

Enhancing Purchase Decisions: The Role of E-WOM, Online Customer Review, and Free Shipping Promotion

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Article information	ABSTRAK
<p>Publication Date: June, 30th 2024</p> <p>Kata kunci: <i>Electronic Word of Mouth, Online Customer Review, Promo Gratis Ongkos Kirim, Keputusan Pembelian, Produk Kosmetik</i></p>	<p>Di era digital saat ini, belanja online telah menjadi bagian integral dari kehidupan sehari-hari. Salah satu platform yang semakin diminati untuk aktivitas belanja adalah TikTok Shop, yang memadukan hiburan dengan <i>e-commerce</i>. Penelitian ini bertujuan untuk menganalisis dampak E-WOM, ulasan pelanggan online, dan promo gratis ongkos kirim terhadap keputusan pembelian di TikTok Shop. Dengan menggunakan pendekatan kuantitatif, penelitian ini mengambil sampel dari konsumen produk kosmetik Wardah yang berbelanja di TikTok Shop. Teknik pengambilan sampel yang digunakan adalah <i>Non-probability sampling</i>, menghasilkan 115 responden. Hasil penelitian menunjukkan bahwa: 1) E-WOM memiliki dampak positif dan signifikan terhadap keputusan pembelian produk Wardah di TikTok Shop, mengindikasikan bahwa Wardah telah memanfaatkan fitur E-WOM di TikTok Shop secara efektif. 2) Ulasan pelanggan online mempengaruhi keputusan pembelian produk Wardah di TikTok Shop. 3) Promo gratis ongkos kirim juga memberikan dampak positif dan signifikan terhadap keputusan pembelian produk Wardah di TikTok Shop. Strategi Wardah dalam menawarkan promo gratis ongkos kirim terbukti efektif untuk meningkatkan penjualan produk Wardah.</p>
<p>Keywords: Electronic Word of Mouth, Online Customer Review, Free Shipping Promotion, Purchase Decisions, Cosmetic Product</p>	<p>ABSTRACT</p> <p>Online shopping has become an integral part of daily life in this digital era. One of the increasingly popular platforms for shopping is TikTok Shop, which combines entertainment and e-commerce. This study aims to analyze the influence of E-WOM, online customer reviews, and free shipping promotions on purchase decisions on TikTok Shop. This research uses a quantitative approach. The sample for this study is consumers of Wardah cosmetic products who made purchases on TikTok Shop. The sampling technique used in this research is non-probability sampling, resulting in 115 respondents. The findings of this study reveal that: 1) E-WOM has a positive and significant influence on the purchase decisions of Wardah products on the TikTok Shop application. This indicates that Wardah has optimally utilized the E-WOM feature on TikTok Shop. 2) Online customer reviews affect the purchase decisions of Wardah products on the TikTok Shop application. 3) Free shipping promotions also have a positive and significant impact on the purchase decisions of Wardah products on the TikTok Shop application. Wardah's decision to offer free shipping promotions is a strategic move to boost the sales of Wardah products.</p>

Introduction

The rapid growth of information technology is evidenced by the existence of the internet. The presence of the internet itself facilitates communication within society (Lestari & Gunawan, 2021). The relatively easy access to the internet has led to an increase in the number of internet users. The Indonesian Internet Service Providers Association (APJII) revealed that internet usage in Indonesia reached 77.02% in 2021-2022. In Indonesia, the number of internet users increases

every year. Previously, in 2018, the figure was only 64.8%, which then rose to 73.7% in 2019-2020 (Reza Pahlevi, 2022).

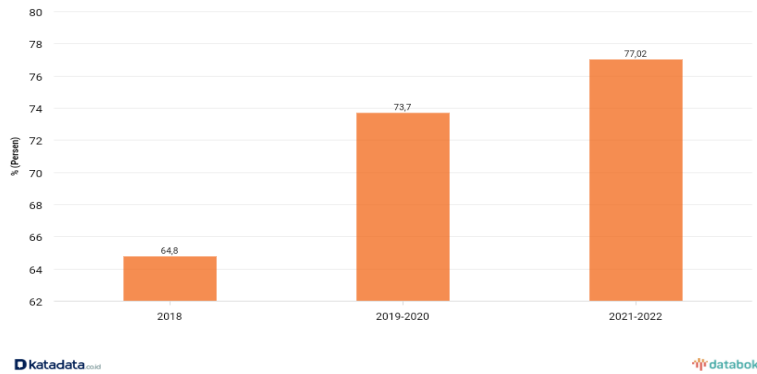


Figure 1. Increase in Internet Users
(Source: Databoks.katadata.co.id, 2022)

Before the advent of the internet, people conducted buying and selling transactions offline or had to visit stores physically. Now, transactions can be done easily through smartphones or other electronic devices (P. N. Sari, 2022). Transactions conducted electronically are often referred to as e-commerce (M. N. Sari et al., 2022). The increasing ease of conducting transactions through electronic media has led to the formation of electronic markets, commonly known as marketplaces. With marketplaces, business owners do not need to go through the hassle of building their own systems; they simply provide detailed information about the products they wish to sell on the marketplace. This way, potential consumers do not need to waste time and effort to obtain information about the products they intend to purchase. Moreover, purchasing decisions on marketplaces can be processed anytime, anywhere, without the need to visit a physical store (Solihin & Zuhdi, 2021).

The rise of various new platforms, including TikTok, has been fueled by the simplicity and convenience of using marketplaces. TikTok has recently gained significant attention as a marketplace. The straightforward process of creating content and the continuous system updates have resulted in an increase in TikTok users. The phenomenon of growing TikTok usage has led to intense competition among business owners. This phenomenon is seen as a new opportunity for businesses. The increase in active TikTok users worldwide has been evident since the onset of the pandemic in 2020 (Pratiwi & Sidi, 2022)(Annur, 2022).

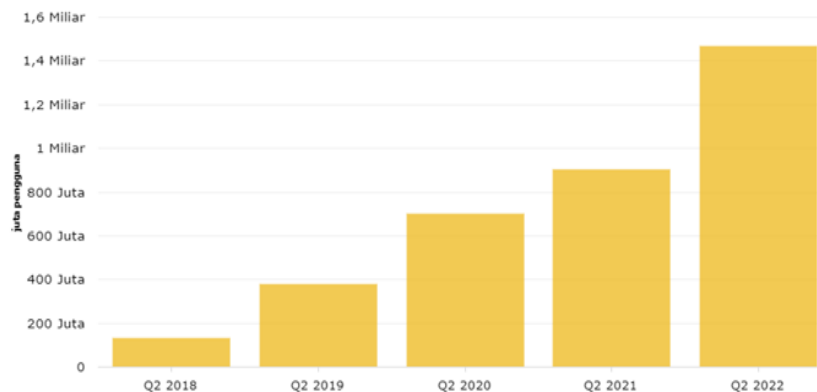


Figure 2 Number of Monthly Active TikTok Users
(Source: Databoks.katadata.co.id, 2022)

TikTok has undergone updates, including the addition of the E-WOM (Electronic Word of Mouth) feature, which includes live streaming, stories, and the option for users to sell products, known as TikTok Shop. Through live streaming, potential consumers can view product images offered, including their shape, color, size, usage, and price (M. N. Sari et al., 2022).

Several domestic beauty product brands, such as cosmetics and skincare, have emerged to compete with well-known international brands. One of the most popular domestic beauty product brands in Indonesia, highly favored by consumers, is Wardah. Besides being recognized as one of the best local skincare brands, Wardah has also become the most popular local brand on TikTok Shop. Wardah's popularity on TikTok Shop stems from its effective utilization of the E-WOM feature available on the platform, such as creating trending content like makeup transition videos. Through these makeup transition videos, Wardah encourages and inspires Indonesian women to stay vibrant during the pandemic, using the hashtag #StayColorFitatHome. Additionally, Wardah collaborates with various TikTok Shop features and creators to expand its campaign reach and engagement, with the hope of influencing purchasing decisions and enhancing Wardah's brand equity.

The presence of E-WOM features, including live streaming, assists potential consumers in making purchase decisions regarding products offered through TikTok Shop. In other words, the E-WOM feature is a decisive factor in whether someone chooses to purchase a product (Putri & Rismawati, 2022). According to Amarazka & Dewi (2020), the E-WOM variable has a positive impact on purchase decisions. This aligns with the research by Putri & Rismawati (2022), stating that the E-WOM variable significantly influences purchase decisions. However, a study by Suryani et al. (2021) indicates that the E-WOM variable has no impact on purchase decisions.

Content containing reviews or customer satisfaction with their experiences after purchasing Wardah products on TikTok Shop influences purchasing decisions, serving as a reference for potential consumers (Rangsang & Millayani, 2021). This corresponds with the study conducted by Ribek (2022), showing that the Online Customer Review variable has a positive and significant influence on purchase decisions. Besides E-WOM and Online Customer Review, shipping costs also play a role in online purchasing decisions. Often, potential consumers cancel their purchases due to higher shipping costs compared to the item's price (Manapul et al., 2022). According to Ajang & Hasanuddin (2020), offering free shipping promotions is a strategy to influence purchase decisions. This aligns with the study by Tusanputri & Amron (2021), indicating that free shipping promotions partially influence purchase decisions. However, the study conducted by E. Sari (2022) contradicts the findings of Tusanputri & Amron (2021) and Ajang & Hasanuddin (2020), as it shows that free shipping promotions do not significantly influence purchase decisions.

Given the background information provided and the differences in previous research findings, the author is interested in reexamining and proving the influence of E-WOM, online customer reviews, and free shipping promotions on purchase decisions for Wardah cosmetic products on TikTok Shop.

Literature Review

Purchase Decision

Purchase decisions are the end result of searching and evaluating predetermined options without any other factors interfering with the decision-making process (Priansa, 2017). On the other hand, Yusuf et al. (2020) defines purchase decisions as consumer actions to determine their needs and desires for a product by evaluating available sources, setting purchase goals, seeking alternatives, ultimately leading to the action of making a purchase, followed by post-purchase behavior. Before engaging in these actions, a consumer needs to have fundamental reasons or goals for purchasing a product (P. N. Sari & Karsono, 2023).

According Rizkie Andreanto (2022), the act of making a purchase decision involves the stage where consumers have finalized their selection and are prepared to proceed with a

purchase or transaction. The stages in this process include:

1. Problem Identification: Buyers initiate the purchase process by identifying their needs or consumer problems.
2. Information Search: Customers are driven to seek additional information to determine consumer needs and whether those needs will be met when purchasing the product.
3. Alternative Evaluation: Before making a final decision on what to buy, consumers evaluate information from various competing brands to determine which brand choice to purchase based on several factors that are almost similar to other brands.
4. Making a Brand List: Consumers create a list of preferred brands after the evaluation stage. Additionally, consumers ultimately choose the most preferred brand to meet their needs.
5. Post-Purchase: After purchasing, if customers are satisfied with the product or brand, they typically reorder additional items to fulfill consumer needs.

According to (Danar Paramita et al., 2021), indicators of purchase decisions include:

1. Confidence in a product.
2. Habitual purchasing behavior.
3. Providing recommendations to others.
4. Making repeat purchases.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth or E-WOM is the new face of traditional word-of-mouth communication that has been influenced by communication technology. The difference between WOM and E-WOM can be seen in the media used for communication; WOM is face-to-face, while E-WOM is online, through the virtual world, making E-WOM more effective and efficient. Electronic Word of Mouth (E-WOM) involves consumers, whether they are current or former customers, sharing positive or negative feedback about a product, service, or company online. In the realm of marketing communications, this information is often shared through content that describes the user's experience with a specific product (Diputra et al., 2021).

According to Fadhilah & Saputra (2021), E-WOM is interpersonal interaction through the virtual world, where consumers express opinions about specific products through content. This content serves as information to determine purchases. Meanwhile, according to Luo & Zhong (2015) as cited in Putra & Rastini (2022), E-WOM is considered a source of honest and trustworthy information from previous consumers, shaping consumer intentions to purchase and influencing purchase decisions. According to Santosa (2019), indicators of electronic word of mouth include:

1. Intensity:
 - a. How often information is accessed from social networking platforms.
 - b. How frequently interactions occur with other users on social networking platforms.
 - c. The quantity of reviews that users post on social networking platforms.
2. Valence of Opinion:
 - a. Positive feedback from users on social networking platforms.
 - b. Recommendations provided by users on social networking platforms.
3. Content:
 - a. Details regarding the range of products available.
 - b. Information concerning the quality of the products.
 - c. Pricing details of the products offered.

Hypothesis 1:

H1 = E-WOM (X1) has a positive influence on purchase decisions (Y).

Online Customer Review (OCR)

Online Customer Review (OCR) is a form of E-WOM in online sales, where potential consumers obtain information about products from other consumers who are familiar with the benefits of those products. In addition to reviews, there is also a rating factor, which can be referred to as product or customer ratings. Customer ratings themselves are part of online customer reviews that do not use text but instead use symbols such as star ratings (Hanifah & Wulandari, 2021). The more consumers leave positive opinions in the review feature, the more it can serve as a reference for someone in making purchase decisions (Rangsang & Millayani, 2021).

Online customer reviews, according to Hariyanto & Trisunarno (2021), are evaluations or assessments left by consumers regarding the evaluation of a product from various perspectives such as product quality or experience in using the product. These evaluations or reviews are expressed in written form and left in the comments section of online stores (Jayanti et al., 2022). According to Thakur (2018) as cited in Hasrul et al. (2021), Online Customer Review is the consumer's experience regarding the service provided by the seller through the online store. This experience is then described in the comment section of the online store (Setiawan & Sukardi, 2022). According to Nurfitriani & Hasanah (2022), indicators of Online Customer Review include:

1. Source credibility
2. Argument quality
3. Percived Usefulness
4. Valence
5. Volume of review

Hypothesis 2:

H2 = Online customer review (X2) has a positive influence on purchase decisions (Y).

Free Shipping Promotions

Promotion, according to Rangkuti (2009), is a part of the strategy used by businesses to boost sales, aiming to attract the attention of potential consumers and influence them to purchase products or services (Puspitarini & Nuraeni, 2019). According to Maulana & Asra (2019), free shipping is a promotion offered by vendors to eliminate shipping costs for consumers, hoping to encourage purchase decisions. It can also be referred to as a sales campaign that utilizes various incentives to rapidly increase sales and improve the quantity of goods purchased by consumers (Zakiah & Trianita, 2022). According to Widodo (2022), free shipping promotions have several conditions as follows:

1. Non-Permanent: Every business owner aims to avoid losses from consumer promotions. Free shipping tactics are used by businesses to attract many consumers within a limited time frame, thereby enticing consumers to make the most of the promotions offered by the business.
2. Terms and Conditions: Usually, there are a number of steps or requirements to qualify for free shipping, and the threshold is typically a predetermined purchase threshold or minimum amount.
3. Occasional Offerings: Free shipping is often offered at specific times, such as national holidays. This approach is considered the most successful in boosting sales revenue. Additionally, during certain times, customers' intentions to purchase will be stronger.

According to (V. N. Sari & Nugroho, 2019), indicators of Free Shipping Promotions include:

1. Free shipping promotions attract attention.
2. Free shipping promotions have allure.

3. Free shipping promotions arouse the desire to purchase.
4. Free shipping promotions encourage purchase decisions.

Hypothesis 3:

H3 = Free shipping promotions have a positive influence on purchase decisions.

Method

The quantitative associative research method will be used in this study. This study aims to investigate the impact of E-WOM, online customer reviews, and free shipping promotions on the purchase decisions of Wardah products on the TikTok platform. The population targeted in this research comprises residents of Boyolali who have bought Wardah products via the TikTok Shop application. A Non-probability sampling method is employed, focusing on respondents meeting specific criteria:

1. Boyolali residents aged between 15 and 35 years old.
2. Boyolali residents who have made purchases of Wardah products through the TikTok Shop application.
3. Boyolali residents who have received Free Shipping Promotions when purchasing Wardah products through the TikTok Shop application.

This research uses the Lemeshow formula to determine the sample size, as the population size is unknown or undefined. Data collection techniques include interviews, observations, and questionnaires. Through the distribution of questionnaires, a total of 115 respondents were obtained.

Result and Discussion

Validity Test

Table 1. Validity Test Results

Variable	Question Item	Values		Sig	Notes
		r value	r table		
<i>E-WOM</i> (X1)	X1.1	0.871	0.361	0.000	Valid
	X1.2	0.679	0.361	0.000	Valid
	X1.3	0.540	0.361	0.002	Valid
	X1.4	0.567	0.361	0.001	Valid
	X1.5	0.785	0.361	0.000	Valid
	X1.6	0.837	0.361	0.000	Valid
	X1.7	0.861	0.361	0.000	Valid
	X1.8	0.845	0.361	0.000	Valid
Online Customer Review (X2)	X2.1	0.892	0.361	0.000	Valid
	X2.2	0.793	0.361	0.000	Valid
	X2.3	0.844	0.361	0.000	Valid
	X2.4	0.728	0.361	0.000	Valid
	X2.5	0.780	0.361	0.000	Valid
Free Shipping Promotion (X3)	X3.1	0.911	0.361	0.000	Valid
	X3.2	0.836	0.361	0.000	Valid
	X3.3	0.894	0.361	0.000	Valid
	X3.4	0.879	0.361	0.000	Valid
Purchase Decisions (Y)	Y1	0.842	0.361	0.000	Valid
	Y2	0.847	0.361	0.000	Valid

Variable	Question Item	Values		Sig	Notes
		r value	r table		
	Y3	0.891	0.361	0.000	Valid
	Y4	0.863	0.361	0.000	Valid

According to the table provided, it is evident that every statement item associated with the variables E-WOM (X1), Online Customer Review (X2), Free Shipping Promotion (X3), and Purchase Decision (Y) exhibits a correlation coefficient (r value) exceeding the critical value (r table). This suggests that the statements effectively gauge the respective variables under scrutiny, affirming the validity of all statement items in this study. The critical r value, determined through a two-tailed test with N = 30 and a significance level of 0.05 (resulting in 28 degrees of freedom), is calculated to be 0.361 (obtained from the attached r table). Hence, it can be concluded that all statement items adequately assess the variables E-WOM (X1), Online Customer Review (X2), Free Shipping Promotion (X3), and Purchase Decision (Y).

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha (a)	Notes
<i>E-WOM</i>	0.885	Reliable
<i>Online Customer Review</i>	0.863	Reliable
<i>Free Shipping Promotion</i>	0.902	Reliable
<i>Purchase Decisions</i>	0.883	Reliable

The analysis of reliability test results presented in the table above indicates that each variable possesses Cronbach's Alpha (α) values exceeding 0.6, indicating that all variables are considered "reliable". This means that all respondent answers are consistent in responding to each statement item that measures each variable. These variables include E-WOM (X1), Online Customer Review (X2), Free Shipping Promotion (X3), and Purchase Decision (Y).

Normality Test

Table 3. Normality Test Results

		Unstandardized Residual
N		115
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.69660531
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.068
Test Statistic		.094
Asymp. Sig. (2-tailed)		.015 ^c
Exact Sig. (2-tailed)		.247
Point Probability		.000

The table above shows the outcomes of the normality examination, indicating that the Kolmogorov-Smirnov test resulted in a significance level of 0.247, which is greater than 0.05. Thus, it is deduced that the regression model employed in this investigation is suitable, given its adherence to the normality assumption.

Multicolinearity Test

Table 4. Multicolinearity Test Results

Variable	Tolerance	VIF	Notes
1 (Constant)			
E-WOM	0.430	2.327	Multicollinearity Did Not Occur
Online Customer Review	0.354	2.821	Multicollinearity Did Not Occur
Free Shipping Promotions	0.461	2.170	Multicollinearity Did Not Occur

The table above presents the outcomes of the multicollinearity examination, revealing the absence of multicollinearity within the regression model equation and satisfying the regression assumptions. This conclusion stems from each independent variable in the assessment having a variance inflation factor (VIF) below 10 and a tolerance value exceeding 0.1.

Heteroscedacity Test

Table 5. Heteroscedacity Test Result

Model	Sig.	Notes
1 (Constant)	.001	
E-WOM	.432	Heteroscedacity Did Not Occur
Online Customer Review	.370	Heteroscedacity Did Not Occur
Free Shipping Promotions	.496	Heteroscedacity Did Not Occur

a. Dependent Variable: AbsRes

Based on the table above, the results of the heteroscedasticity test using the Glejser test show that the Sig. value for each variable is > 0.05. Therefore, from this data, the Glejser test results also indicate that heteroscedasticity did not occur.

Multiple Regression Analysis

The analysis of multiple regression was performed to ascertain the influence of various independent variables on the dependent variable. The outcomes of this multiple regression analysis are presented in the subsequent table:

Table 6. Multiple Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	.803	1.010			.795	.428
E-WOM	.197	.041	.385		4.848	.000
Online Customer Review	.144	.074	.171		1.991	.000
Free Shipping Promotions	.363	.073	.380		4.965	.000

a. Dependent Variable: Purchase Decision

Based on the results of the multiple regression analysis above, the equation generated is as follows:

$$Y = 0,803 + 0,197 X1 + 0,144X2 + 0,363X3+e$$

Coefficient of Determination Test (R2)

Table 7. The Coefficient Of Determination Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836a	.700	.692	1.71938

a. Predictors: (Constant), Free Shipping Promotions, E-WOM, Online Customer Review
 b. Dependent Variable: Purchase Decision

The table above displays the outcomes of the regression analysis, where an R Square value of 0 signifies that 69.2% of the Purchase Decision variable is influenced by the E-WOM variable, and 30.8% by the Online Customer Review variable. The remaining percentage is attributed to other variables not accounted for in this study.

F Statistical Test

Table 8. The Result Of The F Statistical Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	764.585	3	254.862	86.211	.000 ^b
	Residual	328.146	111	2.956		
	Total	1092.730	114			

a. Dependent Variable: Purchase Decision
 b. Predictors: (Constant), Free Shipping Promotions, E-WOM, Online Customer Review

The F statistical test outcome presented in table 8, reveals an F value of 86.211, surpassing the critical F value of 2.68 with a significance level of 0.000, which is lower than 0.05. Hence, based on this test outcome, it can be inferred that the regression model employed in this study is suitable for forecasting the purchase decision variable. Alternatively, it can be deduced that the variables E-WOM, Online Customer Review, and Free Shipping Promotion collectively exert a substantial and positive impact on the Purchase Decision variable.

t Statistical Test

Table 9. The Result Of The t Statistical Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.803	1.010		.795	.428
	E-WOM	.197	.041	.385	4.848	.000
	Online Customer Review	.144	.074	.171	1.991	.000
	Free Shipping Promotions	.363	.073	.380	4.965	.000

a. Dependent Variable: Purchase Decision

The table above presents the results of the T statistical test conducted in this study, accompanied by the following interpretations:

1. For the E-WOM variable, the obtained T value is 4.848, surpassing the critical T value of 1.981, with a significance value of 0.00. Hence, it can be inferred that the E-WOM variable significantly impacts the purchase decision.
2. Regarding the Online Customer Review variable, it yielded a T value of 1.991, exceeding the critical T value of 1.981, with a significance value of 0.000. Therefore, it can be deduced that the Online Customer Review variable holds a notable influence on the purchase decision.

3. As for the Free Shipping Promotion variable, it produced a T value of 4.965, surpassing the critical T value of 1.981, with a significance value of 0.000. Thus, it can be inferred that the Free Shipping Promotion variable significantly affects the purchase decision.

Influence of E-WOM (X1) on Purchase Decision (Y)

Based on the findings of the research, it is evident that the E-WOM factor demonstrates a significant positive impact on purchasing decisions, as indicated by its T value of 4.848, surpassing the critical T value of 1.981 at a significance level of $0.000 > 0.05$. This data strongly suggests that the E-WOM variable plays a substantial role in influencing consumers' decisions to make purchases. This conclusion is reinforced by respondents' answers regarding several statement items on the E-WOM variable.

Based on the data above, it can be inferred that the E-WOM variable influences purchase decisions because it plays a role in shaping perceptions in the minds of potential consumers, thereby triggering them to make purchasing decisions. Wardah has effectively utilized the E-WOM feature available on TikTok Shop to boost sales, as the information conveyed is easily understood by potential consumers. For instance, a consumer decided to purchase Wardah products via TikTok Shop because they were attracted by the prices offered through live streaming content on the platform. In other words, the presence of E-WOM can significantly influence a consumer's decision to buy Wardah products on TikTok Shop.

This finding aligns with the studies by Rahmawati et al. (2022), and Putri & Rismawati (2022), which state that positive E-WOM influences purchase decisions. It is also supported by research from Diputra et al. (2021) and Luthfiyatillah et al. (2020), which explain that E-WOM has a positive and significant impact on purchase decisions.

Influence of Online Customer Review (X2) on Purchase Decision (Y)

The research findings reveal that the Online Customer Review variable exhibits a T value of 1.991, surpassing the T table threshold of 1.981, while its significance value stands at 0.000, which is below the conventional threshold of 0.05. This suggests a substantial impact of the Online Customer Review variable on purchase decisions.

Consumers purchase Wardah products that are popular or highly demanded because of the high number of positive reviews. Positive reviews of new Wardah product variants become a key factor in purchasing decisions. Based on the data, it can be concluded that the presence of Online Customer Reviews of Wardah products on TikTok Shop significantly influences purchase decisions.

This finding is consistent with the research by Jayanti et al. (2022), which explains that Online Customer Reviews impact purchase decisions. This is further supported by research from Hariyanto & Trisunarno (2021).

Influence of Free Shipping Promotion (X3) on Purchase Decision (Y)

The research findings indicate that the Free Shipping Promotion variable possesses a T value of 4.965, surpassing the T table value of 1.981, and its significance value of $0.000 > 0.05$. This suggests that the Free Shipping Promotion variable exhibits a confirmed, substantial impact on purchase decisions. The responses from participants regarding various aspects of the Free Shipping Promotion variable provide additional backing for this assertion.

The presence of Free Shipping Promotions on TikTok Shop is a key determinant for consumers purchasing Wardah products through the platform. Free shipping on Wardah products reduces the shipping cost burden for consumers, especially since some shipping costs can be higher than the product prices.

This finding is consistent with the research by Batrisyia & Maydena (2021), which states that Free Shipping Promotions positively impact purchase decisions. This result is also supported

by research from Tarigan et al. (2022), Jayanti et al. (2022), and Zakiah & Trianita (2022), which explain that Free Shipping Promotions have a positive and significant impact on purchase decisions.

Conclusion

The following conclusions can be drawn from the study titled "Enhancing Purchase Decisions: The Role of E-WOM, Online Customer Review, and Free Shipping Promotion" :

1. The results of hypothesis testing reveal a significant and positive association between the E-WOM variable and the decision to purchase Wardah products on TikTok Shop. It suggests that higher levels of positive E-WOM are correlated with increased purchases of Wardah products on TikTok Shop. This assertion is supported by a T value of 4.848, which surpasses the T-table value of 1.981, along with a significance level of 0.000, exceeding the threshold of 0.05. Consequently, hypothesis H1 affirming "E-WOM exerts a positive and significant impact on Purchase Decisions" is validated.
2. The findings from the hypothesis testing indicate a partial influence of the Online Customer Review variable on the purchase decision for Wardah products on TikTok Shop. This is substantiated by a T value of 1.991, which falls below the T-table value of 1.981, with a significance level of 0.052, below 0.00. Thus, hypothesis H2 asserting "Online Customer Review does not affect Purchase Decisions" is corroborated.
3. The results of the hypothesis testing demonstrate a significant and positive partial impact of the Free Shipping Promotion variable on the decision to purchase Wardah products on TikTok Shop. It suggests that more frequent utilization of the free shipping promotion by Wardah on TikTok Shop leads to a higher likelihood of consumers purchasing Wardah products. This assertion is supported by a T value of 4.965, surpassing the T-table value of 1.981, and a significance level of 0.000, exceeding 0.05. Therefore, hypothesis H3, stating "Free Shipping Promotions have a positive and significant impact on Purchase Decisions," is upheld.

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