

The Effect of Live Streaming and Free Shipping on Tiktok Shop's Purchase Decisions Moderated by Discounts Price

Author : Novita Sari¹, Lentina

Wati Simarmata²

"The Effect of Live Streaming and Free Shipping on Tiktok Shop's Purchase Decisions Moderated by Discounts Price"

Email : novi_a2g@darmajaya.ac.id,
lentisimarmata315@gmail.com

Copyright © 2025 by author(s) This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

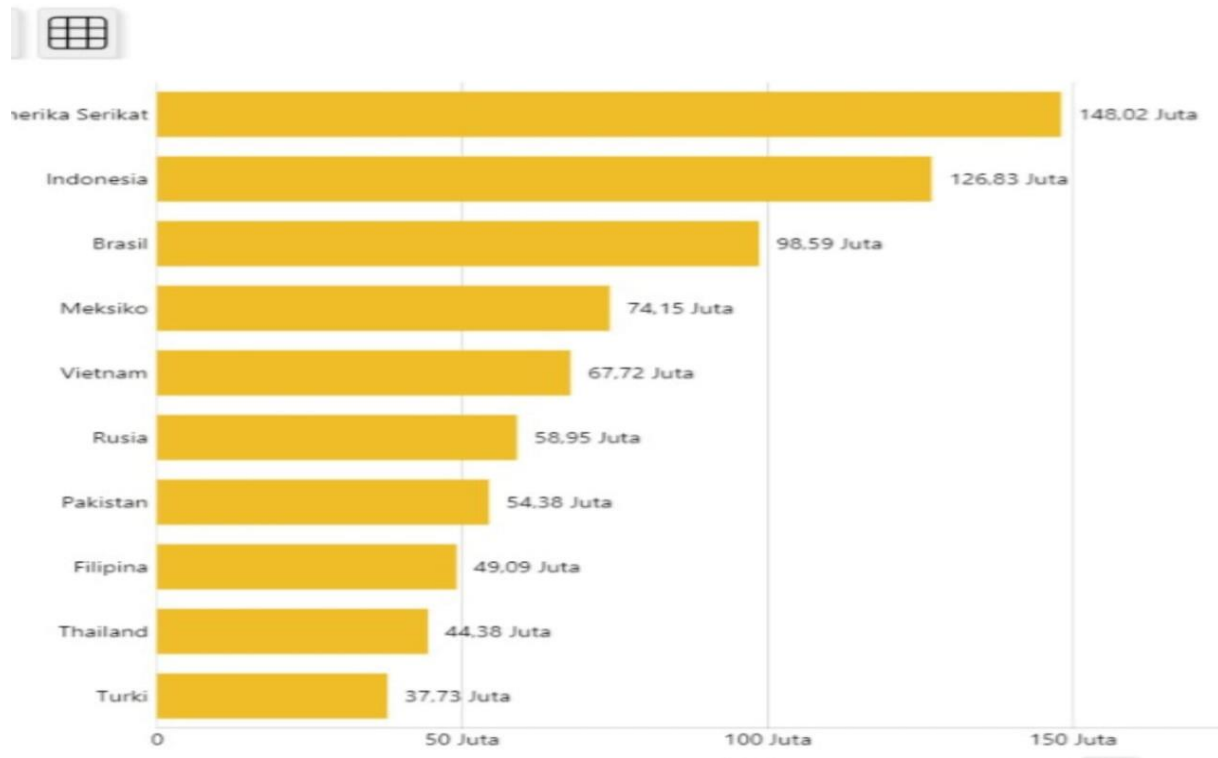
Abstract

This study aims to analyze the influence of live streaming and free shipping on fashion product purchase decisions on Tiktok Shop, as well as test the role of discounts as moderation. Tiktok Shop has become an interesting platform to research because of its rapidly increasing popularity in fashion product sales. The quantitative method is used by distributing questionnaires to consumers who have purchased fashion products on the Tiktok Shop. The sample in this study was 170 respondents. The analysis tool used is moderation analysis using the SmartPLS 4.0 tool. The conclusion of the study shows that *live streaming* and free shipping on Tiktok Shop significantly affect consumer purchase decisions. However, discounts as a moderation variable do not play a role in strengthening or weakening the influence of live streaming and free shipping on purchase decisions. In other words, although discounts are an important factor in purchasing decisions in general, their existence does not change the effectiveness of live streaming and free shipping in influencing consumers on TikTok Shop.

Keywords: *Live Streaming*, Free Shipping, Discounts, Purchase Decisions, Tiktok Shop

Introduction

The development of information technology in the current era has made consumers more intelligent and aware in making decisions to purchase products and services for daily life (Jayawinangun & Nugraha, 2019). The presence of the internet allows technology users to access social media more easily (Prasetyo et al., 2024). The use of internet technology is increasing with the development of the times has become a lifestyle for some people in Indonesia and the world (A et al., 2023). In the digital age, technology has changed the way humans interact and buy products. Currently, with just the palm of your hand, consumers can fully access the internet both to find information on the products and services needed (Ardan, 2024). Based on data obtained from We Are Social report, in January 2024 TikTok ads in Indonesia can reach around 126.83 million audiences. This figure makes Indonesia the country with the 2nd widest reach of TikTok ads in the world. (Data Box, 2024) The United States ranks at the top of this list, with a wide reach of TikTok ads of 148.01 million audiences. Then in third place is Brazil with 98.58 million viewers, followed by Mexico 74.15 million, and Vietnam 67.71 million viewers. Next is Russia with 58.59 million audiences, Pakistan with 54.37 million, the Philippines with 49.08 million, Thailand with 44.37 million, and Turkey with 37.73 million audiences. In total, the short video application advertisement made by By tedance can reach 1.56 billion *Audience* worldwide as of January 2024. *Audience* TikTok ads for people aged 18 years and older globally are dominated by men with a proportion of 52%, while women are 48%. The following is data on TikTok social media users in the world:



Picture 1.1 Tiktok Ads

In Indonesia, TikTok Shop is the most widely used social media platform for online shopping. According to reports, around 45% of users choose TikTok as the main place to make shopping transactions. After that, WhatsApp followed with a percentage of 21%, while Facebook Shop and Instagram Shop each accounted for 10% of total online shopping transactions (Source: dailysocial.id). Therefore, it shows that Tiktok social media has great potential as an online sales medium (Sangadji et al., 2024)

As a result, many people take advantage of this platform to sell a variety of interesting products, including through features like TikTok Shop. With its advanced algorithms and innovative features, TikTok provides opportunities for businesses to produce engaging, viral, and engaging content (Wahyuningsih & Saputra, 2023). With over 1 billion active users every month, the platform successfully connects individuals from different backgrounds, ages, and interests (eraspace, 2024) According to Eraspace, the best-selling category in sales on tiktokshop is on products *Fashion*. Sales *Fashion* is one of the most selling types on TikTok including clothes, shoes, bags, and other accessories (Nada et al., 2023).

TikTok Shop sales in Southeast Asia reached \$1.7 billion or around Rp 27.3 trillion in April, using a cursor of Rp 16,130 per US dollar. Indonesia and Thailand are the main sources of revenue, with Indonesia ranking second after Thailand in sales share in Southeast Asia in April 2024 with the percentage of women's clothing and lingerie stores being the highest on TikTok Shop (Katadata, 2024)

Report data from Populix shows that 86% of Indonesians have made transactions using social media platforms. Among the various social media platforms in Indonesia, TikTok Shop stands out as the most used for online shopping, with the percentage of users reaching 45% next, WhatsApp follows with 21%, while both Facebook Shop and Instagram Shop each record 10% (Wahyuningsih & Saputra, 2023). The most frequently purchased product categories through the platform include clothing (61%), beauty products (43%), and food and beverage (38%). This shows that TikTok has great potential as an effective online sales channel (Wahyuningsih & Saputra, 2023).

Research shows that live streaming and content marketing have a significant impact on purchasing decisions on TikTok Shop. Live streaming has become a phenomenon that is changing the way brands interact directly with their audiences, while content marketing provides relevant and valuable content to capture consumers' attention. (Al-Fairuz, 2023.; Wahyuningsih & Saputra, 2023). Businesses can increase sales through live streaming, which is a technology that allows businesses to display goods and services live. Additionally, live streaming allows businesses to provide answers to customer questions discreetly, thereby increasing audience engagement. (Fera Valentina et al., 2024). The number of

TikTok live streaming viewers is usually influenced by content marketing created before the live is held (Nardiana & Budiarti, 2023.; Rahmayanti & Generosity, 2024.).

One of the things that sets TikTok apart from other social media platforms is its live broadcast feature, which allows users to *live streaming* (Ibrahim et al., 2024). TikTok users often make purchases when they watch *live streaming*, with details that about 67% of users make transactions when broadcasting content *Live* (Ria Nofita Praptiwi et al., 2024). This shows how effective the feature is *live streaming* TikTok in attracting attention and increasing the frequency of online purchases. By total time spent watching content *live streaming* About 858 minutes per month, this feature has become a popular means for consumers to shop online *real-time* without the need to come to a physical store (Ria Nofita Praptiwi et al., 2024). Free shipping promos are offers from sellers to buyers that aim to increase promotional appeal and drive sales. In addition, the technique in increasing sales is to provide discount promos. Discounts are one of the marketing strategies used to increase sales by providing discounts on goods without reducing the quality of the products offered. Generally, this discount can be in the form of a certain percentage or nominal. While discounts can attract consumers' attention and encourage them to shop, the implementation of these strategies must be done carefully (Yuni et al., 2023)

Purchase decision is the process by which consumers sort out the product information needed and make other alternatives that lead to a decision to purchase a product or service (Nardian & Budiarti, 2023). Consumers previously make a number of alternative decisions before reaching the purchase decision stage, so they will act to decide whether to buy the product based on the choice made (P. Sari et al., 2023). Besides *live streaming* And free shipping, discounts are also one of the marketing strategies. Discount is a reduction in the price of a product within a certain period of time set by the seller, with the aim of increasing profits from the sale of the item (Setiawan, 2024). By providing different types of offers such as discounts that are only valid at certain times, this strategy encourages potential buyers to buy products immediately without thinking. This can be a stimulus for consumers to immediately make purchase decisions and the sales target will be maximized in a short time.

From *live streaming*, free shipping, and discounts will all lead to a purchase decision. Purchase decisions are a way for consumers to decide what products or services they will buy. The purchase decision is the stage when consumers evaluate their choice and intention to buy a product or service that they want and need (Cinthya Ryana Sari & Hidayat, 2021)

Based on previous research from (Ibrahim et al., 2024) Existence *live streaming* videos affect purchase decisions, because consumers have confidence in the products they buy from *live streaming* videos in terms of quality and affordable prices, so you don't hesitate to make a purchase. Research (P. Sari et al., 2023) It shows that the hypothesis of these two studies is rejected which means that there is no partial effect of free shipping on the purchase decision. However, according to research (Yunita & Subiyantoro, 2024) states that this indicates that the variable *live streaming*, discounts, product reviews, and free shipping simultaneously (simultaneously) have a significant influence on purchasing decisions. And research from (Yuni et al., 2023) states that *discount*, product quality, free shipping and *live streaming* together have a positive and significant effect on the variables of purchase decisions. And in the research (Purnomo, 2024) which shows that discounts have a significant positive effect on purchase decisions.

Based on the description and phenomenon that the researcher has found, the researcher is interested in conducting research with Tiktok as the object of research, so the title of this study is "The Effect of *Live Streaming* and Free Shipping on Purchase Decisions Moderated by Discounts (Case Study of *Fashion Products* in the Tiktok Shop application)"

Literature Reviews

Definition Digital Marketing

Digital marketing refers to the use of the internet and other interactive technologies to build and strengthen the relationship between companies and consumers which includes various methods such as websites, search engine marketing, advertising *banner* online, social networking, viral marketing, email marketing, and affiliate marketing (Putri & Marlien, 2022). The main goal of digital marketing is to reach a larger audience through the use of online platforms (Eneng Wiliana & Nining Purwaningsih, 2022).

**Special description of the title. (dispensable)

Definition of Social Media Marketing

According to (Permana, 2023) Social media is an online platform that allows users to interact, share, and produce content, including blogs, social networks, wikis, forums, and virtual environments. Social media marketing is a strategy using technology, channels, and social media applications with the aim of developing communication, transmission, interaction, and promotion that is beneficial to stakeholders in an organization (Taan et al., 2024).

Definition of Purchase Decision

A purchase decision can be interpreted as a condition in which consumers develop a preference for the various brands available in their selection described by Kotler and Keller (Mutmainna et al., 2024), which emphasizes that this process involves evaluation and selection among the available alternatives. The characteristics of consumers who are careful in choosing products have a significant impact on their decision to make a purchase (Ramadhani & Zaini, 2023). Consumer purchasing decisions show how far a marketer's efforts can go to sell a product to consumers (Rahmayanti & Dermawan, 2023).

Define yourself as *Live Streaming*

Live streaming is one of the social media that provides opportunities for consumers to communicate and socialize with *streamer* (Rahmayanti & Dermawan, 2023). According to (Fera Valentina et al., 2024) *live streaming* is an internet-based multimedia feature that is interactive, allowing the *streamer* and users to interact with *Online* in *real-time* through text, voice, and video.

Definition of Free Shipping

Free shipping is one of the effective marketing strategies to grab consumers' attention and change their views, thus encouraging them to buy products at affordable prices without having to think about shipping costs to their location (Yuni et al., 2023). Free shipping promos provide benefits for consumers who feel burdened by the total cost, because it can reduce spending on shipping costs. This promo is very beneficial for consumers who feel burdened with the total shipping cost (Febriah & Febriyantoro, 2023).

Discount Definition

Discounts are one way to reward loyal consumers, as a form of recognition for their loyalty in buying products from a certain business (Febriah & Febriyantoro, 2023). Discount is a reduction in the price of a product within a certain period of time set by the seller, with the aim of increasing profits from the sale of the item (Setiawan, 2024).

Research Methods

Types of Research

The type of research that the author conducts is quantitative research with an associative approach. Quantitative is a research method whose data is in the form of numerical statistics that aims to test hypotheses that have been found in researching populations or samples. The purpose of this study is to test the hypothesis that has been set by the researcher with the theme of measuring the influence of live streaming and free shipping on purchase decisions moderated by discounts. The data that has been collected will be analyzed using analysis techniques using the SmartPLS 4.0 tool

Population and Sample

This type of research is quantitative research. In this study, the population used is TikTok application users who have purchased products *Fashion* in the Tiktok application. Sample using the *Purposive Sampling* by using the formula hair et al (Rahayu & Hasanah, 2020) A good sample size is 100-200 respondents. As a general rule, the minimum sample size is at least five times more than the number of question items to be analyzed, and the sample size is more acceptable if it has a ratio of 10:1. The number of samples involved in this study is 170 users of the Tiktok Shop application in Bandar Lampung.

Types and sources of data

The research data used is secondary data. Sugiyono (2018: 375) stated that, Data collection can use primary sources and secondary sources. It can be explained as follows.

The data sources used by the researcher are

a. Data Primer

Primary data is data collected directly by the researcher. The data collected was obtained from the results of a questionnaire distributed by the researcher which had been answered by the respondents.

b. Data Seconds

Secondary data is data taken from other pre-existing sources, such as documents, books, journals, articles, and so on.

Data Collection Methods

Questionnaires are a data collection tool by providing a list of questions to respondents. The list of questions can be closed (answer options are provided, respondents only need to choose the answer from the options provided) or open (respondents can answer as they wish), or a combination of both (closed and open).

Analysis Methods

In this study, data analysis was carried out using the *Partial Least Squares Structural Equation Modeling (PLS-SEM)* approach with SmartPLS 4.0 software. PLS-SEM was chosen because of its ability to analyze complex models with latent variables, as well as its flexibility in handling data that is not normally distributed. This approach allows simultaneous testing of relationships between constructs, as well as evaluation of the validity and reliability of measurement models. This study uses SmartPLS 4.0 for quantitative data analysis. The analysis process includes the evaluation of the measurement model (outer model) through convergence and discrimination validity tests, as well as construction reliability tests. Furthermore, the structural model (inner model) is evaluated through the analysis of path coefficient, determination coefficient (R^2), and significance of the relationship between variables. Bootstrapping is used to test the significance of the path coefficients and test the research hypothesis.

Results and Discussion

Data Analysis

Data processing technique using SEM method based on Partial Least Square (PLS) version 4.1.0.9 testing to see the Fit Model of a study (Frans Sudirjo et al., 2024). The stages are as follows:

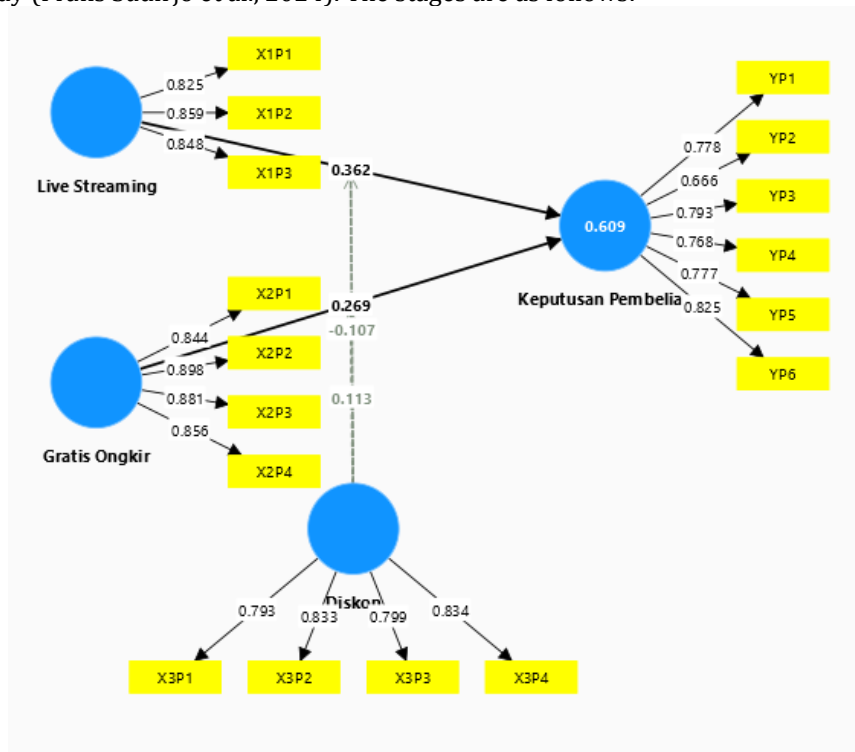


Figure 4.1 Model S structural

Based on the results of the calculate algorithm above, if the outer loading value < 0.70 is considered invalid and must be abolished

Data Analysis Results

Assessing the Outer Model or Measurement Model

The validity of the indicator is determined through the Loading Factor (LF) value in accordance with applicable guidelines. In general, an indicator is considered valid if the LF value is greater than 0.7.

Table 4.1 Convergent Validity

	Dis- count	Free Shipping	Purchase Decision	Live Streaming	Discount x Free Shipping	Discount x Live Stream- ing	Conclu- sion
X1P1				0.825			Valid
X1P2				0.859			Valid
X1P3				0.848			Valid
X2P1		0.844					Valid
X2P2		0.898					Valid
X2P3		0.881					Valid
X2P4		0.856					Valid
X3P1	0.793						Valid
X3P2	0.833						Valid
X3P3	0.799						Valid
X3P4	0.834						Valid
YP1			0.778				Valid
YP2			0.666				Invalid
YP3			0.793				Valid
YP4			0.768				Valid
YP5			0.777				Valid
YP6			0.825				Valid
Discount x Free Shipping					1.000		
Discount x Live Stream- ing						1.000	Valid

Source : data processed with SmartPLS 4.0

Discriminant Validity

A model is considered very good if the average value of extracted variance (AVE) for each construct is greater than 0.50. In addition to the cross-transfer analysis, there is one additional test that supports the legitimacy of the validity of the crime, namely the *Average Variance Extracted (AVE)* (Rosyihuddin & 4th, 2023) Explain that this additional test aims to evaluate the validity of the construct by assessing the average value of the extracted variance

Table 4.2 Discriminant Validity Value

	Discount	Free Ship- ping	Purchase Deci- sion	Live Streaming
Discount	0.815			
Free Shipping	0.581	0.870		
Purchase Decision	0.671	0.633	0.778	
Live Streaming	0.700	0.612	0.711	0.844

Source : data processed with SmartPLS 4.0

Based on table 4.2 above, it can be explained that from each variable where the value of AVE > 0.5. Therefore, it can be concluded that each of the research variables is declared valid or has met the criteria for the latent variables.

Composite Reliability dan Average Variance Extracted (AVE)

The group of indicators used to assess a variable is considered to have good composite reliability if the value of *composite reliability* reaching 0.7 or more, although this figure is not an absolute benchmark. This measurement method can also be used to evaluate the reliability of variable component scores, and the results tend to be more conservative compared to *composite reliability*. It is recommended that the AVE value exceed 0.6 (Frans Sudirjo et al., 2024)

Tabel 4.3 Composite Reliability dan Average Variance Extracted (AVE)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Discount	0.833	0.845	0.888	0.664
Free Shipping	0.892	0.893	0.925	0.756
Purchase Decision	0.862	0.870	0.897	0.592
Live Streaming	0.798	0.799	0.881	0.712

Source : data processed with SmartPLS 4.0

Collinearity Test

Model *Variance Inflation Factor* (VIF) to evaluate collinearity. The value used for the model collinearity test is to see the value of *Variance Inflation Factor* (VIVID) (Mahardini et al., 2022).. To detect this issue, the *Variance Inflation Factor* (VIF) should be less than 5; If the value exceeds 5, this indicates the potential for collinearity between constructs. If the VIF value is more than 5.00, then there is a problem with collinearity.

Tabel 4.4 Nilai Variance Inflation Factor (VIF)

	BRIGHT
X1P1	1.578
X1P2	1.905
X1P3	1.731
X2P1	2.098
X2P2	2.990
X2P3	2.756
X2P4	2.182
X3P1	1.769
X3P2	1.780
X3P3	1.889
X3P4	1.806
YP1	1.828
YP2	1.450
YP3	1.905
YP4	1.924
YP5	2.164
YP6	2.255
Discount x Live Streaming	1.000
Discount x Free Shipping	1.000

Source : data processed with SmartPLS 4.0

Based on table 4.8, it can be seen that both the outer VIF values and Inner VIF values have a VIF value of < 5, which means that both the outer VIF indicator and the inner VIF variable do not experience multicollinearity problems.

Analisis Model Structural (Inner Model)

Structural model testing, also known as inner model, is a process that aims to analyze and identify relationships between latent variables, including exogenous and endogenous variables, in a study (U. K. Sari et al., 2023). Testing inner model aims to analyze the relationship between constructs, as well as assess the significance value and R-Square of the research conducted.

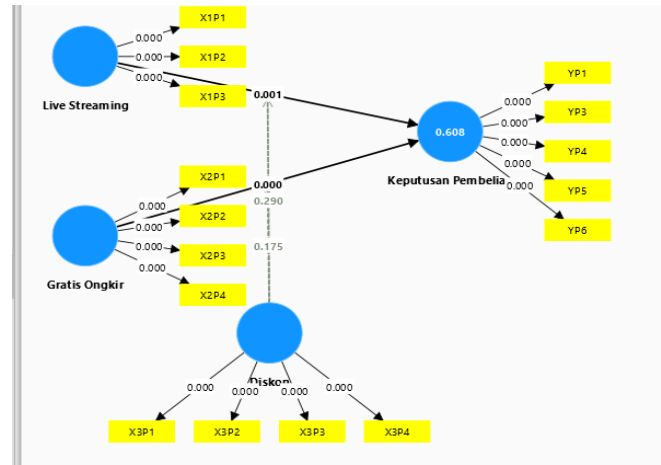


Figure 4.1 Hasil Bootstrapping Model

R-Square

The inner model test aims to analyze the relationship between constructs, as well as evaluate the significance value and R-Square in this study. R² obtained. The criteria are as follows:

- An R² value of 0.67 indicates that the model has strong strength.
- The R² value of 0.33 is in the moderate category.
- An R² value of 0.19 is included in the weak category.

Table 4.5 R-Square Values

	R-square	R-square adjusted
Purchase Decision	0.605	0.592

Source : data processed with SmartPLS 4.0

Based on table 4.9 above, it can be seen that the R-Square value of 0.605, this value can explain that the live streaming and free shipping variables together or simultaneously affect the endogenous variable, namely the purchase decision with moderate value criteria because the > value is 0.33

F-Square

F-Square is a measure used to assess the relative impact of a variable that affects (*independent*) to the variable that is affected (*dependent*).

According to Chin (1988) in (Nuryani & Winata, 2024), F-square criteria are:

- If the value of f2 = 0.02 → Small/bad
- If the value of f2 = 0.15 → Medium
- If the value of f2 = 0.35 → Over/good

Table 4.6 F-Square Values

	f-square
Free Shipping -> Purchase Decision	0.077
Live Streaming -> Purchase Decision	0.134
Discount x Free Shipping -> Purchase Decision	0.012
Discount x Live Streaming -> Purchase Decision	0.010

Source : data processed with SmartPLS 4.0

Based on the table above, it can be seen that the F-Square value of the *live streaming* and free shipping variables on purchase decisions is relatively large because > 0.35, for the dskon moderation variable on *live streaming* on purchase

decisions is classified as moderate because < 0.15 and the discount moderation variable on free shipping on purchase decisions is classified as moderate because < 0.15

Tabel 4.7 Result for inner weight

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Free Shipping -> Purchase Decision	0.231	0.234	0.074	3.133	0.002
Live Streaming -> Purchase Decision	0.352	0.348	0.102	3.460	0.001
Discount x Free Shipping -> Purchase Decision	0.092	0.100	0.089	1.040	0.299
Discount x Live Streaming -> Purchase Decision	-0.082	-0.054	0.097	0.849	0.396

Source : data processed with SmartPLS 4.0

Based on table 11, the determination of the hypothesis accepted or rejected is explained as follows:

The results of the first hypothesis test of the influence of free shipping on purchase decisions obtained a coefficient value of T (calculate) of 3,133. If the value of T (calculate) is compared to t (table) of 1,960, it shows that the value of T (calculate) is greater than the value of t (table). Thus, the results of hypothesis testing state that the variable of free shipping affects the purchase decision. The results of the second hypothesis test of the influence of *live streaming* on purchase decisions obtained a value of T coefficient (calculate) of 3,460. If the value of T (calculate) is compared to t (table) of 1,960, it shows that the value of T (calculate) is greater than the value of t (table). Thus, the results of hypothesis testing state that *live streaming* variables affect purchase decisions. The results of the third hypothesis test of the effect of free shipping moderated by discounts on purchase decisions obtained a coefficient value of 1,040. If the value of T (calculate) is compared to t (table) of 1,960, it shows that T (calculate) is smaller than the value of t (table). Thus, the results of hypothesis testing state that discount moderation has no effect on the variable of free shipping on purchase decisions. The results of the fourth hypothesis test of the influence of *live streaming* moderated by discounts on purchase decisions obtained a coefficient value of 0.849. If the value of T (calculate) is compared to t (table) of 1,960, it shows that T (calculate) is less than the value of t (table). Thus, the results of hypothesis testing state that discount moderation has no effect on *live streaming* variables on purchase decisions.

Discussion

The Effect of *Live Streaming* on Purchase Decisions

The results of the analysis show that *live streaming* has a positive influence on purchase decisions. Based on the results of the research from the distribution of questionnaires to respondents, it was shown that the statements from *live streaming* showed 84.19% agree, which proves that *live streaming* has a positive influence on purchase decisions. From the test results, H_0 was rejected and H_a was accepted, which means that the *live streaming* partially affected the purchase decision.

This explains that the better *live streaming* which will be broadcast, there will also be an increase in purchase decisions that will be made by potential consumers on the product *fashion* on Tiktok Shop. This research is in line with the research (Yunita & Subiyantoro, 2024) indicates that the variable *live streaming*, discounts, product reviews, and free shipping simultaneously have a significant effect on purchase decisions. The results of this study are in accordance with the research conducted by (Amin & Fikriyah, 2023) that the results of the study show that *live streaming* and *Customer Review* has an influence on product purchase decisions *Fashion* Muslims on TikTok Shop customers in Surabaya. *Live streaming* It can be interpreted as a technology that allows video broadcasting directly through the internet network, so that viewers can watch events or content *real-time* (Febriyanti & Ratnasari, 2024)

Effect of Free Shipping on Purchase Decisions

The results of the analysis show that free shipping has a positive influence on purchase decisions. Based on the results of the research from the distribution of questionnaires to respondents, it was shown that the statement of free shipping showed 83.13% agreed and the questionnaire statement proved that free shipping had a positive influence on

purchase decisions. From the test results, H_0 was rejected and H_a was accepted, which means that partially free shipping affects the purchase decision. This explains that with free shipping, the decision to purchase products will also increase *Fashion* on Tiktok Shop. This research is in line with the research conducted by (Ibrahim et al., 2024) shows that free shipping and live broadcasts on Tiktok significantly and profitably influence consumer purchasing decisions. The results of this study are in accordance with the research conducted by (Yuni et al., 2023) which states that free shipping has a positive and significant effect on purchase decisions. Free shipping refers to the cost of shipping goods or services that are not charged to customers by the seller during the purchase and sale transaction. In other words, free shipping means that buyers don't have to pay shipping fees for the products they buy (Purnomo, 2024)

Effect of Discount moderation on Live Streaming relationships on Purchase Decisions

The results of the analysis show that the effect of discount moderation has a negative value or has a negative and significant influence between *live streaming* on t-statistical purchase decisions $0.849 < 1.98$ and p-values $0.396 > 0.05$ So the hypothesis in this study is not supported. With these results, it proves that Discounts do not moderate the relationship *live streaming* on purchase decisions. Based on the results of the research from the distribution of questionnaires to respondents, it shows that the statement from *live streaming* agreed 84.19% on the questionnaire statement which proved that *live streaming* have a positive influence on purchasing decisions. Respondents felt more emotionally connected to the content presented in the live stream. Direct interaction between the host and the audience creates a more personalized atmosphere, thereby increasing interest and desire to buy the products offered. The results of this study indicate that although discounts significantly influence consumers' purchasing decisions, the viewing experience *live streaming* It turns out to have a greater appeal, even without discounts. Many consumers tend to opt for offers that allow them to interact directly with the seller, ask questions, and receive answers directly. This interaction helps reduce doubts in the buying process. In addition, there is a time limit in the session *live streaming* keep encouraging their interest in making a purchase decision. However, the test results prove that discounts do not moderate the relationship *live streaming* on purchase decisions. This result is not in accordance with the third hypothesis which reads that discounts moderate the relationship between *live streaming* on purchase decisions. The results of the third hypothesis submission are not in line with the research (Rosyihuddin & 4th, 2023) which states that *Price Discount* able to moderate the purchase decision relationship. Other research such as (Frans Sudirjo et al., 2024) states that the role of discount moderation has an impact on Purchase Decisions. Based on the results of the research conducted, it can be concluded that discounts do not moderate relationships *live streaming* on purchasing decisions

Effect of discount moderation on Free Shipping relationships on Purchase Decisions

The results of the analysis show that the effect of discount moderation has a negative value or has a negative and significant influence between free shipping on t-statistical purchase decisions $1,040 < 1.98$ and p-values $0.299 > 0.05$ So the hypothesis in this study is not supported. With these results, it proves that discounts do not moderate the relationship of free shipping to purchase decisions. Based on the results of the research from the distribution of questionnaires to respondents, it was shown that the statement of discounts indicated that 85.3% agreed that discounts had a positive influence on purchase decisions. However, the results of the PLS test are not in accordance with the fourth hypothesis which reads that discounts moderate the relationship between free shipping and purchase decisions. These findings show that although discounts have a significant positive influence on consumers' purchasing decisions, free shipping incentives are more influential in attracting their attention. Many consumers prefer offers that allow them to save on shipping costs, which is considered to have a direct impact on their total spending. Therefore, a marketing strategy that focuses on free shipping offers can be a more effective way to drive increased sales, although discounts are also available. The results of the third hypothesis submission are not in line with the research (Frans Sudirjo et al., 2024) which states that discounts are able to moderate the relationship of purchase decisions. Based on the results of the research conducted, it can be concluded that discounts do not moderate the relationship between free shipping and purchase decisions.

Conclusion

Based on the results of the Partial Least Square (PLS) analysis using SmartPLS 4.0 software and the discussion that has been described in the previous chapter, it shows that most of the hypotheses are accepted, or in other words there is a significant influence between independent variables and dependent variables.

The conclusions that can be drawn from the results of the analysis are:

1. *Live streaming* has a positive and significant impact on the purchase decision of *fashion* products on the TikTok Shop application. This is due to the interactive nature of *live streaming* platforms, which allows consumers to

communicate directly with sellers. These interactions not only increase user engagement, but also reinforce trust, which is an important element in the decision-making process. With attractive visual and audio elements, *live streaming* creates a more intense and satisfying shopping experience for consumers.

2. Free Shipping has a positive and significant impact on the purchase decision of *fashion products* on the TikTok Shop application. This offer is often a key factor for consumers in completing transactions. In many cases, shipping costs are considered a major obstacle in online shopping. By removing these fees, companies can increase the appeal of products and encourage consumers to make more purchases.
3. Discounts do not moderate between *live streaming* and the purchase decision of *fashion products* on the TikTok Shop application. Although discounts are a commonly used marketing strategy, the results of the analysis show that discounts do not affect the influence of *live streaming* on purchase decisions. These findings hint that the added value of *the live streaming* experience may be more important than the price incentives provided through discounts. Consumers tend to value direct interaction and product information delivered in *real-time* more than just getting discounts.
4. Discounts do not moderate between free shipping and the decision to purchase *fashion products* on the TikTok Shop application. Similar to the previous findings, discounts also do not function as a moderator in the influence of free shipping on purchase decisions. This shows that consumers prioritize the elimination of shipping costs rather than getting discounts on products. Therefore, companies need to consider adjusting their marketing strategies with a focus on incentives that are more relevant to consumers' needs and preferences

Research Limitations

The moderation variable in this study does not strengthen the influence between the live streaming variable and the free shipping variable, therefore, for the next study it is recommended to include other variables as moderation variables.

Acknowledgements

The author would like to express his sincere gratitude to all parties who have provided valuable support and contributions to this research. Especially to colleagues, lecturers, and parties who have provided very valuable input, guidance, and direction throughout this research process. We also express our gratitude to the families who have provided moral support, so that this research can be completed properly. Hopefully this research can provide benefits for the development of science and practice in this field.

References

- A, H., Ashari, S. A., Bau, R. T. R. L., & Suhada, S. (2023). Exploration Of The Intensity Of Social Media Use (Descriptive Study On Ung Informatics Engineering Students). *Inverted: Journal of Information Technology Education*, 3(2). <https://doi.org/10.37905/inverted.v3i2.21172>
- Al-Fairuz, N. H. (n.d.). *The Influence of Live Streaming, Flash Sale and Product Reviews on Purchase Decisions on E-Commerce*.
- Amin, D. E. R., & Fikriyah, K. (2023). *The effect of live streaming and online customer reviews on muslim fashion product purchase decisions (a case study of tiktok shop customers in surabaya)*. 07(01).
- Ardan, a. F. (2024). *Interpersonal communication in the digital age, challenges and opportunities*. 1(3).
- Databoks, 2024. (2024). *Databoks* [<https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/09215c706dc057f/iklan-tiktok-di-indonesia-jangkau-126-juta-audiens-terbanyak-ke-2-global>].
- Eneng Wiliana & Nining Purwaningsih. (2022). The Influence of Digital Marketing and Influencers on Purchasing Decisions for Culinary MSME Products in Tangerang City during COVID-19. *MAMEN: Journal of Management*, 1(3), 242–251. <https://doi.org/10.55123/mamen.v1i3.641>
- eraspace, 2024. (n.d.). [<https://eraspace.com/artikel/post/jenis-jualan-paling-laku-di-tiktok-dan-cara-mengatur-strateginya>].
- Febriah, I., & Febriyanto, M. T. (2023). The Influence Of Tiktok Live Video Streaming, Price Discounts, And Free Shipping On Purchase Decisions. *PERFECT EDUCATION FAIRY*, 1(2), 36–44. <https://doi.org/10.56442/pef.v1i2.305>

- Febriyanti, A., & Ratnasari, I. (2024). The Influence of Live Streaming, Online Customer Reviews and Flash Sale on Scarlett Whitening Cosmetic Product Purchase Decisions on Tiktok Shop. 2024. <https://doi.org/10.5281/ZENODO.10499159>
- Fera Valentina, Sutianingsih, Sutianingsih, Agustin Diah Nurbaiti, & Prisella Putri Octaviyani. (2024). Live Streaming, Content Marketing, and Online Customer Reviews Strategies to Optimize Consumer Purchase Decisions. *Proceedings of the National Seminar on Entrepreneurship and Business Management*, 1(1), 101–109. <https://doi.org/10.61132/prosemmasimb.v1i1.8>
- Frans Sudirjo, Ikbal, Muhammad Hasan Lubis, Laksono Edhi Lukito, & Saddam Husaen. (2024). The Effect of Convenience and Price on Student Purchase Decisions Online with Discounts as Moderation. *El-Mal: Journal of Islamic Economics & Business Studies*, 5(8), 4095–4105. <https://doi.org/10.47467/elmal.v5i8.4612>
- Ibrahim, M., Sudirman, H. A., & Anindita, M. (2024). *The Influence of Tiktok Live Streaming and Free Shipping on Erigo Product Purchase Decisions in Samarinda City*.
- Jayawinangun, R., & Nugraha, Y. A. (2019). Use Of The Internet And Social Media Of Young People In Rural Areas. 2019.
- Katadata, 2024. (2024, April). https://katadata.co.id/digital/e-commerce/66974ae871beb/Indonesia-Dan-Thailand-Penyumbang-Terb Besar-Orderan-Di-Tiktok-Shop#google_vignette.
- Mahardini, S., Singal, V. G., & Hidayat, M. (2022). The influence of content marketing and influencer marketing on purchase decisions in tik-tok application users in the DKI Jakarta area. *Ikraith-ekonomika*, 6(1), 180–187. <https://doi.org/10.37817/ikraith-ekonomika.v6i1.2480>
- Mutmainna, N., Hasbiah, S., Haeruddin, M. I. W., Musa, C. I., & Hasdiansa, I. W. (2024). (Pengaruh Live Streaming Dan Online Customer Review Terhadap Keputusan Pembelian Produk Skintific Pada Platform Tiktok). *Journal of Management and Innovation Entrepreneurship (JMIE)*, 1(2), 255–268. <https://doi.org/10.59407/jmie.v1i2.394>
- Nada, F., Ramadhayanti, A., & Masahere, U. (2023). *The Influence of Content Marketing and Live Shopping on Fashion Product Purchase Decisions on Tiktok Shop Users*. 1.
- Nardiana, M. E. O., & Budiarti, E. (2023a). The Influence Of Content Marketing, Celebrity Endorsements, Live Streaming On Purchase Decisions (Case Study of the Situation After the Closure of TikTok). 2023.
- Nardiana, M. E. O., & Budiarti, E. (2023b). *The Influence Of Content Marketing, Celebrity Endorsements, Live Streaming On Purchase Decisions (Case Study of the Situation After the Closure of TikTok)*.
- Nuryani, Y., & Winata, A. Y. S. (2024). Measuring interest in returning on the basis of social media and the image of the tourist destination of Lon Malang Beach in Sampang Madura. *Journal of Management Science Studies (JKIM)*, 3(4). <https://doi.org/10.21107/jkim.v3i4.16916>
- Permana, A. (2023). *Literature Review: The Three Most In-Demand Social Media In Indonesia In 2023 And Their Use Among The Public*. 1(4).
- Prasetyo, S. M., Gustiawan, R., & Albani, F. R. (2024). *Analysis of the growth of internet users in Indonesia*. 2(1).
- Purnomo, N. (2024). The Effect Of Live Streaming Selling, Discounts, Free Shipping And Cash On Delivery On Purchase Decisions On Shopee E-Commerce. *Journal of Business*.
- Putri, P. M., & Marlien, R. A. (2022). The Influence of Digital Marketing on Online Purchase Decisions. *Jesya (Journal of Sharia Economics & Economics)*, 5(1), 25–36. <https://doi.org/10.36778/jesya.v5i1.510>
- Rahayu, E., & Hasanah, U. (n.d.). *SOCIAL MEDIA AND ITS INFLUENCE ON STUDENTS' DECISION TO CHOOSE STMIK ROYAL*.
- Rahmayanti, S., & Dermawan, R. (2023). The Influence of Live Streaming, Content Marketing, and Online Customer Reviews on Purchase Decisions at Tiktok Shop in Surabaya. 2023.
- Ramadhani, D. I., & Zaini, M. (2023). The Influence Of Brand Ambassadors, Social Media Marketing, And Product Quality On The Purchase Decision Of Scarlett Whitening Users. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 7(1), 520–536. <https://doi.org/10.31955/mea.v7i1.2900>
- Ria Nofita Praptiwi, Indra Hastuti, & Taufiq Nur Muftiyanto. (2024). The Influence of Live Streaming and Cash On Delivery Payment Methods on Purchase Decisions on Tiktok Shop in Indonesia. *Journal of Management and Social Sciences*, 3(3), 118–126. <https://doi.org/10.55606/jimas.v3i3.1441>
- Rosyihuddin, M., & Hendra, J. (2023). The Role of Price Discounts in Moderating, Customer Reviews and Free Shipping on Shopee Purchase Decisions in Surabaya. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 4(1), 162–172. <https://doi.org/10.38035/jmpis.v4i1.1415>

- Sangadji, F. A. P., Fitri, A. C. S., Sitanggang, D. A., & Ikaningtyas, M. (n.d.). THE ROLE OF TIKTOK'S SOCIAL MEDIA AS A PLATFORM FOR BUSINESS DEVELOPMENT IN THE DIGITAL ERA. *Journal of Community Service*.
- Sari, P., Palah, J. M., & Ambarwati, P. (2023). Tiktok Shop E-commerce User Purchase Decisions: Content Attraction, Free Shipping and Flash Sale Prices as Triggers: Tiktok Shop E-commerce User Purchase Decisions: Content Attraction, Free Shipping and Flash Sale Prices as Triggers. *EKOMABIS: Journal of Business Management Economics*, 4(01), 85–100. <https://doi.org/10.37366/ekomabis.v4i01.260>
- Sari, U. K., Setyadi, H. J., & Widagdo, P. P. (2023). Evaluation of the Success of the Integrated Information System for Study Program Services (SIPL0) using the Delone and Mclean models at the Faculty of Engineering, Mulawarman University. *Adoption of Information Technology and Systems (ATASI)*, 2(1), 48–58. <https://doi.org/10.30872/atasi.v2i1.536>
- Setiawan, E. (2024). Analysis Of The Influence Of Discounts On Buying Interest And Its Impact On Athena Skincare Purchase Decisions On The Tiktok Shop Platform. *Consumer & Consumption : Journal of Management*, 3(2). <https://doi.org/10.32524/kkjm.v3i2.1179>
- Taan, H., Radji, D. L., & Rasjid, H. (2024). *Social Media Marketing to Improve Brand Image*.
- Wahyuningsih, Y., & Saputra, M. (2023). *Consumer Purchase Decisions Are Influenced by Online Live Streaming, Free Gifts and Discounts on Tiktok Social Media*.
- Yuni, L. R., Broto, B. E., & Simanjorang, E. F. S. (2023). The influence of discounts, product quality, free shipping and live streaming on the purchase decision of Tiktok Shop users. 2023.
- Yunita, I., & Subiyantoro, H. (2024). *The Effect of Live Streaming, Discounts, Product Reviews and Free Shipping on Purchase Decisions on Tiktok Shop (Case Study on UBHI Students of the Economics Education Study Program)*.