

## ABSTRAK

**Agnesya Viona, 1950210054, Pengaruh Gratis Ongkir, Diskon, Cashback, Customer Rating, Review Dan Cod Terhadap Keputusan Pembelian Di TikTok Shop (Studi Kasus Pengguna Tiktok Shop di Kabupaten Kudus)**

Penelitian ini bertujuan untuk mengetahui pengaruh gratis ongkos kirim, diskon, *cashback*, *customer rating*, *review*, dan COD terhadap keputusan pembelian di TikTok Shop. Penelitian ini dilakukan pada masyarakat Kabupaten Kudus yang menggunakan TikTok Shop. Responden penelitian ini berjumlah 100 responden. Metode penarikan sampel pada penelitian ini menggunakan *Non Probability Sampling* dengan teknik pengambilan sampel menggunakan *Purposive Sampling*. Dan teknik analisis data menggunakan SPSS for windows 26.0. Hasil penelitian menunjukkan bahwa gratis ongkos kirim, diskon, *cashback*, *customer review* dan sistem pembayaran COD berpengaruh terhadap keputusan pembelian. *Customer rating* tidak berpengaruh terhadap keputusan pembelian.

**Kata Kunci:** *Gratis Ongkir, Diskon, Cashback, Customer Rating, Review, COD, Keputusan Pembelian.*



## ABSTRACT

**Agnesya Viona, 1950210054, The Effect of Free Shipping, Discounts, Cashback, Customer Ratings, Reviews and COD on Purchase Decisions at the TikTok Shop (Case Study of Tiktok Shop Users in Kudus Regency)**

This study aims to determine the effect of free shipping, discounts, cashback, customer ratings, reviews, and the COD payment system on purchasing decisions at the TikTok Shop. This research was conducted on the people of Kudus Regency who use the TikTok Shop. Respondents of this study amounted to 100 people. The sampling method in this study used Non Probability Sampling with the sampling technique using Purposive Sampling. And data analysis techniques using SPSS for Windows 26.0. The results showed that free shipping, discounts, cashback, customer reviews and the COD payment system had an effect on purchasing decisions. Customer ratings have no effect on purchasing decisions.

**Keywords:** *Free Shipping, Discounts, Cashback, Customer Ratings, Reviews, COD, Purchasing Decisions.*

