

ANALYSIS OF THE INFLUENCE OF FREE SHIPPING, CASH ON DELIVERY, AND LIVE STREAMING ON PURCHASE DECISIONS AT TIKTOK SHOP IN SURABAYA CITY

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Abstract: TikTok shop is an online shopping service feature of the TikTok application, with the problem of late receipts being the focus of research. This research aimed to find out what kind of impact cash-on-delivery transactions have and live streaming on purchasing decisions at the online store TikTok shop for people in Surabaya partially and simultaneously. This research urged the problem of purchase decisions at TikTok Shop in Surabaya. Thus, the influence and services become decisions people want to buy in TikTok Shop. This type of research used a descriptive quantitative approach with 200 respondents in the Surabaya City community. The sample of 200 respondents we chose stated that the consumers of TikTok shop and recently bought on this platform. With data collection techniques using questionnaires, data analysis in this study was multiple linear regression and data processing using SPSS software. The research results show that cash on delivery is upbeat and partially significant. Live streaming has a positive and partially significant effect. Moreover, simultaneously, cash on delivery and live streaming positively and significantly affect purchasing decisions. The result showed that the cash on delivery as the variable has a positive significance, including the influence partially. Cash on delivery and free shipping becomes the first considered purchase in TikTok shop as the first significant facility. The advancement of this platform makes consumers consider buying on this platform. The limitation of this considered to the seller is that has not proven enough about this facility's programs.

Keywords: cash on delivery, and live streaming, purchase decision

JEL Classification: D43, L12, G32

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A. INTRODUCTION

In the current era of digitalization, the advancement of technology and information is running rapidly, so business competition is getting tougher. This makes producers more critical, creative, and innovative towards the changes. This is the most important thing the company must do to succeed in business competition (Trisantosa et al., 2022). The term e-commerce is currently popular in discussions in many countries, especially Indonesia. E-commerce is a place to buy and sell boldly. E-commerce in preparation for bold spending in general. He will offer a product for what he sells as an intermediary or service provider housing sellers and opening their stalls or wanting to buy a single item in daring shopping—e-commerce as one of the actors that directs entrepreneurs and entrepreneurs on a small or large scale. The e-business industry is growing very fast in Indonesia because the number of internet users in Indonesian society is also proportional to the number.

Along with the development of internet technology and internet users, which are increasing yearly, electronic commerce in Indonesia is also growing; they are Shopee, Lazada, Tokopedia, Bli bli, J id, and others (Witi, 2021). Using telecommunications and business information development, e-commerce (electronic commerce) has led to many branches of companies in Southeast Asia. Currently, the sales process with a fast internet base is being controlled rapidly by e-commerce companies. Their competitiveness makes them look for the efforts and benefits of e-commerce that many people should know. This is why he started his commercial contribution using internet-based electronic media.

In the development of e-commerce, many innovations have emerged to provide convenience for customers. The application's convenience varies, including cash on delivery and live streaming, which can influence purchasing decisions (Akbar et al., 2023). The investment that the companies have agreed with the local government provides compensation for the local funds of 33% and the remaining 67% or \$1 billion for the company, the same as Toko Pedia, which offers only a 33% compensation—advantage of the area. Meanwhile, Blibli offers the local government compensation benefits of 1.4 trillion rupees or an average of 30% for the local government. Based on these data, it can be concluded that the start of e-commerce in online store sales in Indonesia, especially in Indonesia.

Cash on delivery is payment in cash when goods are received. Another understanding of cash on delivery is a sale and purchase transaction where the buyer is willing to pay if the seller delivers the goods to the buyer's address without additional costs (Ramdan & Jhoansyah, 2021).

According to Bianchi & Andrews (2018), Live streaming is often referred to as live broadcasts through an on that is broadcast by many people simultaneously as the original event. In this structure, it is clear that the user/owner, the user model, forms an online store supported by the presence of a helper. The web store and this assistant influence each other in the sales of the user model. Subsequently, the webshop and helper spread online, where the online webshop can be accessed via web browser, mobile phone, chat window, etc., where customers can go as buyers of products in the webshop and then ask who the customer is accepted from Via the user model or what can be said as a seller.

According to the opinion of Keller & Kotler (2016), the point at which the buyer has decided whether or not they will purchase the product and consume it is known as the decision to make the purchase. With lots of free shipping promos and COD to live streaming, it should minimize existing complaints. However, many complaints remain, such as late delivery and items that need to match what is in the picture and lots of orders being returned because consumer payments are unavailable. E-commerce companies in Indonesia today are of great help in the era of globalization by providing society with the convenience of a COD system. The products offered are complete, from electronic products, home decoration, and health products to beauty products, once you visit the website or application. E-commerce provides payment facilities through multiple payments, using credit cards or direct payments, facilitating consumer transactions. This does not apply to promotions that entice consumers to buy so that the prices they get are very cheap. Information about all products can be found on the Indonesian e-commerce website. This company expects to help the Indonesian people carry out buying and selling transactions without fear of things that cannot be done.

According to the previous description, the researcher has a strong interest in expanding the scope of the study to include "Analysis of the Influence of Free Shipping, Cash on Delivery, and Live Streaming on the Decision to Purchase at the TikTok Shop Online Store for the People in the City of Surabaya."

B. LITERATURE REVIEW

1. Free Shipping

Definition according to Lackermair et al. (2013), shipping costs are costs for delivering products or services collected by the merchant from the customer when the seller purchases or sells something, with shipping charges charged to the consumer. Suryadi et al. (2021) mention the fact that expedited shipping deals are included in the category of sales promotions, which are defined as actions designed to encourage consumers to make purchases through the use of particular sales initiatives such as display shows, exhibitions, demos or demonstrations, along with additional commercial operations that can be accomplished at any time.

Not infrequently, consumers compare the product's price purchased with the cost of the items; this makes consumers rethink making a purchase. Therefore, according to Susilo (2021), the company will offer services or promos in the form of free shipping or free shipping; this means that consumers do not need to add costs for shipping goods. Kotler & Keller (2016) mention free shipping indicators consisting of (a) Attention, (b) interest, (c) desire, and (d) action.

2. Cash on Delivery

The definition of cash on delivery, according to Halawah (2018) mention, is a payment method that consumers make using cash payments when the product is sent to the customer's home or a predetermined address. Cash on delivery offers a safer and more convenient payment method and allows customers to check product quality during delivery, guarantees during shipment, and the payment process. In contrast to several systems for making payments online, this has several advantages; therefore, cash on delivery is a profitable alternative for consumers who want to buy products online.

According to Halawah (2018), cash on delivery is a cash payment method to the courier when the goods have been delivered. This payment is very beneficial for buyers because it guarantees that the goods will arrive in a safe place. Consumers feel they have more personal control when using cash on delivery because they do not need to issue a lot of personal or purchase data, so

banks and e-commerce websites also cannot track their cash transaction history. The cash on delivery payment method also does not require knowledge or experience regarding electronic payment applications, making it easier for consumers themselves; this cash on delivery service will make more consumers make purchasing decisions.

Kidane & Sharma (2016) explained that even though there are currently many internet users, when they are interested in making a purchase or ordering the desired product, nearly 67% of consumers do not proceed to the e-commerce purchasing stage if asked to provide privacy information or credit card info, this is because consumers are afraid of their privacy information—misused as fraud. Therefore, Cash on delivery is a consumer solution to minimize security risks. According to Kidane & Sharma (2016), for the smooth running of the transaction, please prepare the correct money when delivering the goods. The way to overcome this problem is because sellers and buyers can meet face to face. Halawah (2018) explains the indicators of cash on-delivery services as follows: (a) security, (b) privacy, and (c) trust.

3. Live Streaming

According to Cai & Wohn (2019), Live streaming is often referred to as live broadcasts through a network that is broadcast to many people simultaneously as the original event. With live streaming, consumers can find more detailed information about a product to purchase, such as materials, textures, shapes, advantages, and disadvantages. So consumers can be more objective and satisfied.

They were informed in making decisions to buy a product. Belch et al. (2014) explain that the interaction process between sellers and buyers is included in marketing through personal interaction. Direct reaction advertisements, in which a product is advertised through a medium that allows customers to interact and buy straight from the producer, are one of the primary strategies utilized in direct advertising. This type of advertising is also known as consumer-to-consumer marketing.

Live streaming allows an actor or brand to connect more closely with the audience. The goal is to simplify the process of information dissemination related to products or brands. This method is unique compared to other online

promotion strategies because it is only by process. Organizing live streaming is simple, and sellers can convey messages while creating feedback directly from the audience.

According to Belch et al. (2014), consumer streaming indicators are not only concerned with prices or promos, but they want to understand the product in detail before making a purchase. That is why live streaming sessions are in great demand because consumers can see shows directly discussing the specifications of their target product. There are five indicators of live streaming, namely: (a) live streaming, turning the audience into (b) closer interaction with consumers, (c) more efficient promotional costs, (d) avoiding price wars in e-commerce, (e) reducing consumer complaints or dissatisfaction as buyers.

4. Buying Decision

An individual's choice to buy anything is known as a decision to purchase it, and it involves the individual choosing one option out of numerous available options. Purchasing decision definition according to Tjiptono (2022), several steps are involved in making choices that buyers go through, from the beginning of seeing the product, looking for information about the product that consumers will use until the final process of deciding to buy. According to Kotler & Keller (2016), Consumers undertake a series of steps before making a final choice to buy a product, which is called the purchasing decision process.

Kotler & Keller (2016) stated that the purchasing decision is the stage where the buyer has made his choice and purchases and consumes the product. During the assessment step, customers rate several brands and decide whether or not to make a purchase. According to Tjiptono (2022), Purchasing decisions are also determined by two factors. The first consideration is the perspective of other individuals, and the next factor is an unanticipated situation that could arise and change purchase intentions.

According to Alma (2018), a purchasing decision is an action taken by a consumer to build a reference among the brands in the selected category and purchase the item with the highest preference. According to Kotler & Keller (2016), three things influence a person's decision to make a purchase: (a) the viewpoints towards other persons; a person's purchasing decisions can be influenced by his

friends, neighbors, or those who share his beliefs. (b) Unanticipated circumstances and their effects the terms “price factors,” “household earnings,” and “anticipated advantages of the item” all refer to the same set of considerations. (c) Variables whose outcomes can be forecasted. When making purchasing decisions, consumers should be aware of situational elements they can predict.

Based on Kotler & Keller (2016), the indicators are: (1) Recognition of needs is the stage of the buying decision process in which consumers are aware of a need problem. High degrees of dehydration and starvation are two internal triggers that might set off this urge, thus driving the desire to buy food or drink. External stimuli, such as television shows, can also trigger this need. At this stage, marketers must research and understand the needs that drive consumers and direct consumers to the company’s products or services. (2) Information search is the stage where the buyer moves to find more information. Consumers may amplify attention or perform an effective information search. Consumers can obtain information from a variety of sources, including particular sources (such as friends, relatives, and neighbors), business sources (such as employees working in marketing, sales, and packaging), general sources (such as news outlets and customer organizations), and hands-on experiences (such as managing, inspecting, and consuming the good). (3) Alternate assessment, also known as the alternate assessment stage, is a part of the consumer buying decision-making process that involves using the details to analyze other brands included in a set of alternatives. Customers, at this point in the process, will focus on attributes or features directly relevant to their demands. In addition, they will rummage through their recollections of a brand and attempt to pick their impressions of both the public’s perception and the brand. (4) Making the decision to purchase, or at this point, the customer actually purchases the product. Consumers make their purchase decisions based on the most essential attribute, but two elements can come into play: their intention of purchasing and their actual desire to make the purchase. The first aspect is the perspective of others around you, and the other factor is the unanticipated nature of the scenario. Customers intend to buy depending on anticipated price variables, their financial situation, and the additional advantages of the goods. (5) Behavior once a purchase has been made after finalizing a purchase, customers reach this stage when they decide to take additional action depending on the choice they made or the level of unhappiness with an item or label.

After a product has been sold, it is the marketer's responsibility to assure several things, including the following: (1) Consumer decisions made after they have made a purchase, as well as the conditions in which customers are happy with the products they have purchased. The degree to which what the customer wants and the product's actual performance are aligned is a significant factor in consumer happiness. If the product's performance is below what was anticipated, the customer will be dissatisfied; on the other hand, if the product's performance is on par with what was anticipated, the buyer will be delighted. (2) After the purchase actions refer to any scenarios in which customers act after having made an order. Customers who are pleased with a product will certainly purchase it repeatedly. They will also be more inclined to speak positively about the item to other people. However, if the customer is dissatisfied with the purchase, they will either walk away or return it. Even customers will voice their displeasure to the relevant company. (3) Use and disposal after the purchase is made—the conditions under which customers use or invest in the good or service. The level of fulfilment that a customer receives is something that the buyer anticipates. The level of satisfaction a consumer has will affect their propensity to make additional purchases. On the other hand, if the customer is dissatisfied with the product, they will move to a different brand.

C. RESEARCH METHODS

The city of Surabaya served as the location for this research's fieldwork and the time used for this research was April-July 2022 or 4 months. Descriptive research using a quantitative approach is the form of research that was utilised in this study's investigation. The population in this study is the people of Surabaya City.

The sampling method in this study was carried out by probability sampling and the technique used was stratified random sampling. According to Arikunto (2014) the determination of sampling from the population, if less than 100, it is better to take all of them until the research is a population study. If the number of subjects is large it can be taken 10–15% or 20–55% or more depending on the number of:

1. The ability of researchers seen from the time, energy and funds

2. The area of observation is narrow for each subject, because this involves a lot of funding.
3. The size of the risk that is borne by researchers whose risks are certain, if the sample is large, the results will be better.

The instrument used in this research is a questionnaire. Questionnaire is a method of collecting data by using a list of questions posed to respondents to be answered by providing a questionnaire. After getting a large sample of 86 respondents from employees in the financial and audit fields. Then the respondent who has been appointed from the lottery results is given an approval sheet to become a respondent. After the questionnaires were distributed according to the lottery, they were waited for and directed by the respondents to choose answers according to the reality they experienced. Furthermore, the results of the questionnaire were immediately processed for research results. The instrument used in this research is the questionnaire in conducting the research, the researcher applied for a permit to Pangelangan Village. After obtaining approval, then conducting research with an emphasis on ethical issues.

This consent sheet was given to respondents before filling out the research format. After the respondent is given an explanation of the assessment to be carried out, then the respondent is willing to be examined, the respondent must sign the agreement sheet. If the respondent refuses to be studied, the researcher does not force and still respects the rights of the respondent. The author maintains the confidentiality of the subject, the author does not include the name on the data collection sheet, only provides a number or code on each sheet. Confidentiality of subject information is guaranteed by the author, only certain data groups will be presented or reported as research results. In determining the sample, the researcher used a sample of 200 respondents. The questionnaire is the method of data collecting that is utilized by the researchers. The data analysis technique uses multiple linear regression and data processing uses SPSS.

D. RESULT

The subsequent table presents the findings of an analysis of the responses received from each gender of respondents (Table 1).

Table 1 Characteristics of Respondents by Gender

Gender	Frequency	Percentage %
Female	120	60%
Male	80	40 %
Total	200	100%

Source: Primary Data processed by Researchers in 2022

According to the findings of the responses received from the responders, there were 120 female respondents (60%) and 80 male respondents (40%) of the 200 respondents. This shows that more females than male use the TikTok application.

A description of the characteristics of respondents based on whether or not they have made transactions using the TikTok shop can be seen in the following table:

Table 2 Characteristics of Respondents based on Those Who Have Used It Tiktok Shop

Respondents	Frequency	Percentage %
YES	192	96%
NO	8	4 %
Total	200	100%

Source: Primary Data processed by Researchers in 2022

Based on the results of the respondents' answers, there were 192 respondents (96%) who had made transactions at the TikTok Shop and 8 respondents (4%) out of 200 respondents. This shows that more have made transactions at the TikTok Shop than those who have not.

Respondents' responses to the free shipping variable (X1) show that the majority of respondents agreed to the first statement regarding free shipping which was achieved by 141 people (71%), this is that people in the city of Surabaya have special attention to free shipping. Respondents' responses to the second question indicated that the majority of respondents agreed, namely 102 people (51%), thus the emergence of buying interest after getting free shipping to the people in the city of Surabaya. Then the respondents' responses to the three respondents' questions showed that most of the respondents gave agreed responses, namely 95 people (48%),

Respondents' responses to the cash on delivery variable (X2) showed that the majority of respondents agreed with the first statement regarding cash on delivery which was achieved, namely 130 people (65%). Respondents' responses to the second question indicated that the majority of respondents agreed, namely 100 people (50%). Then the respondents' responses to the three respondents' questions showed that most of the respondents gave agreed responses, namely 121 people (61%).

Respondents' responses to the live streaming variable (X3) show that the majority of respondents gave a response that agreed with the first statement regarding live streaming which was achieved, namely 128 people (64%). Respondents' responses to the second question indicated that the majority of respondents agreed, namely 128 people (64%). Respondents' responses to the third question indicated that most of the respondents agreed, namely 112 people (56%), for the fourth question the respondents gave responses that most of the respondents agreed with 109 people (55%). And for the last question the respondents showed that most of the respondents gave agreed responses, namely 139 people (70%).

Respondents' responses to the purchase decision variable (Y) showed that the majority of respondents gave agreed responses regarding the first statement regarding the purchase decisions achieved, namely 140 people (70%). Respondents' responses to the second question of respondents indicated that the majority of respondents gave agreed responses, namely 134 people (67%), Then the respondents' responses to the third question of the respondents showed that most of the respondents gave responses that agreed, namely 118 people (59%), for the fourth question the respondents gave responses that the majority of respondents gave responses that agreed with 113 people (57%). For the fifth question the respondents indicated that most of the respondents gave agreed responses, namely 137 people (69%).

The measure analysis that is performed is the validity test that is utilised. This test examines the component-total statistics table as well as the adjusted item column. After this, the overall connection is contrasted to the r table of 0.05; the hypothesis is considered to be sound if the relationship between the item overall correlation is more than or equal to 0.138. Examine the data in the following table for accuracy:

Table 3 Validity Test on Free Shipping Variables (X1)

No. Items	Correlation	r table	Information
Item 1	0.384	0.138	Valid
Item 2	0.282	0.138	Valid
Item 3	0.254	0.138	Valid
Item 4	0.282	0.138	Valid

Source: Data processed by researchers in 2022

Table 4 Validity Test on Cash on Delivery (X2) Variables

No. Items	Correlation	r table	Information
Item 1	0.451	0.138	Valid
Item 2	0.433	0.138	Valid
Item 3	0.427	0.138	Valid

Source: Data processed by researchers in 2022

Table 5 Test the Validity of Live Streaming Variables (X3)

No. Items	Correlation	r Table	Information
Item 1	0.618	0.138	Valid
Item 2	0.455	0.138	Valid
Item 3	0.147	0.138	Valid
Item 4	0.516	0.138	Valid
Item 5	0.651	0.138	Valid

Source: Data processed by researchers in 2022

Table 6 Validity Test on Purchasing Decision Variables (Y)

No. Items	Correlation	r Table	Information
Item 1	0.647	0.138	Valid
Item 2	0.644	0.138	Valid
Item 3	0.520	0.138	Valid
Item 4	0.475	0.138	Valid
Item 5	0.643	0.138	Valid
Item 6	0.654	0.138	Valid
Item 7	0.699	0.138	Valid

Source: Data processed by researchers in 2022

When $t \text{ count} > \text{from } r \text{ table} = 0.138$, then all questions are considered to be legitimate. This conclusion can be drawn from the table that is displayed

above, which shows the outcomes of processing the data. It can be observed that all of the items from the arguments made in the questionnaire are deemed valid.

The reliability test is carried out to determine how much of an instrument can be relied upon, as measured by the instrument itself. According to Ghozali (2018), a questionnaire is considered dependable or reliable if the responses that an individual gives to its questions remain reliable or constant from one occasion to the next. Testing for reliability was performed using the Cronbach's Alpha method, and the value of the Cronbach's Alpha reliability coefficient was found to be more than 0.7. The following are the findings of the reliability test that were conducted:

Table 7 Reliability Test

Cronbach's Alpha	N of Items
.860	19

Source: Data processed by researchers in 2022

It is possible to draw the conclusion that the instrument used for research is dependable or may be stated to be acceptable based on the Cronbach's Alpha

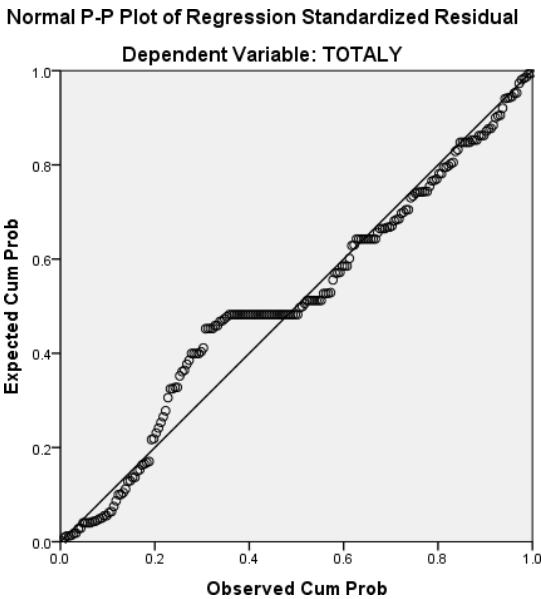


Figure 1 Normality Test

Source: Data processed by researchers in 2022

value, which is able to be viewed in the table that is located above. The significance level for all of the items is 0.860, which is greater than 0.7.

When examining a regression model, the normality assessment determines whether or not the independent variable, the dependent variable, or both possess a distribution that is typical. This determines whether or not the model used for regression can be described by a regular distributions. Can be presented as shown in Figure 1.

According to Ghozali (2018), the normality test conducted with the model of regression is considered to be regularly divided if the data being displayed (dots) that describe the real data following a diagonal path. The graphic that you saw earlier demonstrates that the normality assessment with the regression model is distributed normally. This is the case since the diagonal line is shown in the illustration.

The objective of the test for multicollinearity is to determine how closely these independent variables are related to one another or how much effect each has on the other by analysing the strength of their correlation coefficient. The value of the VIF, or variance inflation factor, provides insight into the methodology that was applied in order to determine whether or not the regression model contained multicollinearity. If the variance inflation factor (VIF) is greater than ten and the tolerance value is greater than one-tenth of a standard deviation, then the regression model is said to be untainted by multicollinearity concerns, which can be expressed in the following table:

Table 8 Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			Tolerance	VIF
1 (Constant) free of charge	5,000	1,462		3,419	.001		
Send	.057	.079	.039	.718	.474	.693	1,443
Cash on delivery	.624	.115	.310	5,429	.000	.613	1631
Live streaming	.714	.070	.549	10.225	.000	.695	1,440

Source: Data processed by researchers in 2022

It can be seen from the table 8 that the tolerance level and VIF value of the three independent variables free shipping (X1) with a count value (0.693) > a (0.10) and VIF count (1.443) < VIF (10.0). Cash on delivery variable (X2)

with a calculated value $(0.613) > a (0.10)$ and calculated VIF $(1.631) < VIF (10.0)$ and live streaming variable (X3) with a count value $(0.695) > a (0.10)$ and VIF count $(1.440) < VIF (10.0)$. Thus it can be concluded that the regression model does not have multicollinearity because the tolerance value (a) of each independent variable is below 10.0.

The purpose of the heteroscedasticity assessment is to determine whether or not the model used for regression has an inequity in the variation in the value of the residuals from a particular observation to a different observation that remain stable. If this gap exists, the test is referred to as testing for hemo-roscedasticity, and if it does not exist, the test is referred to as testing for heteroscedasticity. The following diagram illustrates the methodology that was applied in order to determine whether or not heteroscedasticity was present in the data through the use of testing with a scatter plot:

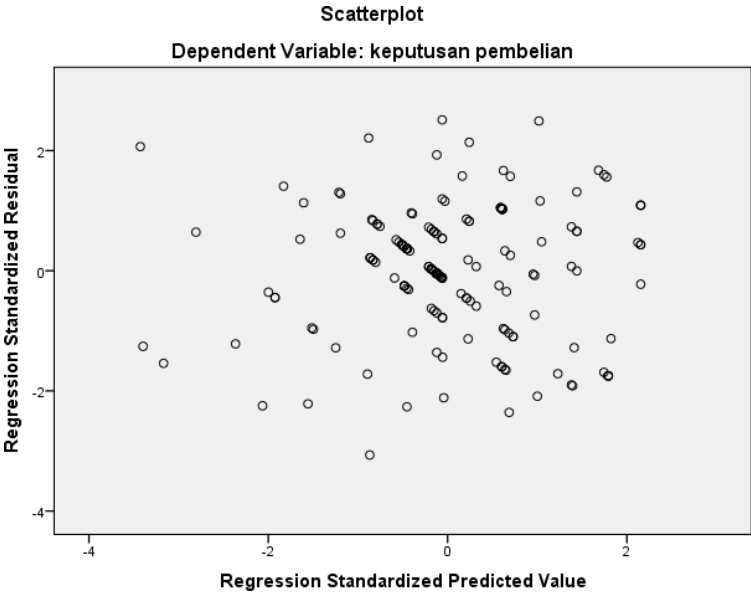


Figure 2 Graph of Scatter Plots
Source: Data processed by researchers in 2022

As can be seen in Figure 2, the points on the graph do not form a discernible pattern. Instead, the dots are scattered over and under the number 0 on the Y axis, making it impossible to read the graph with any degree of

precision. Therefore, there is no evidence to support the hypothesis of heteroscedasticity.

The multiple linear model for regression is used to determine free shipping, cash on delivery, and live streaming on decisions on purchasing at the online store TikTok Shop in the people of Surabaya.

Table 9 Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Betas			Tolerance	VIF
1 (Constant) free of charge	5,000	1,462		3,419	.001		
Send	.057	.079	.039	.718	.474	.693	1,443
Cash on delivery	.624	.115	.310	5,429	.000	.613	1631
Live streaming	.714	.070	.549	10.225	.000	.695	1,440

Source: Data processed by researchers in 2022

The following is an explanation for the findings of the equation for multiple linear regression that was presented earlier: (1) The present value of the constant (a) is 5,000, which indicates that the variables of free shipment, cash on delivery, and live streaming are all consistent; hence, the value of the purchase choice is 5,000; (2) The free of cost regression coefficient sent (X1) is 0.057, which demonstrates that the variable X1 has an advantageous impact on Y, which increases by 0.057. This conclusion can be drawn because X1 has a positive correlation with Y. (3) The cash on delivery variable has a positive influence on Y since its regression value, X2, is 0.624, which suggests that the variable X2 has a positive effect because it is 0.624. (4) The coefficient of regression for the live streaming regression (X3) is 0.714, which suggests that the variable X3 has an encouraging impact on Y, which rises by 0.714. This conclusion can be drawn because the coefficient of regression for X3 is positive.

The first hypothesis, H1, can be said to be rejected because Table 9 reveals that $t \text{ count} > t \text{ table}$ ($0.718 > 1.652$), and this allows one to declare that the first hypothesis has no positive value. Since the sig value for free shipping (X1) is 0.693, which is greater than 0.05, it is possible to conclude that the first hypothesis, H1, is not relevant. This indicates that the variable of free delivery does not have a positive and somewhat noticeable impact on the purchasing

decisions made by persons living in the city of Surabaya when they shop at the online TikTok shop.

Since table 9 demonstrates that the t count is greater than the t table (5.429 is greater than 1.652), we can conclude that the second hypothesis (H2) is correct and has a positive value. As a result of the fact that the sig value of cash on delivery (X2) is 0.000 0.05, it is possible to conclude that the first hypothesis H2 is statistically noteworthy. This indicates that customers living in the city of Surabaya make purchases at the TikTok shop online shop differently depending on whether or not the cash on delivery variable is available. This effect is beneficial and partially substantial.

Because the t count is greater than the t table in table 9, which shows that the difference is 10.225 above 1.652, we may conclude that the first hypothesis (H3) is correct and has an outcome that is positive. If the live streaming sig number (X3) has a value that is more than 0.05, then it is possible to conclude that the first hypothesis H3 is relevant. This indicates that the live streaming variable has an influence that is both favourable and additionally substantial on consumers living in the city of Surabaya's decisions about purchases made at the online TikTok shop.

Use the simultaneous test (F) to determine whether or not the factors under consideration have an effect that is shared by the dependent variable. The F test is designed to determine the extent to which factors such as free shipping, cash on delivery, and live streaming impact consumers' decisions to make purchases at the online store TikTok shop for the community in Surabaya City. The results of the test are provided in the table below:

Table 10 Simultaneous Test Results (Test F)

	Model	Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	702,399	3	234,133	101,259	.000b
	Residual	453,196	196	2,312		
	Total	1155595	199			

Source: Data processed by researchers in 2022

In light of the fact that the estimated f value (101.259) is more than the f table (2.65), it is possible to assert that the hypothesis H4 is acceptable and possesses a value that is positive. Since the significance level of the f test is 0.000

0.05, we can conclude that hypothesis 4 (H4) is statistically substantial. It is possible to conclude that the fourth hypothesis (H4) is true, which indicates that free shipping, cash on delivery, and live streaming have a beneficial and noteworthy simultaneous impact on purchase decisions made by consumers in the city of Surabaya who shop at the online store TikTok shop. According to the findings of research carried out by Basalamah and Millaningtyas (2021), the availability of free delivery has a substantial impact on consumers' decisions to make purchases. This indicates that residents of the city of Surabaya are not swayed in their decision to make purchases by the availability of free shipping due to cultural and cultural differences.

According to the findings of research carried out by Ramdan and Jhoansyah (2021), cash on delivery has a strong favourable effect on consumers' decisions regarding purchases. This indicates that people in Surabaya base some of their shopping decisions on the availability of cash on delivery. According to the findings of research carried out by Surianto and Utami (2021), live streaming is having a considerable favourable effect on consumers' decisions to make purchases. This indicates that live broadcasting has an effect on people's decisions regarding the purchases they make in the city of Surabaya.

E. DISCUSSION

So far, this company has done a great job, one of which is the largest company in Indonesia, TikTok Shop. Then, significant investors began to offer their shares in the hope that this company would proliferate. One of the largest investors is Alibaba, which provides a substantial share and enters into partnerships such as duty-free imports from China sold by the e-commerce company.

A deeper understanding of how service quality comes about was based on the concept as early as 1998 through the use of the digital economy. Explain that the social, political, and economic system is a container with characteristics like an intelligence space, including information, diverse access to information resources, information processing, and the ability to communicate. In addition, Tapscott has also successfully identified many components of the digital economy, including B2C e-commerce operations, digital distribution of goods and services, support for the sale of goods, the Cash on Delivery system, and other sales

services that use the Internet. The advent of e-commerce companies as they entered the Indonesian domestic market in 2012 can be seen by enabling the digital economy, especially e-commerce.

Considering the characteristics of forming an e-commerce business, there are twelve indicators related to using the digital economy in an e-commerce business. Basic knowledge or knowledge that will be used for human resources. Digitization is intended as a form of narrowing concepts in the digitization field. The Marketplace opens up to e-commerce, which has been formed into a digital marketing company that then starts distributing based on databases in Southeast Asia—virtualization as a form of improvisation in cyberspace. The rise of e-commerce in Indonesia started when the site was available in Indonesia.

The molecule is a configuration in which adaptation takes place. In this case, it is specifically marketed and approved in Indonesia and then used according to the supply and demand of the Indonesian people. The functioning of the Internet is the epitome of networking. This started to benefit from the networking of all actors who could openly benefit from the digital economy. Non-mediating is the removal of sub-actors. This is rejected hierarchically so that no sub-actors can be used but suppliers and collaborators to improve e-commerce businesses.

Convergence or convergence, that is, the consolidation of the media elements, began to take advantage of each of the entire media, such as using sponsors or helping to improve the company's reputation: innovation or the field of innovation in the formation of new and different things. Take advantage of specialties that other e-commerce companies do not have to avoid digital disruption.

F. CONCLUSION

Assumption or limitation. The boundary is defined between the company's seller, buyer, and shareholder, which seems invisible because it is based in cyberspace. Special specialization is performed only based on selling or buying products. Mediation is the accumulation of diversity in product offerings and sales. As mentioned earlier, supply and demand are used. Globalization as a new form of access. By making use of all these aspects, new access is also realized.

The controversy is the loss of boundaries in cyberspace. So that e-commerce businesses start to remove the minor and significant constraints that arise in cyberspace.

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