

THE INFLUENCE OF LIVE STREAMING, CASHBACK, AND FREE SHIPPING ON PURCHASING DECISIONS PURCHASE OF TIKTOK SHOP (A STUDY OF MANAGEMENT STUDENTS AT MALIKUSSALEH UNIVERSITY)

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Abstract

This study aims to examine the influence of live streaming, cashback, and free shipping on purchasing decisions on TikTok Shop (a study of management students at Malikussaleh University). Data in this study was collected using a questionnaire as a data collection instrument. The sample size for this study was 102 respondents. This study employed a quantitative approach using multiple linear regression analysis and was processed using the SPSS (Statistical Package for the Social Sciences) software. Hypotheses were determined using SPSS version 25.0. The results of this study indicate that, partially, the Live Streaming variable has a positive and significant effect on purchasing decisions on TikTok Shop, statistically $0.001 < 0.005$, and has a t-value $> t$ -table, $2.907 > 1.660$. The Cashback variable has a positive and significant effect on purchasing decisions on TikTok Shop, statistically $0.004 < 0.005$, with a t-value $> t$ -table, $2.771 > 1.660$. Furthermore, the Free Shipping variable has a positive and significant effect on purchasing decisions on TikTok Shop, statistically $0.000 < 0.005$, with a t-value $> t$ -table, $9.825 > 1.660$. The adjusted R-square value for the independent variables—live streaming, cashback, and free shipping—indicates that 70.1% of the variance is explained by these variables, while the remaining 29.1% is explained by other variables not included in this study.

Keywords: *Live Streaming, Cashback, Free Shipping, Purchase Decision*

INTRODUCTION

The development of online business in Indonesia is currently showing rapid growth. This is reflected in the increasing number of individuals entering the world of digital business, ranging from online buying and selling to content sales. This progress is undoubtedly linked to the ongoing development of technology. Among various forms of online business, online stores have become one of the most popular models. This is due to the numerous advantages they offer, making online stores an attractive alternative for conducting online transactions (Yuni et al., 2023). In February 2025, it was recorded that 5.24 billion people worldwide were using social media. This figure represents a 4% increase compared to 2024, which recorded 5.04 billion users. This growth indicates that social media now plays an increasingly significant role in daily life, not only as a form of entertainment but also as a necessity for work and social interaction (Goodstats.id, 2025). The popularity of social media has made life in the virtual world feel very real, as if it were integrated into everyday life. This can be seen from the use of various platforms such as Facebook, Twitter, Instagram, TikTok Shop, LinkedIn, Path, YouTube, Wiki, and other social media. This situation has also driven a shift in users' social behavior online, as they begin to leverage social media to develop new business ideas and transform the online commerce (e-commerce) model from product-focused to consumer-oriented. As a result, social media is increasingly being utilized in various business activities worldwide. From an online business perspective, the above phenomenon has given rise to a new paradigm of commerce known as social commerce (s-commerce) (Ashur, 2020). Additionally, this approach makes it easier for consumers to purchase products and interact directly through social media platforms. Currently, TikTok has become one of the most popular forms of social commerce (s-commerce) and is widely favored by people across the globe.



Figure 1. 1 Number of TikTok Users Worldwide in 2024

Based on estimated data on the number of TikTok users for the period 2022 to 2024, there is a significant upward trend in a number of countries. In 2022, the total number of users from eight major countries, namely the United States, Indonesia, Brazil, Russia, Mexico, Vietnam, the Philippines, and Pakistan, is estimated to reach around 528 million users. This number is projected to increase to around 608 million users in 2023 and is further projected to rise to approximately 695 million users by 2024. The stacked bar chart shows that Indonesia has experienced the most rapid increase in users compared to other countries. The number of TikTok users in Indonesia is estimated to increase from 92–99 million in 2022 to 115–120 million in 2023, and is projected to reach 137–140 million in 2024. Meanwhile, countries such as the United States and Brazil also show consistent growth, albeit at a more moderate pace. Several developing countries such as the Philippines and Pakistan are also experiencing significant growth, indicating the increasing adoption of TikTok in the Asian region.

This growth in the number of users highlights the significant potential of the TikTok platform as a cross-border digital marketing medium. The increase in the number of users is also one of the key factors influencing purchasing decisions through promotional features such as live streaming, cashback, and free shipping, which are increasingly being utilized by businesses to attract consumer interest. Therefore, research on the influence of promotional features on purchasing decisions on TikTok is important to understand consumer behavior in the context of rapid digital technology development (Dataindonesia.id, 2024). TikTok is a short-form video-based social media platform that is growing in popularity because it allows users to share and respond to content, as well as share it on other platforms such as Facebook and Instagram. Its popularity is being leveraged by businesses for product promotion. Since April 17, 2021, TikTok in Indonesia has introduced the TikTok Shop feature, which allows creators and business account owners to sell products directly through the app. This feature makes it easier for consumers to shop without leaving TikTok, from viewing the catalog to the payment process (Yuni et al., 2023). TikTok Shop is an innovative e-commerce feature that connects sellers and buyers, providing an enjoyable shopping experience through live streaming. A report from a market research institute indicates that TikTok Shop is the most widely used social media platform for shopping in Indonesia, with 86% of Indonesians having made transactions through social media platforms (Amin & Fikriyah, 2023). TikTok Shop is used for product sales transactions in the fashion, food, cosmetics, and service sectors. This can create opportunities to increase sales. The TikTok social media platform has significant potential to help businesses increase product sales, especially for online businesses without physical outlets that rely on social media as their primary sales channel. Therefore, businesses need to design effective marketing strategies to boost their sales volume. One example is creating engaging content such as videos or live streams that focus on the products they offer. This action has a significant positive impact on increasing sales through their TikTok social media platform (Siregar et al., 2025). In the context of purchasing decisions, consumers encounter problems and then seek information about those problems. Next, consumers evaluate various alternatives to determine how effectively each option can solve the problem, which ultimately leads to a purchasing decision (Istikomah & Hartono, 2022). Effective strategies, ease of access, and interactive features will significantly influence

this process (Xu et al. 2020). One of TikTok Shop's features is live streaming, where sellers can present their products to consumers. Live streaming enables direct interaction between sellers and buyers (Wang et al., 2022). This can be said to make live streaming a promotional medium that provides information. The use of visual appeal with clear images and accurate product descriptions allows consumers to make informed choices and decide which products they wish to purchase.

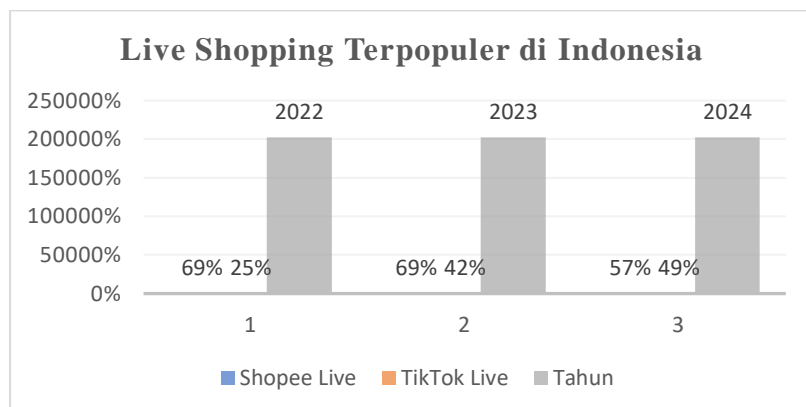


Figure 1. The 2 Most Popular Live Shopping Platforms in Indonesia

According to a Jajak Pendapat survey, Shopee Live and TikTok Live are the most popular live shopping platform. As many as 69% of respondents promoted products through Shopee Live in 2022, followed by TikTok Live with 25% of users in 2022. Meanwhile, in 2023, 69% of respondents promoted products through Shopee Live, followed by TikTok Live with 42% of respondents promoting products. Finally, 57% of respondents promoted products through Shopee Live in 2024, followed by TikTok Live with 49% of respondents promoting products (Wikipedia.com). From the results of the shopping platform table, it can be seen that the scale of TikTok Live fluctuates every year. Live streaming is an innovation in online shopping that enables direct interaction between sellers and consumers through product videos. This feature encourages instant purchases by offering the convenience of shopping anytime and anywhere. Consumers can also communicate in real-time with sellers and purchase products without leaving the streaming session (Sin & Susanto, 2025). Live streaming has a positive influence on purchasing decisions, consistent with the findings of Maulana et al. (2025).

The proliferation of marketplaces in Indonesia poses a challenge, sparking increasingly intense competition among them. Each marketplace strives to highlight its unique advantages with the aim of attracting as many customers as possible and achieving the best position in various aspects. To achieve this goal, an effective promotional strategy is required. As part of Generation Z, students have unique shopping habits. Online shopping is one of the primary choices for students due to easy internet access and their familiarity with e-commerce platforms. A form of offer in which consumers receive a partial refund of funds or certain products. The refund is only given if consumers meet the purchase requirements set by the cashback provider. Currently, most promotion providers do not directly refund funds to buyers, but rather in the form of deposits that can be used for subsequent transactions (Syauqi et al. 2022). Cashback is a marketing strategy where sellers offer a partial refund of the money spent by consumers after making a purchase, with the aim of attracting consumers to use the products offered (Widayati, 2024). Cashback presented in an attractive and easily accessible manner through live streaming often encourages consumers to make purchases. The phenomenon of sales promotions offering attractive deals and benefits can trigger positive responses from students. They feel that by making a purchase, they not only get the items they want but also get a portion of their money back. Cashback can attract consumers who want to save money, but sometimes complex terms and differing perceptions of conditions and values can reduce its effectiveness (Andina Wulandari & Edastama, 2022).

Furthermore, the free shipping promotion strategy is a marketing strategy used to attract consumers by offering free or reduced shipping costs. For consumers like students, shipping costs are a primary consideration, and the free shipping promotion can accelerate purchasing decisions. Free shipping promotions are offered with terms and conditions that are easy for consumers to understand. For example, consumers will receive a shipping discount of Rp10,000 for a minimum purchase of Rp30,000, and the discount will increase as the purchase value increases (Istikomah & Hartono, 2022). There is a phenomenon where college students use the TikTok Shop app for online shopping because they are attracted to the free shipping offers available on TikTok Shop. They believe they do not need to pay high shipping costs for their orders to be delivered to their homes. Free shipping reduces purchasing

barriers but creates a perception of low quality (Istikomah & Hartono, 2022). Students were chosen as the focus because they are active users of TikTok, responsive to live streaming features, cashback, and free shipping. Additionally, as a generation accustomed to online shopping, students are easily accessible as research subjects.

Previous research conducted by Febriah et al. (2023) found that live video streaming on TikTok and free shipping positively and significantly influence purchasing decisions. Research conducted by Nur et al. (2025) also stated that the variables of cashback and shipping subsidies partially and significantly influence purchasing decisions. Meanwhile, research conducted by Imron et al. (2024) found that there was no influence of live streaming and free shipping on purchasing decisions. Therefore, understanding these variables is crucial for designing effective marketing strategies on TikTok Shop. To support this research, the researcher conducted a pre-survey of 30 Management students from Malikussaleh University who had previously shopped on TikTok Shop. This pre-survey was conducted directly using an interview method to measure their perceptions of the influence of live streaming, cashback, and free shipping on purchasing decisions.

In the initial survey regarding the live streaming feature, some respondents believed that they could assess and clearly see the quality of products through TikTok Shop's live streaming feature. Additionally, respondents felt that the live streaming hosts provided clear and trustworthy product information, helping them understand the products being offered. However, some respondents mentioned that the products displayed during live streaming did not match the actual products. Respondents also mentioned that they often receive discounts while watching live streams. In the initial survey regarding cashback as a promotional feature, the majority of respondents viewed cashback as a bonus that encourages them to make a purchase.

They receive a refund in the form of reusable credits, but there were some complaints about delays in refund processing. Some respondents also mentioned that it is important to read the terms of use for cashback, as not all products qualify for it. Despite experiences with delayed refunds, they trust the process. An initial observation on free shipping found that respondents believe free shipping helps save costs, especially for products from outside the city. The relatively easy terms of use encourage them to purchase products of a certain value to take advantage of free shipping. However, some respondents mentioned that the short promotional period and limited vouchers sometimes force them to act quickly. Based on previous phenomena and research, there are still limitations and inconsistencies in the research results. Therefore, the researcher is very interested in conducting research titled “The Influence of Live Streaming, Cashback, and Free Shipping on Purchase Decisions on TikTok Shop (A Study of Management Students at Malikussaleh University).”

LITERATURE REVIEW

The Influence of Live Streaming on Purchase Decisions

Live streaming is a feature used by sellers to create streaming sessions and promote cigarettes and other products directly to consumers. Consumers can communicate with sellers in real time to learn more about products and purchase them directly without leaving the streaming site. Through direct interaction with buyers, sellers can understand buyers' needs to create a better shopping experience for consumers. Live streaming offers significant benefits to society, as it allows consumers to stay informed about the news being broadcast, for example: if they are working and do not have time to watch TV channels, they can watch live streams from their smartphones (Khaliq et al., 2024). Live streaming is an interactive online shopping format that combines live video broadcasts with e-commerce. This allows hosts to present product advertisements and promotions, as well as answer customer questions in real-time (Li and Peng, 2021) in (Chen et al., 2023

H1: Live Streaming has a significant effect on purchase decisions.

The Influence of Cashback on Purchase Decisions

Merchants are forced to lower prices due to intense competition and competitive pressure on merchants selling similar goods, which impacts the operational value chain. Furthermore, the business model requires monitoring of customer tracking records, as refund confirmations depend on user click trails and security and technical issues should not be overlooked (Xinyong, 2023). Cashback is a refund or virtual money after consumers make a purchase (Widayati, 2024). Cashback offers a refund, usually in the form of virtual money or a discount for future purchases, after customers meet certain conditions such as a minimum purchase or specific products. Cashback does not offer cash directly but provides a discount for future purchases.

H2: Cashback has a significant effect on purchase decisions.

The Influence of Free Shipping on Purcahse Decisions

According to Assauri in Istiqomah (2020), free shipping is an effort to encourage buyers in the form of special selling efforts, such as display exhibitions, demonstrations, and other sales activities that can be carried out periodically. Free shipping is an additional incentive strategy to encourage purchases (Febriah, 2023). Free shipping is a promotion where consumers are not charged for shipping when purchasing goods. Shipping costs are one of the things people often avoid when shopping online. As an attraction, companies or online sellers often offer free shipping to buyers who purchase their products. When other companies or online stores do not offer free shipping, this can be an advantage for companies or online stores that implement free shipping (Shehu, 2020). Tiktok Shop allocates shipping costs in accordance with applicable terms and conditions, so there are no additional costs incurred by sellers. This program aims to attract consumers to make purchases on the platform and minimize shipping costs, which are often an obstacle for consumers when shopping online (Imron et al., 2024). Free shipping is a program provided by TikTok Shop that allows sellers to give free shipping coupons to buyers. This program is very beneficial for buyers because it saves on shipping costs, and free shipping is available throughout Indonesia (Putri & Ningsih, 2023).

H3: Free Shipping has a significant effect on purchase decisions.

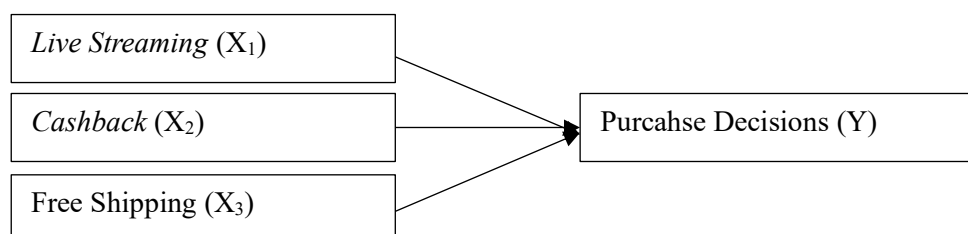


Figure 1 Conceptual Framework

Hypothesis

- H1: Live streaming has a positive and significant effect on purchasing decisions on the TikTok Shop app among management students at Malikussaleh University.
- H2: Cashback has a positive and significant effect on purchasing decisions on the TikTok Shop app among management students at Malikussaleh University.
- H3: Free shipping has a positive and significant effect on purchasing decisions on the TikTok Shop app among management students at Malikussaleh University.

METHOD

This study uses data from 2022 to 2024 to determine the influence of Live Streaming, Cashback, and Free Shipping on purchasing decisions. This study uses purposive sampling techniques and obtains a sample of 102 management students at Malikysaleh University who have purchased on the TikTok Shop in the last four years. Data analysis includes normality, multicollinearity, and heteroscedasticity tests to test hypotheses using partial (t-test) and simultaneous (F-test) methods. Additionally, this study uses multiple linear regression to test whether there is a significant relationship between all research variables.

The multiple linear regression equation in this study is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y	: Purchase Decisions
β_0	: Constant
β_1	: Regression Coefficient of Product Quality:
β_2	: Regression Coefficient of Promotion
β_3	: Regression Coefficient of Brand Image
β_4	: Regression Coefficient of Brand Trust
X1	: Product Quality
X2	: Promotion
X3	: Brand Image
X4	: Brand Trust
E	: Error term

RESULTS AND DISCUSSION

Normality Test

The Kolmogorov Smirnov test normality test in the table above shows the Asymp. Sig. (2-tailed) value of 200c,d. This shows that the significant value is greater than the level value of $\alpha = 0.05$, therefore it can be concluded that the residual value data of the regression model in this study is normally distributed.

Heteroscedasticity Test

The results of the heteroscedasticity test in the table above show that the points on the scatterplot graph do not have a clear or regular distribution pattern and the points are spread above and below zero on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Multicollinearity Test

The multicollinearity test in the table above shows that the tolerance value obtained in live streaming is 0.608 with a VIF value of 1.644, the tolerance value obtained in Cashback is 0.811 with a VIF value of 1.233, and the tolerance value obtained in Free Shipping is 0.639 with a VIF value of 1.565. This indicates that the tolerance value is greater than 0.10 and the VIF value is less than 10, meaning there is no multicollinearity between the independent variables.

Multiple Linear Regression Analysis

Multiple Linear Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,123	1,621		3,161	0,002
	Live Streaming	0,240	0,083	0,206	2,907	0,001
	Cashback	0,102	0,132	0,147	2,771	0,004
	Gratis Ongkos Kirim	0,888	0,090	0,679	9,825	0,000

a. Dependent Variable : Keputusan Pembelian

Source: Data processing results (2025).

R2 Determination Coefficient Test

The coefficient of determination (adjusted r-squared) obtained was 0.701. This indicates that the purchase decision (Y) TikTok Shop is influenced by live streaming (X1), cashback (X2), and free shipping (X3), by 29,1%. Meanwhile, the remaining 70,1% of the Purchase Decision on TikTok Shop among management students at Malikysaleh University is influenced by other variables not used in this study. Therefore, it can be concluded that the Purchase Decision (Y) for among management students at Malikysaleh University has a strong correlation or relationship with the variables of live streaming (X1), cashback (X2), and free shipping (X3).

The Influence of Live Streaming on Purchase Decisions

Based on the results of the data analysis, it can be seen that the significant value for the effect of X1 on Y is $0.001 < 0.05$ and the t-value is $2.907 > t\text{-table } 1.660$, so it can be concluded that H_a is accepted and H_0 is rejected. This means that there is an effect of X1 (Live Streaming) on Y (Purchase Decision). These results indicate that the live streaming feature offered by TikTok Shop makes a significant contribution to influencing consumer purchasing decisions, particularly among Management students at Malikussaleh University. Live streaming allows sellers to present products in real-time, interact directly with potential buyers, and provide visual product demonstrations. This creates a more convincing shopping experience and enhances consumer trust in the products being offered. This finding aligns with research conducted by Wang and Li (2022), who stated that live streaming in e-commerce can enhance consumer trust and strengthen purchase intent due to direct interaction and real-time product presentation. Additionally, according to research by Chen and Lin (2021), consumers are more likely to feel confident about making a purchase when they can see live reviews, direct testimonials, and engage in two-way communication with the seller during the live stream.

The Influence of Cashback on Purchase Decisions

Based on the results of the data analysis, it can be seen that the significance value for the effect of X3 on Y is $0.000 < 0.05$ and the t-value is $9.825 > t\text{-table } 1.660$, so it can be concluded that H_a is accepted and H_0 is rejected. This means that there is a significant effect between X3 (Free Shipping) and Y (Purchase Decision). This result indicates that the free shipping service provided by TikTok Shop is one of the important factors driving purchase decisions among consumers, particularly management students at Malikussaleh University. Shipping costs are often a primary consideration in online transactions. With the availability of free shipping, consumers experience cost savings, thereby increasing their perceived value of the purchased product. This finding aligns with research by Nugroho and Rahayu (2020), which shows that free shipping is one of the main attractions in e-commerce as it reduces transaction barriers and enhances shopping convenience. Research by Setiawan and Astuti (2021) also confirms that promotions offering free shipping can increase purchase interest and customer loyalty by providing a sense of security from unwanted additional costs. Additionally, research by Wijaya and Sari (2019) found that free shipping can improve perceptions of price fairness and influence consumers' intention to repurchase on e-commerce platforms. Research by Hasanah and Putra (2021) also shows that younger consumers are more responsive to free shipping promotions because they directly reduce financial burdens.

The Influence of Free Shipping on Purchase Decisions

Based on the results of the data analysis, it can be seen that the significance value for the effect of X3 on Y is $0.000 < 0.05$ and the t-value is $9.825 > t\text{-table } 1.660$, so it can be concluded that H_a is accepted and H_0 is rejected. This means that there is a significant effect between X3 (Free Shipping) and Y (Purchase Decision). This result indicates that the free shipping service provided by TikTok Shop is one of the important factors driving purchase decisions among consumers, particularly management students at Malikussaleh University. Shipping costs are often a primary consideration in online transactions. With the availability of free shipping, consumers experience cost savings, thereby increasing their perceived value of the purchased product. This finding aligns with research by Nugroho and Rahayu (2020), which shows that free shipping is one of the main attractions in e-commerce as it reduces transaction barriers and enhances shopping convenience.

CONCLUSION

1. Live Streaming (X1) has been proven to have a significant influence on purchasing decisions. This shows that the Live Streaming feature on TikTok Shop is able to increase real-time interaction between sellers and buyers, provide clearer product information, and build consumer trust. The direct interaction that occurs during live streaming sessions allows potential buyers to get instant answers to their questions, see product demonstrations, and receive exclusive offers, thereby encouraging them to make a purchase. This finding supports previous research stating that live streaming in e-commerce can increase consumer trust and purchase intent through a more interactive and persuasive shopping experience.
2. Cashback (X2) has been proven to have a significant influence on purchasing decisions. This shows that the cashback offered by TikTok Shop is able to encourage consumers to make purchases because it provides direct financial benefits. Consumers tend to feel advantaged by the return of a portion of the funds after the transaction, thereby enhancing their perception of the value of the purchased product. Additionally,

cashback creates a sense of satisfaction and fosters consumer loyalty by providing tangible incentives that can be used for future purchases. This finding aligns with previous research stating that promotional incentives like cashback play a crucial role in increasing purchase interest and positively influencing consumer purchasing behavior.

3. Free shipping (X3) has been proven to have a significant influence on purchasing decisions. This shows that free shipping is one of the most dominant promotional factors in driving consumer purchasing decisions on TikTok Shop. Free shipping provides direct benefits to consumers by reducing the total cost of shopping, thereby increasing the appeal of the products offered. Consumers, particularly students, are sensitive to additional costs, and with the availability of free shipping, they feel more inclined to make transactions without worrying about shipping costs. This finding aligns with previous research findings stating that promotions offering free shipping can eliminate barriers in the online purchasing process and significantly increase purchase intent.

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