

THE EFFECT OF PERCEPTIONS USEFULNESS, PERCEPTIONS EASE OF USE, FREE SHIPPING AND CASH ON DELIVERY SERVICE ON BUYING DECISION OF MARKETPLACE TIKTOK SHOP

ABSTRACT

In this digital industry era, technology is developing rapidly and is increasingly sophisticated. The existence of the internet has brought enormous changes in all fields where companies have issued new innovations, one of which is the emergence of e-commerce as a marketing medium. Digital platforms have become an effective marketing medium, especially during a pandemic. One of the digital platforms that has sped up in the midst of a pandemic is the TikTok application.

The data used in this study is primary data with a sample of users who have or are currently making purchases at the Tiktok Shop marketplace at least once, as many as 100 respondents. The analytical tools used are descriptive statistical tests, instrument tests, classic assumption tests, multiple linear regression tests, hypothesis testing and coefficient of determination tests.

The results of this study indicate that simultaneously the variables perceptions usefulness, perceptions ease of use, Free Shipping and Cash On Delivery Services affect purchasing decisions, and partially the perceived benefits and perceived convenience variables influence purchasing decisions while the variables Free Shipping and Cash On Delivery Services does not affect the purchase decision, and the dominant variable on the purchase decision is the perceptions ease of use variable.

Keyword : *Free Shipping, Cash On Delivery Services, Perceptions Ease Of Use, Perceptions Usefulness*

(xiv + 82 + Attachment)

Bibliography (1997 – 2023)