

ANALYSIS OF THE IMPACT OF FREE SHIPPING PROMOTIONS ON ONLINE PURCHASE INTEREST ON THE TOKOPEDIA PLATFORM

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ABSTRACT

This study aims to analyze the effect of free shipping promotions on online purchasing interest on the Tokopedia platform, specifically in Bengkalis Subdistrict. The research method used was quantitative, specifically an associative study. Research data were obtained from 100 respondents in Bengkalis Subdistrict who had seen and were interested in products with free shipping promotions on the Tokopedia platform through the distribution of questionnaires using purposive sampling. Data analysis was conducted using simple linear regression. The results indicate that free shipping promotions have a positive and significant effect on online purchasing interest on the Tokopedia platform. The coefficient of determination (R^2) value of 0.347 indicates that free shipping promotions account for 34.7% of the variation in purchasing interest, while the remaining 65.3% is influenced by other factors outside the scope of this study. The contribution of this study is to provide empirical evidence regarding the effect of free shipping promotions on online purchase interest and to serve as a basis for Tokopedia to maintain and optimize its free shipping promotion program, including expanding its coverage and simplifying the terms and conditions of the promotion, in order to increase consumer purchase interest.

Keywords: *Free Shipping Promotions, Purchase interest, Tokopedia*