

## The Impact of Price Discount, Free Shipping, and Live Streaming on Consumer Purchase Intention on Tiktok Shop

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### Abstract

Due to the rapid growth of the footwear market in Indonesia, both domestic and foreign shoe manufacturers face increasingly fierce competition. To remain competitive, shoe manufacturers must be able to innovate, especially in marketing. This research examines the impact of three independent factors, namely Price Discount, Live streaming, and Free Shipping, on consumer purchase interest in Ventela shoe products on the TikTok Shop platform among students in Medan. This research uses a quantitative approach to evaluate the theory by examining the relationship between variables. Information for research purposes was collected from respondents through questionnaires. Data was analyzed using SPSS version 29 analysis tools. The research population consists of students in Medan City who use the TikTok application and about Ventela shoe products, with a sample of 97 respondents selected through a non-probability sampling method. The questionnaire data were analyzed using multiple linear regression. This research shows that price discounts, free shipping, and live streaming have a positive or significant effect on consumer buying interest. The findings of this research provide a better understanding of the things that impact purchasing interest in terms of discounts, live streaming, and free shipping for Ventela shoe products on the TikTok Shop. These findings can help develop better marketing strategies focusing on increasing customer interest.

**Keywords:** consumer purchase interest; footwear market competition; marketing innovation; tiktok shop strategy

### INTRODUCTION

In the modern era, technology is constantly advancing. Technological advancements ensure that knowledge

and technology continually advance and innovate quickly (Nurbaiti et al., 2023). The development of communication and information

technology can provide job prospects, especially work that can be done remotely or can be done at home (Alimuddin, 2021). The necessity to work from home during the pandemic has led to a rise in internet usage. The pandemic caused by the Covid-19 virus is one of the main reasons for the increased popularity of online shopping. To stay afloat in business during the pandemic, marketers have shifted from direct selling methods to internet-based sales systems (Hamdun et al., 2022). Indonesia has become a country with a continuously increasing online shoppers each year. Based on information from Statista report, e-commerce users in Indonesia in 2024 are expected to reach 189.6 million users (Putri et al., 2023).

Many studies highlight several reasons why people in Indonesia shop online. Azwari & Lina (2020)'s research shows that product quality and price discounts are the main determinants of online shopping behavior. In addition, according to Sanda & Basalamah (2021), there are several reasons why consumers choose to shop online, such as customer ratings and free shipping offers. Then, according to Maharani & Dirgantara (2023), live streaming is one of the factors that influence consumer decisions to shop online.

Discounts are an excellent marketing tactic businesses use to promote their products and counter market threats from competitors. One method to attract customers is offering significant discounts (Azwari & Lina, 2020). According to Kotler and Keller, a price discount is the reduction of a product's selling price below its normal level for a certain period to increase sales. Typically, merchants

offer discounts for quick payments, bulk purchases, and out-of-season purchases (Christian, 2016). The term "discount" has various meanings and can be applied in many situations. Generally, a discount refers to sellers giving buyers a reduction in price as a form of appreciation for actions that result in seller satisfaction (Hongdiyanto et al., 2020). The findings by Themba & Romadhoni (2023) show a positive impact of discounts on customer purchase interest

Free shipping is another form of discount that offers no-cost delivery of goods. Providing free shipping through online shopping impacts customers' purchasing decisions (Lestari et al., 2023). A popular promotional strategy in e-commerce today is free shipping offers. This attracts consumers by reducing the financial burden, especially as they avoid additional shipping costs. With free shipping, consumers can save money without paying extra fees (Yendola & Windasari, 2023). The findings by Lestari et al. (2023) show a positive impact of free shipping on customer purchase interest

Competition among online companies has intensified due to the growing trend of online shopping. Companies in the e-commerce and commerce sectors are competing to develop more innovative marketing strategies to attract consumers to their digital platforms. One of the tactics digital platforms use to increase purchases is live-streaming shopping, also known as direct commerce marketing (Maharani & Dirgantara, 2023). Live streaming is a social e-commerce feature that combines

electronic commerce with real-time social interaction (Cai et al., 2018). Live streaming has evolved into an effective marketing tool to reach a wide range of potential customers, even internationally, easily and affordably (Pongratte et al., 2023). The findings by (Amin & Fikriyah, 2023) show a positive impact of live streaming on customer purchase interest.

According to Kotler and Keller, purchase interest reflects a consumer's readiness to buy or choose a particular product, often impacted by previous experiences or strong aspirations (Mawa & Cahyadi, 2021). According to Andrew, purchase interest results from consumers' feelings and thoughts about a product (Syahputri & Marliya, 2023). Purchase interest is an attitude of using, starting when customers choose a product and continuing until they buy it (Misnanto & Istiyanto, 2021).

E-commerce positively impacts the widespread use of information technology and the internet today (Siswadi & Soemitra, 2022). E-commerce in Indonesia continues to grow as a medium or platform for online shopping. For those looking to enter the online business world, electronic commerce may seem like a promising haven (Aisyah et al., 2022). The existence of this type of e-commerce opens up new avenues for small businesses to transform their goods into content at more transparent prices (Sabda & Kussudyarsana, 2023). Even an existing social media platform application is now utilized for online buying and selling. This medium is TikTok Shop. TikTok Shop stands out compared to similar social media platforms like Instagram, Facebook,

and Twitter, which have not yet provided online buying and selling features that the public can utilize.

The TikTok application is very popular across all demographics and has significantly impacted businesses in Indonesia over the past few years (Julia and Kamilah 2023). According to a press statement, in this strategic partnership, the businesses of Tokopedia and TikTok Shop Indonesia will be unified under the management of PT Tokopedia. Under this deal, PT Tokopedia will be under the ownership of TikTok (Alfayed et al., 2023). With 99.1 million active users, Indonesia has the second-highest number of TikTok users worldwide. On average, users in Indonesia spend 23.1 hours per month using the app (Pongratte et al., 2023). According to The Information, in 2022, online purchases via TikTok increased fourfold, with the gross merchandise value (GMV) in Southeast Asia exceeding Rp 68 trillion (Kadang et al., 2023).

Several previous studies have reviewed the factors driving people to shop online on TikTok Shop. A prior study by Sari et al. (2023), discusses factors that trigger user purchasing decisions at TikTok Shop, including interesting content, free shipping, and flash sales. The study found that flash sale prices and engaging content triggered purchase decisions. However, TikTok Shop users made fewer purchases due to high shipping costs despite free shipping offers. Julia & Kamilah (2023)'s research evaluates the effect of product quality, price, and advertising on TikTok on consumer interest in buying Scarlett Whitening products. The results showed that price, product quality, and advertising

positively influence consumer interest. In addition, [Pongratte et al. \(2023\)](#)'s research examined the effect of live streaming marketing on TikTok on consumer propensity to buy clothing products. The results showed that promotion through live streaming significantly and positively influenced consumer interest in buying clothing products.

Previous research results indicate that price discounts [Hongdiyanto et al. \(2020\)](#), free shipping [Lestari et al. \(2023\)](#), and live streaming [Pongratte et al. \(2023\)](#), impact consumer purchase interest. However, in contrast to research [Sari et al. \(2023\)](#), revealed that free shipping has no significant effect on purchasing decisions. Research conducted by [\(Febriah & Febriyantoro, 2023\)](#) also noted that price discounts do not significantly impact purchase decisions. This indicates that research results considering these factors can vary greatly. Although studies have already examined the impact of price discounts, free shipping, and live streaming, there has not been a specific investigation that simultaneously explores the impact of these three variables on consumer purchase interest in specific and different products on TikTok Shop. Therefore, a research gap needs to be addressed to gain a deeper understanding.

The continuous introduction of new shoe models that become trends among the public indicates rapid growth in the fashion industry, especially the shoe industry. This can be attributed to the importance of shoes as an essential part of human attire. Globally, every manufacturer finds the shoe market very attractive. According to the e-commerce platform

Tokopedia, the number of local shoe purchases doubled during the Covid-19 pandemic in December 2020 compared to the early stages of the pandemic in the same year ([Tiyasherlinda et al., 2022](#)).

Ventela is one of the popular local shoe brands in Indonesia ([Tiyasherlinda et al., 2022](#)). Attached from [kompas.com](#), According to shoe specialist dr. Tirta Mandira Hudhi, better known as dr. Tirta, Ventela is one of the leading local shoe companies in Indonesia. Despite competing with foreign brands, Ventela remains one of the popular local shoe brands. Established in 1989 in Bandung, West Java, Ventela initially was an ordinary vulcanized shoe factory. However, under the leadership of William Ventela since 2017, the brand has become a favorite among the younger generation ([Tiyasherlinda et al., 2022](#)). Ventela is a popular and quality local shoe brand due to its advantages, including the latest technology, soft material quality, excellent stitching, and diverse models ([Yudha & Hayuningtias, 2022](#)). Young people today choose to wear these shoes for activities in their free time, for sports, and for college or school. Ventela offers its products at a reasonable price without sacrificing quality, which puts it at the top of the local sneaker market because the highest level of buying interest is present ([Tangka et al., 2022](#)).

Attached from the [bukareview](#), Ventela tops the list as a quality and cool local shoe brand, followed by Aeorstreet, Nah Project, Compass, and other brands ([Yudha & Hayuningtias, 2022](#)). Ventela collaborates with several famous figures in this project,

including Gading Marten and Kaesang Pangarep. When President Joko Widodo wore one of Ventela's products, Ventela Sang Sekerta Lohita, during the 75th Independence Day celebration of the Republic of Indonesia, the product attracted the attention of internet users, especially the president's Instagram followers (Tiyasherlinda et al., 2022).

This research will be conducted on university students in Medan. Based on Google Trends 2024, North Sumatra is one of the most searched regions for Ventela products. With a large student population in Medan, there is a potential for them to be active consumers of shoe products. According to Donny Eryastha, Head of Public Policy at TikTok Indonesia most application users are members of the Z and millennial generations, including students (Mahardhika et al., 2021). As a prominent city in Indonesia, Medan leverages e-commerce as a platform to help meet the daily needs of its citizens by facilitating the buying and selling of goods and services (Annisa & Fauzi, 2022). The TikTok application is not excluded from the internet. Situated on the island of Sumatra, Medan serves as the provincial capital of North Sumatra. It is the fourth largest city in the nation, housing 2.2 million people and over 994,000 internet users (Razak & Sumanti, 2023). Therefore, the researcher uses Medan City and university students as relevant locations and subjects.

Based on the above explanation, this study aims to analyze and understand the impact of price discounts, free shipping, and live streaming on the purchase interest in Ventela shoes on TikTok Shop among

university students in Medan. This is important to provide insights into effective marketing strategies, especially in increasing consumer interest in purchasing Ventela products on the platform. It is hoped that the results of this study can serve as a useful reference for industry professionals and entrepreneurs looking to enhance their online marketing strategies amid increasing market competition.

## METHOD

This research was conducted from March 1, 2024 to March 9, 2024. This research uses a quantitative method that presents data or statistical information in numerical form. According to Suliyanto, this method describes facts and measures variables objectively to produce results that can be statistically analyzed (Zalzalalah & Febriyanto, 2023). According to Sugiyono, quantitative research utilizes primary data collected directly by researchers from the source. (Zalzalalah & Febriyanto, 2023). Surveys are used to gather data from respondents, and questionnaires are employed as the data collection methodology in this study.

Information for the research objectives is gathered from university students through online surveys on social media platforms such as Instagram and WhatsApp. Respondents complete the questionnaires independently, which are assessed using a five-point Likert scale (Sembada et al., 2022).

The population of this research consists of university students in Medan who know, want, or have



bought Ventela shoes and are also users of the TikTok Shop feature. Since the exact number of university students using TikTok in Medan is unknown, Cochran's formula is used to determine the sample size (Nurliati & Mardian, 2021). The sample size is calculated as follows:

$$n = \frac{z^2 pq}{e^2} \quad (2)$$
$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.10)^2}$$

*n=96.04=97 people*

Explanation:

n = sample size,

z = Z-value in the normal curve for a 5% significance level (with a value of 1.96),

p = probability of success (0.5),

q = probability of failure (0.5),

e = margin of error (10%)

The result shows 96.04, which is rounded to 97. This study involves 97 participants as the sample, using a non-probability sampling technique, specifically purposive sampling, where the researcher intentionally selects the sample to ensure appropriate representation (Nurliati & Mardian, 2021). First, the research sample is a student who lives in the city of Medan. Second, want or have bought Ventela

shoe products. Last, use the Tiktok shop feature. Quantitative and statistical data analysis are used in data collection and hypothesis testing. The data is processed and analyzed using quantitative analysis methods and multiple linear regression (Sari et al., 2023).

## RESULT AND DISCUSSION

### Validity Test

A validity test can be used as a measuring tool to determine reliability and validity (Mawa & Cahyadi, 2021). The validity test results indicate that each statement has a significance level below 0.05 for the variables of price discount, live streaming, free shipping, and purchase intention, confirming the validity of each statement item in the research variable indicators.

### Reliability Test

Based on the reliability test, all variables have a Cronbach's alpha value greater than 0.6, indicating that all responses for the research variables are reliable.

## Normality Test

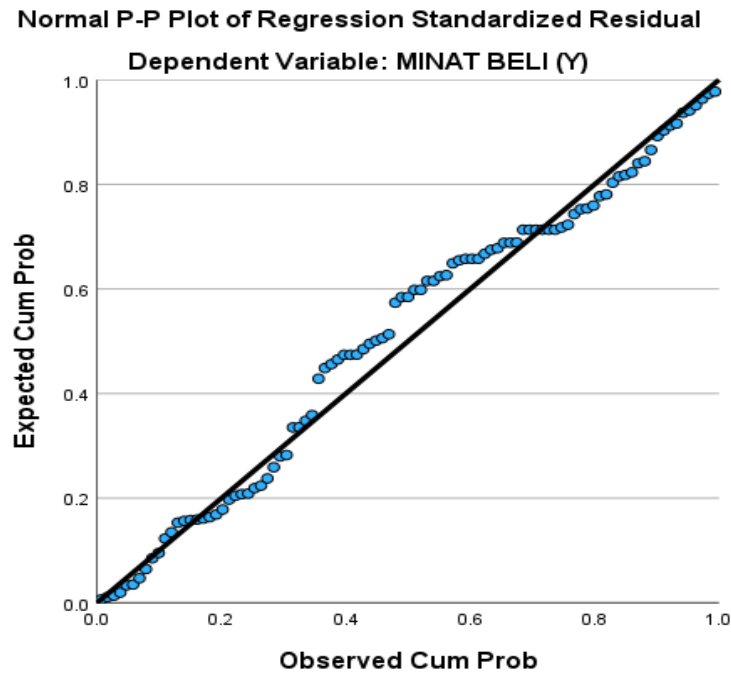


Figure 1. Normality test

The normality test aims to test whether the dependent and independent variables have a normal distribution in the regression (Mawa & Cahyadi, 2021). The normal probability plots in Figure 1 show that the scattered points align along the

diagonal line and follow the appropriate pattern, indicating a normal distribution of residuals and regression model. Therefore, it can be concluded that the normality assumption is met.

## Heteroskedasticity Test

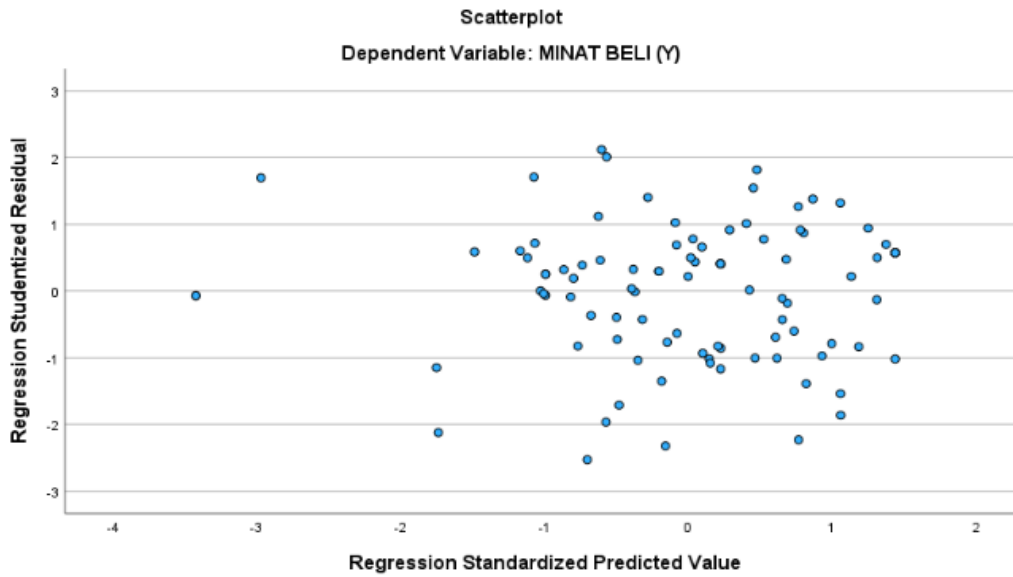


Figure 2. Heteroskedasticity test

The scatterplot in Figure 2 shows points scattered randomly around the value of 0 on the Y-axis, indicating no clear pattern. Thus, it can be concluded that there is no evidence of

heteroskedasticity in the regression model, fulfilling the assumption of homoscedasticity in the model.

## Multicollinearity Test

Table 1. Multicollinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Discount (X1)	.309	3.232
	Gratis Ongkir (X2)	.344	2.910
	Live Streaming (X3)	.507	1.971

a. Dependent Variable Minat Beli (Y)

In the Multicollinearity test, each independent variable has a tolerance value of  $\geq 0.10$ , indicating no correlation between the independent

variables. Similarly, the VIF calculation results show that each independent variable has a VIF value of  $\leq 10$ , indicating no multicollinearity.



### Regresi Linear Berganda

Table 2. Multiple linear regression results

Model		Unstandarized Coefficients		Standarized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.709	1.582		.448	.655		
	Price Discount (X1)	.395	.088	.380	4.489	<.001	.309	3.232
	Gratis Ongkir (X2)	.697	.153	.366	4.554	<.001	.344	2.910
	Live Streaming (X3)	.387	.107	.239	3.616	<.001	.507	1.971

a. Dependent Variable minat beli (Y)

In the table, the regression equation results can be explained as follows:

- The constant value of 0.709 indicates that Price Discount, Free Shipping, and Live Streaming remain unchanged or equal to zero, resulting in a Purchase Intention value of 0.709.
- The coefficient of Price Discount, 0.395, indicates that an increase in Price Discount will increase Purchase Intention by 0.395 if other independent variables remain constant.
- The coefficient of Free Shipping, 0.697, indicates that an increase in Free Shipping will increase Purchase Intention by 0.697 if other independent variables remain constant.
- The coefficient of Live Streaming, 0.387, indicates that an increase in Live Streaming will increase Purchase Intention by 0.387 if other independent variables remain constant.

### Partial Test (t-test)

Table 3. Partial test results (t-test)

Model		Unstandarized Coefficients		Standarized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.709	1.582		.448	.655		
	Price Discount (X1)	.395	.088	.380	4.489	<.001	.309	3.232
	Gratis Ongkir (X2)	.697	.153	.366	4.554	<.001	.344	2.910
	Live Streaming (X3)	.387	.107	.239	3.616	<.001	.507	1.971

a. Dependent Variable minat beli (Y)

Based on the t-test, the calculated t-values for each variable, Price Discount, Free Shipping, and Live Streaming, are higher than the t-table value of 1.985 ( $\alpha=5\%$ ), with a significance of  $0.001 < 0.05$ . This

indicates that Price Discount, Free Shipping, and Live Streaming have a significant positive effect on Purchase Intention, thus, the hypothesis can be accepted.

### Simultaneous Test (F-test)

Table 4. Simultaneous test results (F-test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3654.605	3	1218.202	119.402	<.001 <sup>b</sup>
	Residual	948.838	93	10.203		
	Total	4603.443	96			

a. Dependent Variable Minat Beli (Y)

b. Predictors: (Constant), Live Streaming (X3), Gratis Ongkir (X2), Price Discount (X1)

The ANOVA test indicates that the calculated F-value (119.402) is greater than the critical F-value (2.76) with a significance level 0.001. This shows that Price Discount, Free

Shipping, and Live Streaming together significantly impact Purchase Intention, as their probability is much smaller than 0.05.

### Coefficient of Determination (R-Square)

Table 5. R-Square test results

Model	R	R Square	Adjust R Square	Std. Error of the estimate	Durbin-Watson
1	.891 <sup>a</sup>	.794	.787	3.194	1.967

a. Predictors: (Constant), Live Streaming (X3), Gratis Ongkir (X2), Price Discount (X1)

b. Dependent Variable: Minat Beli (Y)

Based on the table above, the value of R is 0.891 and the value of R<sup>2</sup> is 0.794. This means that 79.4% of the variation in purchase intention can be explained by independent variables such as price discount, free shipping, and live streaming. Meanwhile, the remaining 20.6% is impacted by other factors not included in this research model.

### The Impact of Price Discounts on Purchase Intentions

The calculated t-value for the Price Discount variable is 4.489, more significant than the critical t-value of 1.985 with  $\alpha = 5\%$ . With a significance level of  $0.001 < 0.05$ , it can be concluded that price discount significantly affects purchase intention. This indicates that an increase price discount will increase consumers' desire to purchase.

The results show that discounts on Ventela Shoes products significantly increase purchase intention among students in Medan. Consumers are attracted to purchase due to frequent discounts. The discount can encourage an increase in the number of customer orders. The economical promotions offered by TikTok Shop attract potential buyers to buy products. However, Ventela Shoes must maintain product quality even when offering discounts. Therefore, Ventela's price reductions affect consumer purchase intentions. Consistent with Kotler and Keller's statement that discounts increase sales by lowering prices temporarily. These findings also support research by [Themba & Romadhoni \(2023\)](#), which shows that price discounts significantly positively affect purchase intention.

### **The Impact of Free Shipping on Purchase Intention**

The t-value for the free shipping variable is 4.554, surpassing the t-table value of 1.985 at  $\alpha = 5\%$ . With a significance level of  $0.001 < 0.05$ , it can be concluded that free shipping significantly positively impacts purchase intention. This suggests that an escalation in free shipping would bolster consumers' inclination to purchase. By offering complimentary shipping, Ventela Shoes can alleviate barriers and incentivize consumers to proceed with their purchases. This serves as a compelling enticement for cost-conscious prospective buyers by providing economic advantages through cost-saving measures. Based on the feedback given by respondents on the questionnaire statement, the free shipping voucher offer can attract consumers to buy Ventela Shoes products. This is in accordance with [Sari et al. \(2023\)](#), which suggests that free shipping promotions encourage consumers to immediately buy more products by increasing the number of items they buy. This is also in accordance with the research results from [Sanda & Basalamah \(2021\)](#), which show a strong positive impact of free shipping on purchase intention.

### **The Impact of Live Streaming on Purchase Intention**

The t-value for the live streaming variable is 3.616, surpassing the t-table value of 1.985 at  $\alpha = 5\%$ . With a significance level of  $0.001 < 0.05$ , it can be concluded that live streaming significantly positively impacts purchase intention. This suggests that an escalation in live streaming would bolster consumers' inclination to

purchase.

The research shows that live streaming significantly increases the purchase intention of students in Medan City towards Ventela Shoes. Clear and informative presentations from livestream broadcasters can help potential buyers make more informed purchasing decisions. Ventela Shoes can exhibit their products, elucidate features, and directly address queries. Discounts offered during live-streaming sessions also heighten purchase intention, bolstering consumer confidence. As per [Cai et al. \(2018\)](#), live streaming amalgamates e-commerce with real-time social interaction, fostering purchase intention. This study aligns with the findings of [Pongratte et al. \(2023\)](#), illustrating that the utilization of TikTok live streaming in promotions positively and significantly impacts consumer purchase intention. The frequency of consumer engagement with TikTok live streams from a particular brand directly correlates with their heightened interest in purchasing the product.

### **The Impact of Price Discounts, Live Streaming, and Free Shipping on Purchase Intention**

As per the ANOVA test results, the calculated F-value (119.402) exceeds the F-table value (2.70) with a significance level of 0.001, significantly lower than 0.05. This indicates that Price Discounts, Free Shipping, and Live Streaming collectively significantly impact Purchase Intention. In other words, this shows marketing strategies that combine price discounts, free shipping, and live streaming can effectively increase

consumer purchase intention.

## CONCLUSION

Based on the research results, there is a strong relationship between the variables Price Discount, Free Shipping, and Live Streaming with Purchase Intention, both partially and as a whole. This indicates that price reductions, information dissemination through live streaming, and the offer of free shipping affect consumer purchase intention. Therefore, marketing strategies that combine Price Discount, Free Shipping, and Live Streaming can potentially enhance consumer purchase intention towards the product.

There search findings imply that Ventela Shoes can increase consumer purchase intention by combining price discount, live streaming, and ease of purchase with free shipping, thereby creating a stronger synergistic effect. Based on the researcher's direct experience in this study, several limitations need to be considered by future researchers. Some of these limitations include the number of respondents who are only 97 people, which is not enough to accurately describe the situation. In addition, there are still 20.6% of variables that affect purchase intention but were not studied by the author. Data collection was carried out through distributing questionnaires using Google Form without face-to-face contact with respondents, which caused the research results to be less accurate.

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