

ABSTRACT

The Influence Of Live Video Streaming Tiktok, Price Discounts, And Free Shipping On Purchase Decisions At Tiktok Shop Official Skintific

Intan Febriah¹, Dr.M Trio Febriyantoro, S.E., M.M.²

- 1) Pembangunan Jaya University Study Student Program*
- 2) Lecturer of Pembangunan Jaya University Management Study Program*

The purpose of this study was to determine the effect of live video streaming on Tiktok, discounted prices, and free shipping on online purchasing decisions. The population of this study is Skintific product users in DKI Jakarta who buy products on the Tiktok live platform. The sampling method used was purposive sampling. The samples obtained were 136 respondents. Based on the results of this study it was found that Tiktok live video streaming and free shipping have a positive and significant effect on purchasing decisions. Meanwhile, price discounts have no effect on purchasing decisions. The results of this study can be used by related sellers as a consideration for increasing sales through increasing consumer purchasing decisions.

Kata Kunci: *Tiktok live video streaming, discounted prices, free shipping, and purchasing decisions*