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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. The objectives of this research was 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 the city of Surabaya partially and simultaneously. This type of research uses descriptive research methods with a quantitative approach with a population of 200 respondents in the Surabaya City community. With data collection techniques using questionnaires, data analysis in this study was multiple linear regression and data processing using SPSS software. The results of the research conducted, it shows that Cash on delivery (X1) has a positive and partially significant effect because t count > t table and sig <0,05 with a result of 5.429 > 1.652 and a significance value of 0.000 <0.05. Live streaming (X2) has a positive and partially significant effect because t count > t table and sig <0.05 with the result 10.225 > 1.652 and the significance value is 0.000 <0.05. And simultaneously cash on delivery (X1), and live streaming (X2) has a positive and significant effect on purchasing decisions (Y) with the results f count> f table 101.259> 2.65 significant value of f test 0.000 <0.05

Keywords: Cash on Delivery, and Live Streaming, Purchase Decision

A. INTRODUCTION

In the current era of digitalization, the advancement of technology and information is running very rapidly, so business competition is getting tougher. This makes producers to be more critical, creative, and innovative towards the changes that occur. This is the most important thing that must be done by the company to succeed in business competition (Trisantosa et al., 2022).

Along with the development of internet technology and internet users which are increasing from year to year, electronic commerce in Indonesia is also growing, they are Shopee, Lazada, Tokopedia, Bli bli, J id, and others (Witi, 2021).

In the development of e-commerce, many innovations have emerged to provide

convenience for customers. The convenience provided by the application varies, including cash on delivery and live streaming which can influence purchasing decisions (Akbar et al., 2023).

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 being burdened with additional costs (Ramdan & Jhoansyah, 2021).

According to Bianchi & Andrews (2018) mentioning Live streaming is often referred to as live broadcasts through an on that is broadcast by many people at the same time as the original event.

According to the opinion of Keller & Kotler (2016), The point at which the buyer has decided whether or not they will actually 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, but there are still many complaints found, such as late delivery and items that don't match what is in the picture and lots of orders being returned because when consumer payments are not available.

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 REVIEWS
1. Free Shipping

Definition According to Lackermair et al., (2013) states that shipping costs are costs for delivering products or services that are collected by the merchant from the customer when the seller is in the process of purchasing or selling something with shipping charges being 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 anytime.

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)mentioning 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) mentions free shipping indicators consisting of: a) Attention, b) Interest, c) Desire, 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 to 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 as well as the payment process. In contrast to several systems for making payments online, this has a number of 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 consumers do not need to issue a lot of personal data or their 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 consumer security risks.

According to Kidane & Sharma (2016) for the smooth running of the transaction, please prepare the right 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, c) Trust.

3. Live streaming

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

Informed in making decisions to buy a product. According to Belch et al., (2014) explain that the process of interaction 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, is one of the primary strategies that are utilised in the field of direct advertising. This type of advertising is also known as consumer-to-consumer marketing.

Live streaming is one way for 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 way compared to other online promotion strategies, because only by process It's simple to organize live streaming, and sellers can convey messages while creating feedback directly from the audience.

According to Belch et al., (2014), Consumer live streaming indicators are not only concerned with prices or promos, but they want to understand the product in detail before making a purchase. That's why live streaming sessions are in great demand because consumers can see shows directly discussing the A-Z specifications of their target product, there are 5 indicators from 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

The definition of a An individual's choice to buy anything is known as a decision to purchase it, and it involves the individual choose one option out of numerous that are available. Purchasing decision definition According to Tjiptono (2022) A number of steps are involved in making choices regarding purchases that buyers go through starting at the beginning of seeing the product, looking for information about the product that

will be used by consumers 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 purchasing decision is the stage where the buyer has made his choice and purchases the product and consumes it. 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

Purchasing decision according to Alma (2018) 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), There are three things that 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, neighbours, 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 made aware of situational elements that they can predict.

Based on Kotler & Keller (2016), the indicators are: 1) Recognition of Needs, 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 examples of the kinds of internal triggers that might set off this urge, thus driving the desire to buy food or drink. This need can also be triggered by external stimuli, such as television shows. At this stage, marketers must research and understand the types of 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 simply amplify attention or perform an effective information search. Information can be obtained by consumers from a variety of sources, including particular sources (such as friends, relatives, and neighbours), business sources (such as employees working in marketing, sales, and packaging), general sources (such as news outlets and customer organisations), 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 analyse other brands that are included in a set of alternatives. Customers, at this point in the process, will focus their attention on the attributes or features that are 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 this point, the customer actually makes the purchase of the product. Consumers make their purchase decisions based on the attribute that is most important to them, but there are two elements that can come into play between 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. It's possible that customers have intended 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 level of unhappiness with an item or label.

After a product has been sold, it is the responsibility of the marketer to assure a number of 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 actual performance of the product are aligned is a significant factor in consumer happiness. If the performance of the product is below what was anticipated, the customer will be dissatisfied; on the other hand, if the performance of the product is on par with what was anticipated, the buyer would be delighted. 2) After the purchase actions, which refer to any scenarios in which customers take act after having made an order. If a customer is pleased with a product, they will certainly purchase it again and again. 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 has been made. The conditions under which customers make use of 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 have an effect on 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. 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. RESULTS

The subsequent table presents the findings of an analysis of the responses received from each gender of respondents:

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 (7%).

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 count > from r 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 Croanbach Alpha method, and the value of the Croanbach 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 Alpha 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

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: TOTALY
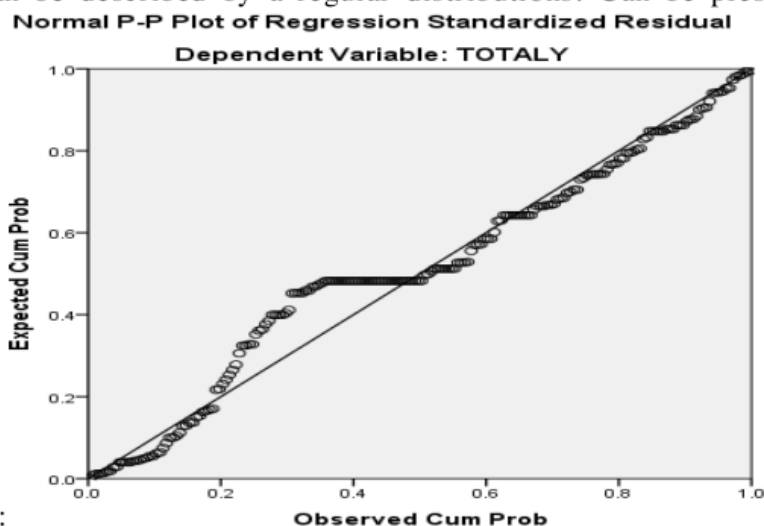
shown below:

Figure 1 Normality Test

Source: Data processed by researchers in 2022

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)	5,000	1,462		3,419	001		
	free of charge 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

a. Dependent Variable: purchase decision

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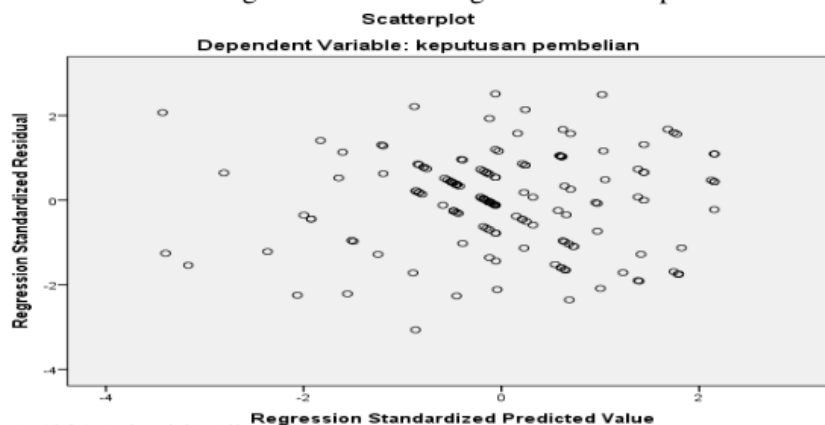
Figure 2 Graph of Scatter Plots
Source: Data processed by researchers in 2022

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)	5,000	1,462		3,419	001		
	free of charge 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

a. Dependent Variable: purchase decision
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 count > t 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	Mean Square	F	Sig.
	Regression	702,399	3	234,133	101,259	.000[b]
1	Residual	453,196	196	2,312		
	Total	1155595	199			

a. Dependent Variable: purchase decision
b. Predictors: (Constant), live streaming, free shipping, cash on delivery
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. CONCLUSION

People in the city of Surabaya make decisions about purchases at the online store TikTok shop that are not influenced in a good way by the variable of free shipping (X1), and this effect is only completely relevant. People living in the city of Surabaya make

more purchases at the online store TikTok shop as a result of the variable payment on delivery (X2), which has a favourable impact on these decisions that is also partially important. People living in the city of Surabaya make more purchases at the online store TikTok shop as a result of the live streaming variable (X3), which has a positive impact on these decisions that is also partially meaningful. People living in the city of Surabaya who shop at the online business TikTok shop are significantly more likely to make purchases when the store offers free shipping, cash on delivery, and live streaming as options.

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