

**PENGARUH PROMO GRATIS ONGKIR TERHADAP
KEPUTUSAN PEMBELIAN BARANG SECARA *ONLINE* DI
APLIKASI TIKTOK
(STUDI KASUS GEN-Z KECAMATAN BENGKALIS)**

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Abstrak

Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh promo gratis ongkir terhadap keputusan pembelian barang secara *online* di aplikasi TikTok Shop pada Gen-Z Kecamatan Bengkalis. Jenis penelitian yang digunakan adalah penelitian asosiatif. Populasi dalam penelitian ini adalah Gen-Z di Kecamatan Bengkalis yang pernah melakukan pembelian secara *online* melalui aplikasi TikTok Shop karena pengaruh promo gratis ongkir. Teknik pengambilan sampel menggunakan metode *Nonprobability Sampling* dengan pendekatan *Purposive Sampling*, dengan jumlah responden sebanyak 100 orang. Pengambilan data dilakukan melalui kuesioner dan dianalisis menggunakan uji instrumen data, uji asumsi klasik (normalitas, linearitas dan heteroskedastisitas), uji korelasi sederhana, dan uji regresi linier sederhana, serta uji hipotesis (uji t). Hasil penelitian ini menunjukkan bahwa keputusan pembelian barang secara *online* berada pada rata-rata skor mean sebesar 4,30 dan tergolong dalam kategori sangat tinggi. Sementara itu, promo gratis ongkir memperoleh rata-rata skor mean sebesar 4,23 dan digolongkan dalam kategori tinggi. Hasil perhitungan uji statistik menunjukkan bahwa promo gratis ongkir berpengaruh secara positif dan signifikan terhadap keputusan pembelian, dengan nilai t hitung sebesar 12,885 > t tabel 1,984 dan signifikansi $0,000 < \alpha = 0,05$. Dengan demikian, hipotesis alternatif (H_a) diterima dan hipotesis nol (H_0) ditolak. Maka dapat disimpulkan bahwa promo gratis ongkir berpengaruh signifikan terhadap keputusan pembelian barang secara *online* oleh Gen-Z di Kecamatan Bengkalis.

Kata Kunci : Promo Gratis Ongkir, Keputusan Pembelian TikTok Shop, *Online*

**THE INFLUENCE OF FREE SHIPPING PROMOTIONS ON
ONLINE PURCHASE DECISIONS THROUGH THE TIKTOK
APPLICATION
(CASE STUDY ON GEN-Z IN BENGKALIS DISTRICT)**

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Abstrack

This study aims to analyze how the free shipping promo influences online purchasing decisions on the TikTok Shop application for Gen-Z in Bengkalis District. The type of research used is associative research. The population in this study was Gen-Z in Bengkalis District who had made online purchases through the TikTok Shop application due to the influence of the free shipping promo. The sampling technique used the Nonprobability Sampling method with the Purposive Sampling approach, with a total of 100 respondents. Data collection was carried out through a questionnaire and analyzed using a data instrument test, a classical assumption test (normality, linearity and heteroscedasticity), a simple correlation test, and a simple linear regression test, as well as a hypothesis test (t-test). The results of this study indicate that online purchasing decisions are at an average mean score of 4.30 and are included in the very high category. Meanwhile, the free shipping promo obtained an average mean score of 4.23 and was classified in the high category. The results of the statistical test calculations show that free shipping promos have a positive and significant effect on purchasing decisions, with a calculated t value of $12.885 > t_{table} 1.984$ and a significance of $0.000 < \alpha = 0.05$. Thus, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. It can be concluded that free shipping promos have a significant effect on online purchasing decisions by Gen-Z in Bengkalis District.

Keywords: Free Shipping Promo, TikTok Shop Purchase Decision, Online.