tiktok has become an effective promotional medium in this online age, especially in increasing product sales (Azizah et al., 2021; Endarwati & Ekawarti, 2021; Nufus & Handayani, 2022). Therefore, the online shopping feature on Tiktok, commonly known as Tiktok Shop, is being widely used by the public.

Referring to economic problems due to people's purchasing power. This causes researchers to want to combine Tiktok trends as an effort to overcome this problem. Buyer decisions need to be analyzed in depth to find out the factors that influence them. This is the background of the purchase decision that needs to be examined in this research, so that it can be used as a consideration for entrepreneurs to increase the buyer's decision to achieve business targets. This research will test the influence of Tiktok live video streaming, price discounts, and free shipping on purchasing decisions. This variable has been studied before, that live video streaming (Prajana et al., 2021), discounts or discounts (Ramadhan et al., 2021), and free shipping (Tusanputri & Amron, 2021) have an influence on purchasing decisions.

However, other research is contradictory, namely live video streaming (Widya & Riptiono., 2019), discounted prices or discounts (Prastiwi et al., 2019), and free shipping (Sari., 2022) have no effect on purchasing decisions. This study experienced inconsistent results, so this research needs to be re-analyzed.

The urgency of this research is that the researcher wants to see how far the buyer's motivation is in buying goods if there is live video streaming, price discounts, and free shipping. So it can be concluded that the main influence of the community is in buying products on the Tiktok Shop application. This research will be conducted in the DKI Jakarta area, because DKI is the area with the majority of internet users (Central Bureau of Statistics, 2022). Meanwhile, the Tiktok application does not escape the internet, so researchers use this area as a relevant location.

The theoretical contribution of this research is expected to provide knowledge to readers, especially researchers or academics who will conduct related research. As for practical contributions, this research can be used as a source of consideration for related sellers in making policies. The goal is to increase sales through consumer purchasing decisions.

## **THEORETICAL BACKGROUND**

### **Live Video Streaming**

Live video streaming is a means of conveying messages via video to the general public or a large audience (Agustina, 2018). This method is considered effective for broadcasting videos to audiences remotely. Live video streaming is now a trend among the people. The reason is that this method is widely used by business actors as a means of promotion that is cheap and effective. This is one of the innovations in the field of technology. The advantage of live video streaming is that it can create interaction between viewers and video broadcasters in real time (Agustina, 2018). This method is also considered time-saving because it doesn't take a lot of time to edit because the video will be broadcast live without any editing. This can increase business engagement (Haimson & Tang, 2017) if live video streaming is done for trade promotions. This also causes the purchase decision to increase. Live video streaming can improve purchasing decisions, so that sales of a business increase (Agustina, 2018). Live video streaming has developed a lot in various applications, one of which is the Tiktok application. Even better, Tiktok is developing a live video streaming feature as well as a shopping place (Azizah et al., 2021). The live video streaming feature is an interesting feature because viewers or consumers can interact directly and buy goods sold at the store. This is also what attracts consumers to buy, so that purchasing decisions increase (Netrawati et al., 2022). Prajana et al's research (2021) also states that live video streaming has a significant influence on purchasing decisions. In fact, this method can also create impulsive consumer behavior (Faradiba & Syarifuddin, 2021). The following are hypotheses related to live video streaming:  
H<sub>1</sub> : Live video streaming has an effect on purchasing decisions on the Tiktok application

### **Discounts**

Discounts are a form of appreciation for loyal consumers because they are loyal to buy products sold by certain businesses (Ardiansyah & Nurdin, 2020). Now discounted prices are not only for loyal consumers, but new customers can also get a discount or discount. The goal is to attract purchase interest. This method is expected to improve consumer purchasing decisions. Live video streaming often provides many benefits for consumers, such as discounted prices. Price discounts are one of the marketing strategies carried out by the company to buyers. This method is considered effective because it can improve buyer decisions, so that a company's sales can increase (Nainggolan & Parinduri, 2021; Prabarini et

al., 2018). The more discounts a business provides, the higher the consumer's desire to buy the business's products. The following are hypotheses related to price discounts:

H<sub>2</sub> : Price discounts affect purchasing decisions on the Tiktok application

### **Free Shipping**

Free shipping or postage is a discounted price or free shipping of products. Free shipping or postage promos can help consumers who object to the total postage price (Mira & Marlana, 2020). This is because the farther the distance from the seller to the buyer, the more expensive the shipping costs will be. And vice versa, the closer the delivery distance, the cheaper the shipping costs. Free shipping is considered to be able to increase consumer buying decisions because it eases the burden of shipping costs for consumers (Maulana & Asra, 2019b). Free shipping is also a marketing strategy for businesses to attract consumers. Therefore purchasing decisions for consumers can increase if the seller provides free shipping (Maulana & Asra, 2019; Mira & Marlana, 2020). The following are hypotheses related to free shipping:

H<sub>3</sub> : Free shipping has an effect on purchasing decisions on the Tiktok application

### **Buying Decision**

Purchasing decision is one of consumer behavior to respond to a promotion or sale. Purchasing decisions are consumer processes to determine which products they will buy (Ardiansyah & Nurdin, 2020). This stage will create a product purchase. Purchasing decisions are important to retain consumers and get new customers (Romla & Ratnawati, 2018). Because there is an intense relationship between the seller and the buyer. The creation of a purchase decision can create profits for the seller, namely the product brand can be recognized by many consumers. So that it can provide recommendations for other consumers. However, purchasing decisions involve many considerations, so that it will create different consumer behaviors in determining consumer decisions (Kotler & Keller, 2014).

## **METHODS**

This research includes causal or causal research (explanatory research) (Creswell, 2016). Because this research aims to examine the effect of Tiktok live video streaming, price discounts, and free shipping on consumer purchasing decisions. Judging from the type of data, this research uses a quantitative approach. This research will collect data primarily by way of a survey through an online questionnaire. The population in this study were all users of Skintificic products in DKI Jakarta who bought products via Tiktok live video streaming. The sampling method used was purposive sampling with the criteria 1) being >17 years old, and 2) having a monthly income/monthly pocket money. Minimum sampling is determined using the Lemeshow formula, because the total population is not known with certainty. The samples obtained were 114 respondents. The data analysis technique uses multiple linear regression analysis. The variables used include the dependent variable, namely the buyer's decision (Y), and the independent variables, namely Tiktok live video streaming (X1), discounted prices (X2), and free shipping (X3). The following is the formula for the multiple linear regression equation in this study, as follows:

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

Information:

- Y = Purchase Decision
- $\beta_1 \dots \beta_3$  = Coefficient of regression direction
- X1 = Live video streaming for Tiktok
- X2 = Discounted price
- X3 = Free shipping
- e = Errors

The dependent variable in this study is the purchase decision. Purchasing decisions are motivation to make purchases based on experience (Faradiba & Syarifuddin, 2021). This variable can be measured through instruments that contain several questions included in the research questionnaire.

The independent variables in this study include: 1) Live video streaming on Tiktok is an effort to distribute messages via video and audio to the general public (Faradiba & Syarifuddin, 2021). This variable can be measured through instruments that contain several questions included in the research questionnaire. 2) Discounts are direct price reductions on the price of a product (Lestari & Parjono, 2018). This variable can be measured through instruments that contain several questions included in the research questionnaire. 3) Free shipping is a free product delivery fee service that is charged to product buyers (Mira & Marlana, 2020). This variable can be measured through instruments that contain several questions included in the research questionnaire

### RESULTS AND DISCUSSION

The profile of respondents was dominated by women as many as 90 respondents with a percentage of 75%. Meanwhile, there were only 29 male respondents with a percentage of 25%. Based on the age of the respondents, the percentage of ages 17 to 25 years was 72.5%, ages 26 to 30 years were 20%, and ages 31 to 40 years were 7.8%. Based on the monthly income factor, respondents with an income of IDR 500,000 to IDR 1,000,000 are more than the amount of other income. Meanwhile, the income of the minority respondents is IDR 1,500,000 to IDR 2,000,000. The following is a table of respondents' monthly income.

**Table 1.** Respondent's Income

Total Income	Amount	Percentage
<500.000	30	25%
500.000-1.000.000	43	36%
1.000.000-1.500.000	12	10%
1.500.000-2.000.000	8	6%
>2.000.000	26	21%

Source: Processed Research Data (2023)

The normality test is a test to ensure that the distribution of data in this study is normally distributed (Ghozali, 2017). Data is considered normally distributed if the sig value is > 0.05. In this study, the normality test used the Kolmogorov Smirnov test because the number of samples was > 100. Based on the results of the normality test, the research data is normally distributed, because the sig value on the Kolmogorov Smirnov is > 0.05. Following are the results of the normality test via the Kolmogorov Smirnov test.

**Table 2. The Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		119
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,08160122
Most Extreme Differences	Absolute	,079
	Positive	,051
	Negative	-,079
Kolmogorov-Smirnov Z		,079
Asymp. Sig. (2-tailed)		,066c

Source: Processed Research Data (2023)

The multicollinearity test is a test to determine the relationship between independent variables (Ghozali, 2017). If the VIF value <10, it can be said that there is no multicollinearity. Based on the multicollinearity test table below, the VIF values of all variables show values <10. Therefore the variables in this study are free from correlation. The following are the results of the multicollinearity test.

**Table 3. Multicollinearity Test**

Variable	Collinearity Statistics	
	Tolerance	VIF
Live Video Streaming Tiktok	.336	2.980
Discount	.187	5.338
Free Shipping	.232	4.302

Source: Processed Research Data (2023)

The heteroscedasticity test is a test to find out the dissimilarity of the variants of this observation. The results of the heteroscedasticity test can be seen through the Glejser test. There is no heteroscedasticity if the sig value is > 0.05. Based on the results of the heteroscedasticity test via the Glejser test, this study was free from heteroscedasticity. Following are the results of the heteroscedasticity test in this study.

**Table 4. Heteroscedasticity Test**

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
I	(Constant)	2,392	,770		3,105	,002
	Live Video Streaming	-,056	,048	-,186	-1,167	,246
	Discount	,000	,060	,000	,002	,998
	Free Shipping	,025	,053	,089	,465	,643

Source: Processed Research Data (2023)

The R square value in this study was 0.868. This value shows that the variables of Tiktok live video streaming, price discounts, and free shipping can explain the dependent variable, namely the purchase decision of 87%. The remaining 13% is influenced by other variables not examined in this study.

The F statistic test or Simultaneous test is a test of the independent variables on the dependent variable simultaneously. The F test can be said to have a significant effect if the sig value <0.05. Based on the results of this study, the F statistical test showed a sig value of 0.000. Therefore, simultaneously or simultaneously, the variables of live video streaming on Tiktok, price discounts, and free shipping have a significant effect on the purchasing decisions of Skintificic consumers.

The t statistical test or partial test is a test for each independent variable on the dependent variable individually. The t test can be said to have a significant effect if the sig value <0.05. The following is the research t test table:

**Table 5.** Statistical Test t

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	.575	.442	.660
<i>Live Video Streaming</i> Tiktok	.349	4.907	.000
Discount	.181	1.664	.099
Free Shipping	.717	8.281	.000

Source: Processed Research Data (2023)

Based on the t statistical test table above, the live video streaming variables Tiktok and free shipping have a positive and significant effect on Skintificic's consumer purchasing decisions. Therefore the hypotheses H1 and H3 are proven and accepted. Meanwhile, price discounts have no significant effect on purchasing decisions, so the H2 hypothesis is not proven and is rejected.

Tiktok Skintificic's live video streaming has a significant and positive influence on consumer purchasing decisions. This means that if live video streaming is increased, consumer purchasing decisions will also increase. Live video streaming of Tiktok Skintificic is a facility provided by sellers to buyers to provide promotions in real time. Promotion in this way is classified as effective and on target (Sari, 2021). Because promotions through Tiktok Skintificic's live video streaming often appear on the homepage or FYP of Tiktok users according to their marketing targets. Tiktok Skintificic's live video streaming influences consumer purchasing decisions because this facility is in great demand by Tiktok users, especially people in DKI Jakarta. Several studies have also examined that live video streaming has a positive influence on consumer purchasing decisions (Faradiba & Syarifuddin, 2021; Hasanah & Kosasih, 2022). One of the advantages of live video streaming is that consumers can interact directly with sellers without fear of information asymmetry. In addition, hosts who are friendly, persuasive and have easy-to-understand explanations attract consumers to buy products (Sari, 2021). All of these attitudes exist in the Tiktok Skintificic live streaming host, therefore many consumers are interested in trying or repurchasing Skintificic products. Even with this live video streaming facility, users can easily make purchases or check out the products they want (Faradiba & Syarifuddin, 2021).

Discounts do not have a significant effect on purchasing decisions. This means that the presence or absence of a discount will not influence consumers to buy Skintificic products. Therefore, price discounts cannot be a definite benchmark for measuring Skintificic consumer



decisions. Discounts are an attractive thing for consumers (Heriyanto, 2021), but some loyal consumers don't pay attention to price discounts because they are already dependent on Skintific products. Therefore, whether there is a price discount or not, loyal consumers will still buy Skintific products. Especially through the Tiktok Skintific live video streaming. One of the products that Tiktok consumers often buy is Skintific 5x Ceramide Barrier Rear Moisture Gel because it often has a big discount. This research is in line with research by Putra et al (2016) which explains that price discounts have no effect on consumer purchasing decisions at Matahari Department Store Pasar Besar Malang.

Free shipping has a significant and positive influence on Skintific consumer decisions. This means that an increase in free shipping will lead to an increased consumer decision. And vice versa, if free shipping is eliminated, consumer decisions will also decrease and even disappear. Free shipping is a service provided by sellers to reduce the burden of product delivery costs (Maulana & Asra, 2019). Free shipping is one of the factors that attract consumers to buy products. The majority of consumers buy and recommend products because there is a free shipping service. The existence of free shipping means that the accumulated price of the product does not become more expensive. The results of this study are in line with the research of Mira & Marlana (2020) which explains that free shipping has a positive and significant influence on purchasing decisions because it helps lighten consumer costs.

### **CONCLUSION**

Based on the research results, the following research conclusions are obtained: First, the  $H_1$  hypothesis is accepted, meaning that partially the Live video streaming Tiktok Skintific variable has a positive and significant effect on purchasing decisions. Second, the  $H_2$  hypothesis is rejected, meaning that partially, price discounts do not affect the decision to purchase Skintific products on Tiktok. Third, the  $H_3$  hypothesis is accepted, meaning that partially, free shipping has an effect on the decision to purchase Skintific products on Tiktok. This research has limitations, namely the implementation of the survey was carried out online which could cause this research to be biased to the actual conditions.

Suggestions for future researchers, researchers should add other factors that are more relevant and have not been studied by previous researchers. So that further researchers can provide updates. In addition, future researchers can create models to create efforts to increase purchasing decisions to increase sales.

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