

ABSTRAK

**PENGARUH POTONGAN HARGA, GRATIS ONGKOS KIRIM DAN
ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN
PRODUK FASHION DI TIKTOK SHOP**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh potongan harga terhadap keputusan pembelian produk *fashion* di Tiktok Shop, (2) pengaruh terhadap gratis ongkos kirim terhadap keputusan pembelian produk *fashion* di Tiktok Shop, (3) pengaruh *online customer review* terhadap keputusan pembelian produk *fashion* di Tiktok Shop, (4) pengaruh potongan harga, gratis ongkos kirim dan *online customer review* terhadap keputusan pembelian produk *fashion* di Tiktok Shop. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah pengguna aplikasi Tiktok dan melakukan pembelian 6 bulan terakhir. Teknik pengambilan sampel dengan menggunakan *purposive sampling*. Data diperoleh dengan mengambil kuesioner kepada 100 responden yang menggunakan aplikasi Tiktok yang sudah melakukan pembelian produk *fashion* di Tiktok shop 6 bulan terakhir dengan alat olah data menggunakan bantuan aplikasi SPSS *Statitstics* 25. Teknik analisis data menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa: (1) potongan harga berpengaruh terhadap keputusan pembelian produk *fashion* di Tiktok Shop, (2) gratis ongkos kirim berpengaruh terhadap keputusan pembelian produk *fashion* di Tiktok Shop, (3) *online customer review* berpengaruh terhadap keputusan pembelian produk *fashion* di Tiktok Shop, (4) potongan harga, gratis ongkos kirim dan *online customer review* berpengaruh terhadap keputusan pembelian produk *fashion* di Tiktok Shop.

Kata Kunci: Potongan harga, gratis ongkos kirim, *online customer review*, keputusan pembelian

ABSTRACT

THE INFLUENCE OF PRICE DISCOUNTS, FREE SHIPPING AND ONLINE CUSTOMER REVIEWS ON THE DECISION TO PURCHASE FOR FASHION PRODUCTS IN TIKTOK SHOP

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This study aims to find out: (1) the influence of discounts on purchasing decisions for fashion products at Tiktok Shop, (2) the influence of free shipping on purchasing decisions for fashion products at Tiktok Shop, (3) the influence of online customer reviews on purchasing decisions for fashion products at Tiktok Shop, (4) the influence of discounts, free shipping and online customer reviews on purchasing decisions for fashion products at Tiktok Shop. This study was quantitative study. The population in this study were users of the Tiktok application and made purchases in the last 6 months. The sampling technique used was purposive sampling. Data were obtained by distributing a questionnaire to 100 respondents who used the Tiktok application who had purchased fashion products at Tiktok Shop in the last 6 months the data were analyzed with the SPSS Statistics 25 application. The data analysis technique used was multiple linear regression analysis. The results of this study indicate that: (1) discounts influenced the decision to purchase, (2) free shipping influenced the decision to purchase, (3) online customer reviews influenced the decision to purchase, (4) discounts, free shipping and online customer reviews influenced the decision to purchase.

Keywords: Discounts, free shipping, online customer reviews, purchasing decisions