
Determinants of TikTok Live Commerce Purchase Intention: Service Quality, Price, Trust, Customer Review, And Free Shipping

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ABSTRACT

Consumers now favor live commerce greatly, especially those in the younger age group because it offers a direct interaction experience between sellers and customers. The purpose of this study is to analyze the influence of service quality, price, trust, customer reviews, and free shipping on purchase intention in TikTok Live Commerce among students at Institut Teknologi dan Bisnis Muhammadiyah Purbalingga. The population in this study was all students of the Muhammadiyah Purbalingga Institute of Technology and Business, totaling 73 people. The data collection method used in this research is a direct field survey, which involves sampling from a single population using a questionnaire as the main data collection instrument for explanatory purposes. The research findings indicate that service quality has a positive and significant influence on purchase decisions; price has a positive and significant influence on purchase decisions; trust has a positive and significant influence on purchase decisions; customer reviews have no significant influence on purchase decisions; and free shipping has a positive and significant influence on purchase decisions.

Keywords: Purchase Intention, Live Commerce, TikTok

INTRODUCTION

In the fast-paced digital age, social media platforms have become a significant part of our daily lives, shaping the way we interact, share, and consume content. While the majority of significant international social media sites have often adopted a careful and transparent approach to content regulation, TikTok is the first widely used social media platform to do so (Ryan & Fritz, 2020). TikTok has risen as a viral phenomenon, captivating users of all ages and backgrounds across the globe. With its short-form videos, catchy challenges, and an immense pool of diverse content, TikTok has taken the social media world by storm, rapidly becoming one of the most popular and influential platforms of our time. For example, during the Covid-19 epidemic, TikTok built an information center to give users engrossing and reliable Covid-19 information. TikTok promotes rapid diffusion of information (Li et al., 2021). TikTok's unique algorithm, which suggests personalized content based on user

preferences, has contributed to its exponential growth and widespread appeal. This viral nature has led to an explosion of creativity, enabling users to express themselves, showcase talents, and build communities centered around shared interests. Social networking sites empower consumers to have an impact on brands, enabling them to actively create content and engage in their interactions with companies (Tajvidi et al., 2020).

TikTok's viral success can be attributed to several key factors that have contributed to its widespread popularity as a social media platform. Its hallmark is the short-form video format, with most videos lasting between 15 to 60 seconds, making it easily digestible and ideal for capturing users' attention in a world where attention spans are decreasing. The platform's viral nature is fueled by a constant stream of trending challenges and hashtags, encouraging users to participate and create their own versions, contributing to viral loops as users engage, share, and replicate content. TikTok's powerful algorithm plays a vital role in its success, analyzing user behavior and preferences to deliver personalized content recommendations, ensuring users are consistently exposed to engaging content, leading to longer app usage and increased viral content sharing. Concerns concerning young people's privacy on the short-video sharing social media platform are sparked by TikTok's success; this is particularly true for 'tweens' (8–12 years old) (De Leyn et al., 2022).

Live streaming commerce can take place in two different ways: first, by adding live streaming features to e-commerce/shopping websites or mobile applications, and second, by combining commercial operations on platforms made specifically for live streams (Cai & Wohn, 2019). Live commerce on TikTok combines elements of social media, entertainment, and online shopping, creating a unique and engaging environment for both sellers and buyers. Sellers can leverage their influence, creativity, and authenticity to promote products, while viewers can discover new products, ask for recommendations, and make purchases instantly, all while being entertained by the live broadcast. The e-commerce live broadcast makes use of social media platforms to provide the industry credibility and experience. Customers are given an expected feeling of identity by the traits and main benefits of the product as well as by its own experience, both directly and indirectly, using genuine experience and dictation (Hsu, 2019).

Live commerce is a combination of live streaming and e-commerce that enables real-time communication between sellers and consumers in contrast to traditional online purchasing and provides detailed and vivid information vividly through the live screen (Ryan & Fritz, 2020). The interactive nature of live commerce on TikTok enables sellers to build a stronger connection with their audience, fostering trust and loyalty. The rise of live streaming as a favored direct selling platform has opened up unprecedented levels of consumer interaction and engagement for small, self-employed sellers; however, research primarily focuses on consumer perspectives, leaving the seller's experience and varying levels of success relatively unexplored (Wongkitrungrueng et al., 2020).

TikTok can serve as a forum for conversation, knowledge sharing, and audience-content creator education. As a result, TikTok is now a promising digital marketing platform (Akbari et al., 2022). Moreover, TikTok empowers users to become content creators with its easy-to-use editing tools, filters, and effects, resulting in a surge of user-generated content

showcasing talents, humor, and creativity to a global audience. Offering entertainment and escapism, TikTok provides lighthearted joy and laughter to millions of users worldwide, further fueling its viral growth and solidifying its position as one of the most influential social media platforms of our time. At a period when pre-existing applications had well defined meanings and roles in daily life, with escapism not one of them, TikTok entered the worldwide social media landscape (Schellewald, 2023).

Effect of Service Quality on Purchase Intention

Service quality usually refers to how well a service meets or exceeds customer expectations. It includes things like responsiveness, reliability, assurance, empathy, and tangibles, which together determine the level of customer satisfaction and how much the service is thought to be worth overall (Kotler et al., 2012). Service quality can be concluded that service quality is the company's ability to meet customer expectations. If the service meets the expectations, it is considered good and satisfying for the customers. However, if the service falls short of expectations, it is considered poor or unsatisfactory. Service quality is the company's expertise in meeting customer expectations, and when the service received or experienced matches the expected level, it is perceived as good quality and satisfies the customers (Krisnawati, 2016). Service quality refers to the expected level of excellence and the control over that level of excellence to meet customer expectations. Service quality statement about behavior and the connection that arises from the consideration between desired expectations and the actual performance (results), because the importance of providing quality service is because service is not just limited to delivering or serving (Cesariana et al., 2022). Meanwhile, the relationship between service quality and purchase decision, service quality has an influence on purchase (Dapas et al., 2019; Dhingra et al., 2020; Krisnawati, 2016; Marbun et al., 2022; Zarei et al., 2019). Based on the previous statement, service quality has an impact on purchase intention (**Hypothesis 1**).

Effect of Price on Purchase Intention

Price has two meanings, namely narrow and broad, in a narrow sense, price refers to the amount of money that consumers must pay to acquire a product or service, in a broader sense, price encompasses the value exchanged by consumers to gain benefits from owning and using the product or service, enabling companies to achieve reasonable profits by paying for the value created for customers (Kotler et al., 2012). Price is one of the most commonly used attributes or characteristics by consumers to evaluate a product or service. Therefore, price becomes a primary consideration for consumers when choosing a particular product or service. When making choices among various options, price often becomes a key factor influencing the final purchasing decision of consumers. Consumers tend to seek a balance between the value they receive from the product or service and the price they have to pay. There are four price indicators, namely: Price affordability; Price appropriateness with product quality; Price competitiveness; Price appropriateness with benefits (Kotler et al., 2012). Meanwhile, the relationship between price and purchase decisions, price has an influence on purchase decisions (Büyükdağ et al., 2020; Gunarsih et al., 2021; Hermawan & Harjatno, 2022; Nurfauzi et al., 2023; Winasis et al., 2022). Based on the previous statement, price has an impact on purchase intention (**Hypothesis 2**).

Effect of Trust on Purchase Intention

Trust is the belief and loyalty of customers towards the reliability, integrity, and capability of a company or brand to fulfill their promises and expectations (Kotler et al., 2012). Buyer's trust is often associated with the level of risk consumers face in making purchasing decisions. The higher the level of trust, the lower the perceived risk by the consumers. Therefore, trust can usually involve brand image. Brand image and security positively influence trust, while perceived risk has a negative impact on trust, consumer trust significantly affects the decision to make an online purchase in a positive manner (Mahliza, 2020). Based on what makes a source credible, we looked at how customers plan to buy online, how they use social commerce, how much they trust each other, and how risk affects their decisions (Lăzăroi et al., 2020). There are several studies that have found research results indicating the influence of trust on purchase decisions, while others have found results showing no influence between trust and purchase decisions. According to Tirtayasa et al. (2021), Iskandar & Nasution (2019), and Ilmiyah & Krishernawan (2020), there is an influence between trust and purchase intention. However, in other studies, Mbeté & Tanamal (2020) and Watanabe et al. (2020) shows that trust does not have a significant impact on purchase decisions. Based on the previous statement, trust has an impact on purchase intention (**Hypothesis 3**).

Effect of Customer Review on Purchase Intention

Electronic customer reviews, often referred to as online customer reviews, are an essential part of the digital landscape in modern consumer behavior (Mudambi & Schuff, 2010). These reviews are product evaluations written by customers who have purchased and experienced a particular product or service. The customers voluntarily share their opinions, thoughts, and overall experiences with the product, making these reviews a valuable source of information for potential buyers. Trust between a customer and a source is moderated by the trustworthiness of the source. The link between online reviews and purchase intent is shaped by trust and the credibility of the source (Tahir, 2021). In the seller's answer, a plan for making things right can reinforce the motivation to change that was shown by the apology. When paired with a plan for making things right, an apology is better than defending one's image, no matter what kind of negative online review it is (Zhao et al., 2020). There are several studies that have found research results indicating the influence of trust on purchase decisions, while others have found results showing no influence between trust and purchase decisions. According to Fadhlillah & Hidayati (2022), Mudambi & Schuff (2010) and Isalman et al (2023) there is an influence between trust and purchase intention. However in other studies, Christianie & Sihombing (2021), Arifin et al. (2023), and Dwidienawati (2020), shows that customer review does not have a significant impact on purchase decisions. Based on the previous statement, customer review has an impact on purchase intention (**Hypothesis 4**).

Effect of Free Shipping on Purchase Intention

No charge for shipping when delivery time was long, customers' perceptions of ambiguity went down, but when delivery time was short, customers' perceptions of ambiguity went up. This means that as delivery time went up, customers' perceptions of ambiguity and riskiness went up, which decreased satisfaction and lowered purchase intentions (Ma, 2017). Free

shipping is perceived by customers as a risk premium that protects them against probable returns and has a positive effect through the promotion. Although free shipping campaigns improve net sales volume for the focus firm, a simulation reveals that they are unproductive due to more product returns and lost shipping revenue (Shehu et al., 2020). According to Tandon et al. (2021), The free shipping policy of online merchants functions as antecedents of confidence along with Virtual Try-On Technology (VTO), return policies, Pay-On-Delivery (POD) form of payment, and vendor-specific assurances. Customers' impressions of the threshold and shipping fees as a source of revenue have a good impact on their inferred motivation for the retailer's at-threshold free shipping policy but have a negative impact on it (Huang et al., 2019). Free shipping threshold policies are common, but they are not the only way online retailers deal with shipping expenses. Some retailers give consumers the option to pay a fixed membership/subscription fee which entitles them to free shipping along with other possible benefits (Cachon et al., 2018). The relationship between free shipping and purchase decisions, free shipping has an influence on purchase decisions (Basalamah & Millaningtyas, 2021; Istiqomah & Marlana, 2020; Maulana & Asra, 2019). Based on the previous statement, free shipping has an impact on purchase intention (**Hypothesis 4**).

METHOD

Methods include research design, the type of research used is quantitative research. The quantitative analysis method employed is linear regression to measure and analyze the impact of service quality, price, trust, customer reviews, and free shipping on purchase decisions in TikTok Live Commerce. The data collection method used in this research is a direct field survey, which involves sampling from a single population using a questionnaire as the main data collection instrument with explanatory purposes. The population in this study comprises all 73 students of Institut Teknologi dan Bisnis Muhammadiyah Purbalingga. The sample for this research was collected using a nonprobability sampling approach called saturation sampling technique.

The data collection method used in this research is through direct field study, which involves conducting research directly on the objects being studied. This research involves primary data, collected through the distribution of questionnaires. The variables used in this study are as follows:

- 1) Independent variables, which are variables whose values affect other variables. The independent variables (X) in this research are Service Quality (X1), Price (X2), Trust (X3), Customer Reviews (X4), and Free Shipping (X5).
- 2) Dependent variable, which is a variable whose value depends on the independent variables. The dependent variable (Y) in this research is the Purchase Decision in TikTok Live Commerce.

RESEARCH AND DISCUSSION

Before conducting regression, classical assumption tests are needed." These classical assumption tests are important to check if the underlying assumptions of the regression model are met, ensuring the validity and reliability of the regression analysis. These assumptions typically include multicollinearity, heteroskedasticity, and normality.

Tabel 1. The Results of Collenearity Statistics
Coefficient^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Quality Service	.531	1.884
Price	.503	1.989
Trust	.351	2.850
Customer Review	.360	2.777
Free Shipping	.352	2.840

a. Dependend Variable: Purchase Intention

In this research, the basis for decision-making to determine whether multicollinearity exists in the data is by examining the tolerance and VIF (Variance Inflation Factor) values. Based on the coefficient table in the collinearity statistics section, it is known that the tolerance value for the variable Service Quality, Price, Trust, Customer Review, and Free Shipping is is greater than 0.1. Meanwhile, the VIF value is lower than 10. Referring to the decision-making basis in the multicollinearity test, it can be concluded that there is no multicollinearity issue in the regression model.

A normality test is a statistical procedure used to determine if a given data set follows a normal distribution. The normal distribution is a symmetric bell-shaped curve, and many statistical analyses assume that the data come from a normal distribution. To check if the data are normally distributed, researchers often conduct normality tests before performing further statistical analyses.

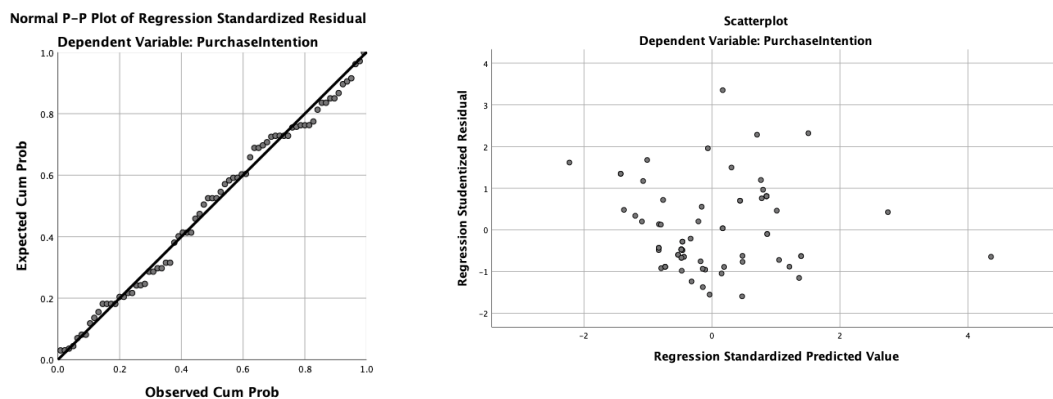


Figure 1. Normality and Heteroskedasticity test

Based on the output of Figure 1, we can see that the plotted points on the "Normal P-P Plot of Regression Standardized Residual" consistently follow and closely approximate the diagonal line. Therefore, according to the basis or guidelines for decision-making in normality tests, it can be concluded that the residual values are normally distributed. Heteroskedasticity test is conducted to examine whether there is inequality in the variance of residuals from one observation to another. The purpose of the heteroskedasticity test is to determine whether a regression model exhibits discomfort in the variance of residuals between one observation and another. In Figure 1, there are no specific patterns formed by the data points, and the scatterplot shows random dispersion of points both above and below the zero line on the y-axis. This indicates that there is no heteroskedasticity issue.

Multiple regression analysis is utilized to determine the influence of service quality, price, trust, customer reviews, and free shipping on purchase intention. The analysis output can be observed in the following Table 2:

Tabel 2. The Results of Multiple Linear Regression Analysis

Model	Coefficient ^a			T	Sig.
	Unstandardized Coefficient	Standardized Coefficient			
	β	Std. Error	Beta		
(Constant)	2.849	1.105		2.579	.014
1 Service Quality	.229	.070	.214	3.280	.002
Price	.281	.065	.303	4.311	.000
Trust	.288	.087	.286	3.323	.002
Customer Review	.127	.068	.134	1.858	.072
Free Shipping	.237	.077	.219	3.083	.004

a. Dependent Variable: Purchase Intention

Based on Table 1 in the results of the multiple linear regression analysis, the obtained t-value is 2.579, and the t-values for each variable: Service Quality, Price, Trust, Customer Review, and Free Shipping, are 3.280, 4.311, 3.323, 1.858, and 3.083. Thus, it can be concluded that variable Service Quality has a positive and significant impact on the variable Purchase Intention, variable Price has a positive and significant impact on the variable Purchase Intention, variable Trust has a positive and significant impact on the variable Purchase Intention, variable Customer Review has a positive but not significant impact on the variable Purchase Intention, and variable Free Shipping has a positive and significant impact on the variable Purchase Intention.

The modified R-square can be used to determine the extent of the influence of service quality, price, trusts, customer review, and free shipping on purchase intention. A low value indicates that the explanatory power of the dependent variable is limited. When the value

approaches one, it suggests that almost all the information required to predict the fluctuations of the dependent variable is provided by the independent variables. Table 2 presents the findings of the adjusted R-square test as follows.

Tabel 3. The Results of R-Square

Coefficient ^a				
Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.959	.919	.908	.440

Predictor: (Constant), Service Quality, Price, Trust, Customer Review, Free Shipping

Based on table 2, it can be observed that the adjusted R-Square value is 0.919 or 91,9%. This means that approximately 91,9% of the variance in purchase intention can be explained by the variables of service quality, price, trusts, customer review, and free shipping. The remaining 8,1% is influenced by other factors that were not examined in the study.

Hypothesis Testing: Simultaneous Test (F-test)

The F-test, also known as the simultaneous test, is a statistical hypothesis test commonly used in regression analysis. It assesses whether a set of independent variables together has a significant impact on the dependent variable. The F-test calculates the F-statistic, which is the ratio of the mean squared error of the model (sum of squared residuals) to the mean squared error of the null hypothesis (sum of squared residuals when all coefficients are zero). It then compares the F-statistic to a critical value from the F-distribution at a specified significance level (usually 5% or 0.05). If the calculated F-statistic is greater than the critical value, the null hypothesis is rejected, and it is concluded that the set of independent variables as a whole has a significant impact on the dependent variable. Table 3 presents the finding of F-test, as follow:

Tabel 3. Simultaneous Test (F-Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.313	5	30.863	193.23	.000 ^b
	Residual	10.701	67	.194	2	
	Total	165.014	72			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Service Quality, Price, Trusts, Customer Review, Free Shipping

The regression model's F-test can be used to predict employee performance because it can be observed from the ANOVA table that the calculated F-value (193.232) is greater than the tabulated F-value (2.35) with a significance level of 0.000. Since the probability of 0.000 is much lower than 0.05, this result is significant, and thus, the alternative hypothesis (H_a) is accepted. It indicates that the factors influencing the level of service quality, price, trusts,

customer review, and free shipping all have simultaneous and meaningful effects on employee performance.

Hypothesis Testing: Partial Test (T-test)

To examine the proposed hypotheses, hypothesis testing was conducted, and the results of the hypothesis testing are also shown in Table 2. This study provides hypotheses regarding the influence of service quality, price, trusts, customer review, and free shipping on purchase intention. The variable Service Quality level has a t-value of 3.280, while the t-table value is 1.996, with a significance level of 0.000. Because the significance level is less than 0.05 and the t-value is greater than the t-table value ($3.280 > 1.996$), it means that the null hypothesis (H_0) is rejected, and the first hypothesis stating that the service quality has a positive partial effect on purchase intention is accepted (**Hypothesis 1 is accepted**). The variable Price level has a t-value of 4.331, while the t-table value is 1.996, with a significant level of 0.000. Because the significance level is less than 0.05 and the t-value is greater than the t-table value ($4.331 > 1.996$), it means that the null hypothesis (H_0) is rejected, and the first hypothesis stating that the price has a positive partial effect on purchase intention is accepted (**Hypothesis 2 is accepted**). The variable Trust level has a t-value of 3.323, while the t-table value is 1.996, with a significance level of 0.000. Because the significance level is less than 0.05 and the t-value is greater than the t-table value ($3.323 > 1.996$), it means that the null hypothesis (H_0) is rejected, and the first hypothesis stating that the trust has a positive partial effect on purchase intention is accepted (**Hypothesis 3 is accepted**). The variable Customer Review level has a t-value of 1.858, while the t-table value is 1.996, with a significance level of 0.000. Because the significance level is less than 0.05 and the t-value is smaller than the t-table value ($1.858 < 1.996$), it means that the null hypothesis (H_0) is accepted, and the first hypothesis stating that customer review has a positive partial effect on purchase intention is rejected (**Hypothesis 4 is rejected**). And the variable Free Shipping level has a t-value of 3.083, while the t-table value is 1.996, with a significant level of 0.000. Because the significance level is less than 0.05 and the t-value is greater than the t-table value ($3.083 > 1.996$), it means that the null hypothesis (H_0) is rejected, and the first hypothesis stating that the free shipping has a positive partial effect on purchase intention is accepted (**Hypothesis 5 is accepted**).

The Influence of Service Quality On Purchase Intention

Based on the regression coefficient value of the Service Quality variable (X_1) which is 0.229, it means that if the values of other independent variables remain constant and the Service Quality (X_1) increases by 1 unit, then the Purchase Intention (Y) will increase by 0.229 units. The positive coefficient indicates a positive relationship between the Service Quality (X_1) and Purchase Intention (Y), meaning that higher Service quality are associated with better purchase intention. The hypothesis testing (H_1) has proven that there is an influence of the service quality on purchase intention. The results of the hypothesis testing show that the calculated t-value is 3.280 with a t-table value of 1.996, which means that the calculated t-value is greater than the t-table value ($t\text{-calculated} > t\text{-table}$). This t-test indicates that the service quality has a significant impact on purchase intention.

This is in line with the research findings of Dapas et al. (2019), Dhingra et al. (2020), Krisnawati (2016), Marbun et al. (2022), and (2019) which states that the relationship between service quality and purchase decision, service quality has an influence on purchase. High-quality service has a positive impact on customer behavior and attitudes. It boosts customer satisfaction by providing positive experiences, leading to favorable brand perception and increased purchase likelihood. Moreover, it builds trust and credibility, encouraging customers to choose a reliable and competent company for their purchases. Additionally, positive word-of-mouth from satisfied customers influences potential customers' purchase decisions.

The Influence of Price on Purchase Intention

Based on the regression coefficient value of the Price variable (X2) which is 0.281, it means that if the values of other independent variables remain constant and the Price (X2) increases by 1 unit, then the Purchase Intention (Y) will increase by 0.281 units. The positive coefficient indicates a positive relationship between the Price (X2) and Purchase Intention (Y), meaning that higher prices are associated with better purchase intention. The hypothesis testing (H2) has proven that there is an influence of the price on purchase intention. The results of the hypothesis testing show that the calculated t-value is 4.311 with a t-table value of 1.996, which means that the calculated t-value is greater than the t-table value (t-calculated > t-table). This t-test indicates that the price has a significant impact on purchase intention.

This is consistent with the finding of Büyükdağ (2020), Gunarsih et al. (2021), Hermawan & Harjatno (2022), Nurfauzi et al. (2023), and Winasis et al. (2022) which states that price has an influence on purchase decisions. The connection between price and purchase intention lies in how price can significantly impact a consumer's decision to make a purchase. If the price is perceived as reasonable and aligns with the perceived value of the product or service, it positively influences the intention to buy. Conversely, if the price is deemed too high or doesn't justify the value, it can negatively affect the purchase intention.

The Influence of Trust on Purchase Intention

Based on the regression coefficient value of the Trust variable (X3) which is 0.288, it means that if the values of other independent variables remain constant and the Trust (X3) increases by 1 unit, then the Purchase Intention (Y) will increase by 0.288 units. The positive coefficient indicates a positive relationship between the Trust (X3) and Purchase Intention (Y), meaning that higher trust are associated with better purchase intention. The hypothesis testing (H3) has proven that there is an influence of trust on purchase intention. The results of the hypothesis testing show that the calculated t-value is 3.323 with a t-table value of 1.996, which means that the calculated t-value is greater than the t-table value (t-calculated > t-table). This t-test indicates that trust has a significant impact on purchase intention.

This is in line with the research findings of Tirtayasa et al. (2021), Iskandar & Nasution (2019), and Ilmiyah & Krishernawan (2020), there is an influence between trust and purchase intention. Trust has a significant impact on purchase intention. When consumers trust a brand due to its reliability, credibility, positive customer reviews, past experiences, and commitment to security and privacy, they feel confident and comfortable making purchases

from that brand. These factors contribute to shaping consumers' perceptions and attitudes, leading to a higher likelihood of purchase intention, and fostering loyalty and repeat business.

The Influence of Customer Review on Purchase Intention

Based on the regression coefficient value of the Customer Review variable (X4) which is 0.127, it means that if the values of other independent variables remain constant and the Customer Review (X4) increases by 1 unit, then the Purchase Intention (Y) will increase by 0.127 units. The positive coefficient indicates a positive relationship between the Customer Review (X4) and Purchase Intention (Y), meaning that higher customer review are associated with better purchase intention. The hypothesis testing (H4) has proven that there is an influence of the customer review on purchase intention, but not significant. The results of the hypothesis testing show that the calculated t-value is 1.858 with a t-table value of 1.996, which means that the calculated t-value is smaller than the t-table value ($t\text{-calculated} < t\text{-table}$). This t-test indicates that the customer review has not a significant impact on purchase intention.

This is consistent with the finding of Christianie & Sihombing (2021), Arifin et al. (2023), and Dwidienawati (2020), shows that customer review does not have a significant impact on purchase decisions. If consumers perceive that the reviews are fake or manipulated, they may not trust them, leading to a reduced influence on their purchase intention. In some cases, customer reviews may lack detailed information or fail to address specific concerns, making them less influential in shaping consumers' decision-making. If there are only a few reviews available, consumers may not consider them representative enough to form a strong opinion about the product or service. When customer reviews are highly polarized with mixed positive and negative opinions, consumers may feel uncertain about the product's overall quality, leading to a less significant impact on purchase intention.

The Influence of Free Shipping On Purchase Intention

Based on the regression coefficient value of the Free Shipping variable (X5) which is 0.237, it means that if the values of other independent variables remain constant and the Free Shipping (X5) increases by 1 unit, then the Purchase Intention (Y) will increase by 0.237 units. The positive coefficient indicates a positive relationship between the Free Shipping (X5) and Purchase Intention (Y), meaning that higher free shipping are associated with better purchase intention. The hypothesis testing (H5) has proven that there is an influence of the free shipping on purchase intention. The results of the hypothesis testing show that the calculated t-value is 3.083 with a t-table value of 1.996, which means that the calculated t-value is greater than the t-table value ($t\text{-calculated} > t\text{-table}$). This t-test indicates that the free shipping has a significant impact on purchase intention.

This is in line with the research findings of Basalamah & Millaningtyas (2021), Istiqomah & Marlana (2020), and Maulana & Asra (2019) which state that free shipping has an influence on purchase decisions. Consumers perceive free shipping as a cost-saving opportunity since they don't have to pay an additional fee for shipping. This can make the overall purchase more attractive and encourage them to proceed with the transaction. Free shipping provides clarity in pricing, as consumers know exactly what they need to pay without any hidden fees. The word "free" has a psychological effect on consumers, making

them feel like they are getting an extra benefit or value without any additional cost. This can create a positive emotional connection with the brand and drive purchase intention.

CONCLUSION

The purpose of this study is to analyze the influence of the impact of service quality, price, trust, customer reviews, and free shipping on purchase intention in TikTok Live Commerce among students at Institut Teknologi dan Bisnis Muhammadiyah Purbalingga. The results of this research indicate that service quality has a positive and significant influence on the performance of purchase intention in TikTok Live Commerce. This means that higher service quality is associated with a more positive purchase intention in TikTok Live Commerce. Additionally, price has a positive and significant influence on the performance of purchase intention in TikTok Live Commerce, suggesting that better purchase intentions in TikTok Live Commerce are related to competitive pricing. Moreover, trust also has a positive and significant influence on the performance of purchase intention in TikTok Live Commerce, indicating that higher levels of trust are linked to a more favorable purchase intention in TikTok Live Commerce. On the other hand, customer reviews is not significant influence on the performance of purchase intention in TikTok Live Commerce, meaning that customer reviews do not affect purchasing decisions in TikTok Live Commerce. Finally, free shipping has a positive and significant influence on the performance of purchase intention in TikTok Live Commerce. The more free shipping promotions, the higher the purchase intention can increase.

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