

The Influence of Advertising, Cash On Delivery (CoD) Payment System, and Free Shipping Promos on the Decision to Buy Muslim Fashion Products on Tiktok Shop (Case Study on the Community of Samarinda City)

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Abstract :

The internet makes it easier for business people to get information that can help their product sales activities. Therefore, business people must be able to find ways to increase their shop sales, namely by implementing various strategies, for example by making advertisements, activating the Cash On Delivery (COD) payment system, and providing free shipping promos. This research aims to understand the influence of advertising on decisions to purchase Muslim fashion products at TikTok Shop, the influence of the Cash On Delivery (COD) payment system on decisions to purchase Muslim fashion products at TikTok Shop, and the influence of free shipping promos on decisions to purchase Muslim fashion products at TikTok Shop . As well as the influence of advertising, the Cash On Delivery (COD) payment system and free shipping promotions on the decision to purchase Muslim fashion products at the TikTok Shop. The research method used is quantitative, with a sample of 96 respondents. The results of this research indicate that advertising does not significantly influence purchasing decisions. The Cash On Delivery (COD) payment system has a significant influence on purchasing decisions. Free promotions have a significant effect on purchasing decisions. And simultaneously advertising, the Cash On Delivery (COD) payment system and free shipping promotions have a significant influence on the decision to purchase Muslim fashion products at the TikTok Shop among the people of Samarinda City.

Keywords: Advertising, Cash On Delivery (COD) Payment System, Free Shipping Promo, Purchase Decision

A. INTRODUCTION

Advances in the field of technology, one of which is the internet, have brought changes in human behavior in buying and selling transactions. The existence of the internet makes it easier for business people to get information that can help their product sales activities (Abidin et al., 2022). In the period 2022 to 2023, there will be an increase in internet users in Indonesia (Kandau, 2023). With the increase in internet users in Indonesia, it has resulted in the emergence of many new applications, one of which is TikTok. In the TikTok application, there is an *e-commerce* service, namely TikTok Shop (Cahyaningtyas & Wijaksana, 2021). In September 2023, a spokesperson for TikTok Indonesia said that there were 6 (six) million local entrepreneurs selling on TikTok Shop Indonesia. With the number of local businessmen, the competition will become tighter (Marpaung & Lubis, 2022). One of the products sold on TikTok Shop is Muslim fashion products. Such as hijab, robes, sarongs, skullcaps, and others. At this time, Muslim fashion has always been a trend in clothing choices so that Muslim fashion in Indonesia always develops more rapidly than other countries (Sari & Hayuningtias, 2022). Businesses must be able to find ways to increase their store sales, namely by implementing various strategies, for example by making advertisements or promotional videos as attractive as possible, activating the *Cash On Delivery* (COD) payment system to make it easier for potential buyers to make payments and providing free shipping promos to potential buyers so that they can lead to purchase decisions (Nurlisna et al, 2023).

The first strategy that can be applied by businessmen is to make advertisements, According to the Indonesian Advertising Council (DPI), advertising is a message about the marketing of a product, which is conveyed through a medium and aimed at the public (Stephen et al., 2020). One way for businesses on TikTok Shop to promote their sales is by adding a *Hashtag* (#) when posting a short video of product promotion, besides that businesses can also promote their products through the *Live* feature found on TikTok Shop (Rahmawati, 2023).

The second strategy that can be applied by business people is to activate the *Cash On Delivery* (COD) payment system. On TikTok Shop, there are various payment systems such as, Bank transfer, credit or debit card, Fund, OVO, Cash payment at Indomaret, Cash payment at Alfamart, and Pay on the spot or *Cash On Delivery* (COD). Some buyers complain about payments when using Dana and OVO because they have to enter personal data information if they want to make a transaction so that buyers feel unsafe. In contrast to the *Cash On Delivery* (COD) payment system which provides a sense of security and comfort to buyers. Because buyers do not need to enter personal data information if they want to make payments (Mokodompit et al., 2022).

The third strategy that can be applied by business people is to offer free shipping promos. Free shipping promos are promotions given by business people to buyers by providing discounts on shipping costs. Buyers are required to pay postage when making online purchases depending on the weight of the product and the distance of the product delivery. Therefore, online businesses are competing to provide free shipping promos to their buyers. As done by

e-commerce TikTok Shop which implements free shipping promos throughout Indonesia (Tusanputri, 2021). Implementing some of these strategies can influence the purchase decision of a product. (Arfah, 2022). Advertisements, *Cash On Delivery* (COD) Payment Systems, and Free Shipping Promos each offer their own benefits for buyers, so they can lead to a decision to purchase a product.

This research is based on previous research by Richo Prya Irawan, Safitri Nurhidayati, and Yulita Maria in 2023 which obtained research results showing that *Cash On Delivery* and Free Shipping have a significant effect on Purchase Decisions on the TikTok Shop Marketplace. What distinguishes this study from the previous research is the variable (X) used, namely in the previous study only used 2 (two) variables (X) while this study used 3 (three) variables (X) by adding Advertisement as (X1) (Irawan et al., 2023). So the researcher is interested in raising the title "The Influence of Advertising, Cash On Delivery (COD) Payment System, and Free Shipping Promos on the Decision to Purchase Muslim Fashion Products on TikTok Shop (Case Study on the Community of Samarinda City).

B. LITERATURE REVIEW

According to Wells (1992) quoted by Dina Ampera, the definition of advertising is a form of non-personal communication that is financed by sponsors using mass media and aims to reach audiences (viewers, listeners, and readers) (Ampera et al., 2023). Advertising is called non-personal communication because advertising is made for mass consumption. There is no *face-to-face communication* for that the channel chosen to advertise products must also be able to be consumed by the public, for example television (TV), and Radio (Radio Ads), Print Ads until now along with the development of the advertising era starting to penetrate into social media (Nurfebiaraning, 2017). There are 6 characteristics of advertising, namely *paid form communication*, *nonpersonal communication*, using mass media or massive non-mass media, clear sponsorship (*Identified sponsor*), persuasive (*Persuassion*), and aimed at a wide audience (*To large audience*) (Kriyantono, 2019). Advertising has 5 indicators consisting of attention, interest, desire, trust, and action (Mulia, 2020).

Linguistically, the meaning of the word *cash* is cash, the word *on* is time, and the word *delivery* is delivery. Definition of *Cash On Delivery* (COD) payment system is a payment system that is carried out when the product is delivered through a delivery service or courier with cash payment. In the *Cash On Delivery* (COD) payment system, buyers can see the products purchased before paying to the delivery party or courier service, so there is no disappointment (Ardiyanto, 2020). The *Cash On Delivery* (COD) payment system has both positive and negative impacts on buyers. The negative impact of the *Cash On Delivery* (COD) payment system is that buyers can be consumptive by buying products that do not meet their needs, and the positive impact of the *Cash On Delivery* (COD) payment system is that it can avoid fraud because payments will be made when the goods have reached the consumer's hands (Adilah et al., 2022). According to Halaweh (2017), the *Cash On Delivery* (COD) payment system has 3 indicators, namely security, trust, and privacy (Zuhada Hsb et al., 2023). In Islam, the *Cash On Delivery* (COD) payment system is allowed if there is an agreement between the buyer and the seller, in order to avoid things that can harm one of the

parties (Lestari & Agustami, 2022).

Free shipping promos can be one of the attractions that make consumers shop on TikTok Shop *e-commerce* or other *e-commerce*. The shipping cost received by each buyer varies depending on the weight of the product and the delivery distance. With the free shipping promo, buyers will get a discount or discount on shipping costs so that they do not need to pay for product shipping costs (Febriah & Febriyantoro, 2023). According to Novita Sari (2020), free shipping promos have 4 indicators, namely action, attention, desire, and interest (Reza Alfarozi Ritonga & Taufiq Risal, 2023).

According to Fandy Tjiptono, a purchase decision is a direct action taken by consumers when buying a product to obtain the product and determine which product to buy (Arfah, 2022). In the purchase decision process, there are 5 stages in the purchase decision of a product, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Simamora, 2023). According to Thompson (2016), purchasing decisions have 4 indicators, namely meeting needs, having benefits, accuracy in buying products, and meeting needs (Salsabil & W, 2023). In Islam, if a person wants to buy a product, he must be able to choose a good product and know the function of the product so that the product not only meets his desires but also can meet his needs (Muslihah, 2019).

C. RESEARCH METHODS

In this study, the author uses a type of quantitative research, with data sources coming from primary data, namely questionnaires or questionnaires, and secondary data, namely journals and books. With a population of 861,878 people in Samarinda City, East Kalimantan Province with a sample of 96 respondents taken using *the Nonprobability Sampling* technique and using *the Accidental Sampling* method and using *the Cochran formula*. The data analysis technique used several tests, namely validity test, reliability test, then normality test, multicollinearity test, heteroscedasticity test, linearity test, then multiple linear analysis, determination coefficient test (R²), and T test (partial test), and F test (simultaneous test).

D. RESULTS AND DISCUSSION

Research Results

Test Research Instruments

Validity Test

Table I
Variable Validity Test Results (X1)

Variable	Question Items	r Count	r Table	Information
	X1.1	0,435		
	X1.2	0,743		
	X1.3	0,801		

Adverti sement	X1.4	0,659	0,361	Valid
	X1.5	0,624		
	X1.6	0,785		
	X1.7	0,575		
	X1.8	0,498		

Source : Primary Data processed, 2024.

Table II
Variable Validity Test Results (X2)

Variable	Question Items	r Count	r Table	Information
System Payment Cash On Delivery (COD)	X2.1	0,820	0,361	Valid
	X2.2	0,783		
	X2.3	0,781		
	X2.4	0,682		
	X2.5	0,895		
	X2.6	0,720		

Source : Primary Data processed, 2024.

Table III
Variable Validity Test Results (X3)

Variable	Question Items	r Count	r Table	Information
Free Shippi ng Promo	X3.1	0,584	0,361	Valid
	X3.2	0,614		
	X3.3	0,685		
	X3.4	0,635		
	X3.5	0,818		
	X3.6	0,821		
	X3.7	0,797		
	X3.8	0,389		

Source : Primary Data processed, 2024.

Table IV
Variable Validity Test Results (Y)

Variable	Question Items	r Count	r Table	Information
Purchase Decision	Y.1	0,800	0,361	Valid
	Y.2	0,722		
	Y.3	0,608		
	Y.4	0,629		
	Y.5	0,776		

	Y.6	0,677		
	Y.7	0,668		

Source : Primary Data processed, 2024.

Based on the table above, it can be found through the calculation of the validity test using SPSS 25 that all items of each question from variables X1, X2, X3 and Y can be said to be valid, because each question item has a value of r calculated $> r$ of the table which has a value of 0.361.

Reliability Test

Table V
Reliability Test Results

Variable	Cronbach Alpha Values	Alpha Value	Conclusion
X1	0,798	0,60	Reliable
X2	0,871		
X3	0,819		
Y	0,804		

Source : Primary Data processed, 2024.

Based on the table above, it can be seen through the calculation of the reliability test using SPSS 25 that all question items from variables X1, X2, X3, and Y can be said to be reliable, because the value of each *Cronbach Alpha* variable used is greater than the alpha value (0.60).

Classic Assumption Test

Normality Test

Table VI
Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters, b	Mean	,0000000
	Std. Deviation	2,91733682
	Most Extreme Absolute	,073

Differences	
Positive	,073
Negative	-,065
Test Statistic	,073
Asymp. Sig. (2-tailed)	,200c,d

Source : Primary Data processed, 2024.

Based on the table above, the results of the *Kolmogorov-Smirnov Normality test*, it is known that the significant value is 0.200 where the value is $0.200 > 0.05$ so that it can be concluded that the data is normally distributed.

Multicollinearity Test

Table VII
Multicollinearity Test Results

Coefficient							
Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	12,224	2,870		4,259	,000		
Advertisement	,149	,103	,183	1,445	,152	,481	2,078
Cash On Payment System Delivery (COD)	,249	,111	,260	2,244	,027	,575	1,739
Free Promo Squirt	,188	,092	,211	2,035	,045	,717	1,394
a. Dependent Variable: Purchase Decision							

Source : Primary Data processed, 2024.

Based on the table above, it is known that the *tolerance value* and VIF value of the Advertisement variable (X1) are $0.481 > 0.10$ and $2.078 < 10$, respectively. The variables of the *Cash On Delivery* (COD) Payment System were $0.575 > 0.10$ and $1.739 < 10$. The variables of the

Free Shipping Promo are $0.717 > 0.10$ and $1.394 < 10$. So it can be concluded that the regression model does not occur multicollinearity.

Heteroscedasticity Test

Table VIII
Heteroscedasticity Test Results

Coefficient					
Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,940	1,637		2,407	,018
Advertisement	-,073	,059	-,186	-1,251	,214
Cash On Payment System Delivery (COD)	,046	,063	,099	,731	,467
Free Promo Squirt	-,012	,053	-,028	-,231	,818
a. Dependent Variable: ABS RES					

Source : Primary Data processed, 2024.

Based on the table above, the results of the heteroscedasticity test, it is known that the Sig. value of each variable, namely the Advertising variable of $0.241 > 0.05$. The variable of *the Cash On Delivery* (COD) Payment System is $0.467 > 0.05$. The variable of the Free Shipping Promo is $0.818 > 0.05$. So it can be concluded that there is no heteroscedasticity.

Linearity Test

Table IX
Results of the Linearity Test of Advertising Variables (X1)

ANOVA Table				
			F	Sig.
Kepuasan	Between Group	(Combined)	2,223	,009
		Linearity	24,952	,000

Pembelian *	Deviation from Linearity		
Advertisemen		,802	,679

Source : Primary Data processed, 2024.

Based on the table above, the results of the linearity test of the advertising variable, it is known that the Sig. value of the *Deviation from Linearity* value is $0.679 > 0.05$. Therefore, it can be concluded that there is a significant linear relationship between the Advertising variable (X1) and the Purchase Decision variable (Y).

Table X
Results of the Payment System Variable Linearity Test (COD)

ANOVA Table				
			F	Sig.
Decision	Betw	(Combined)	3,143	,001
Purchase*	Een	Linearity	26,267	,000
System	Grou	Deviation from	1,365	,195
Payment	ps	Linearity		
(COD)				

Source : Primary Data processed, 2024.

Based on the above table of the results of the payment system variable linearity (COD) test, it is known that the Sig. value of the *Deviation from Linearity* value is $0.195 > 0.05$. Therefore, it can be concluded that there is a significant linear relationship between the payment system variable (COD) (X2) and the Purchase Decision variable (Y).

Table XI
Results of the Linearity Test of Free Shipping Variables

ANOVA Table				
			F	Sig.
Despair	Between	(Combined)	2,190	,015
an	Groups			
		Linearity	18,388	,000
Buyer		Deviation from	,944	,513
n*		Linearity		
Promo				
Free of				

charge Squirt		
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Source : Primary Data processed, 2024.

Based on the table above the results of the linearity test of the free shipping promo variable, it is known that the Sig. value of the *Deviation from Linearity* value is $0.513 > 0.05$. So it can be concluded that there is a significant linear relationship between the free shipping promo variable (X3) and the Purchase Decision variable (Y).

Multiple Linear Regression Analysis

Table XII
Results of Multiple Linear Regression Analysis Test

Coefficient					
Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	12,224	2,870		4,259	,000
Advertisement	,149	,103	,183	1,445	,152

Cash On Delivery Payment System (COD)	,249	,111	,260	2,244	,027
Free Shipping Promo	,188	,092	,211	2,035	,045
a. Dependent Variable: Purchase Decision					

Source : Primary Data processed, 2024.

Based on the table above, the results of the multiple linear regression analysis test are known that the multiple regression equation is obtained as follows:

$$\hat{Y} = 12.224 + 0.149 X_1 + 0.249 X_2 + 0.188 X_3 + e$$

Based on the linear regression above, it can be defined as follows:

The constant value of 12.224 means that if the independent variables, namely Advertising, *Cash On Delivery* (COD) Payment System, and Free Shipping Promo are worth 0, then the Purchase Decision is 12.224.

The regression coefficient of X1 is 0.149. This value indicates that there is a positive

influence between the Ad variable and the Purchase Decision. This means that every 1 unit increase in the Ad variable (X1) will increase the value of the purchase decision by 0.149.

The regression coefficient of X2 is 0.249. This value states that there is a positive influence between the variables of the *Cash On Delivery* (COD) Payment System and the Purchase Decision. This means that every 1 unit increase in the *Cash On Delivery* (COD) (X2) Payment System variable will increase the purchase decision by 0.249.

The regression coefficient (X3) is 0.188. This value states that there is a positive influence between the variables of the Free Shipping Promo and the purchase decision. This means that every 1 unit increase in the Free Shipping Promo variable will increase the purchase decision by 0.188.

Coefficient of Determination Test (R2)

Table XIII
Determination Coefficient Test Results (R2)

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538 a	.290	.267	2,96452
a. Predictors: (Constant), Free Shipping Promos, Cash On Delivery (COD) Payment System, Advertising				
b. Dependent Variable: Purchase Decision				

Source : Primary Data processed, 2024.

Based on table XXI of the determination coefficient (R2) test, it is known that the *Adjusted R Square* value is 0.267 or 26.7%. So 26.7% of the Purchase Decision variables are influenced by Advertising, *Cash On Delivery* (COD) Payment System, and Free Shipping Promos. While the rest (100% - 26.7%) = 73.3% were influenced by variables outside of the variables used for this study.

Hypothesis Test

T Test (Partial Test)

Table XIV
T Test Results (Partial Test)

Coefficient				
Type	Unstandardized Coefficients		T	Sig.
	B	Std.		

		Error		
(Constant)	12,224	2,870	4,259	,000
Advertisement	,149	,103	1,445	,152
Payment System	,249	,111	2,244	,027
Cash On Delivery (COD)				
Free Shipping Promo	,188	,092	2,035	,045
a. Dependent Variable: Purchase Decision				

Source : Primary Data processed, 2024.

Based on the table above, the results of the T test (partial test) can be explained as follows
The advertising variable has a calculated t-value of $1.445 < \text{table } t \ 1.968$ or a significant value of $0.152 > 0.05$. So H_0 is accepted and H_a is rejected. So that advertising partially does not affect the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City.

The variable of *the Cash On Delivery* (COD) payment system has a calculated t value of $2.244 > \text{t table } 1.968$ or a significant value of $0.027 < 0.05$. So H_0 is rejected and H_a is accepted. So that the *Cash on Delivery* (COD) payment system partially affects the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City.

The free shipping promo variable has a calculated t value of $2.035 > \text{t table } 1.968$ or a significant value of $0.045 < 0.05$. So H_0 is rejected and H_a is accepted. So that the free shipping promo partially affects the decision to purchase Muslim fashion products at the TikTok Shop for the people of Samarinda City.

F Test (Partial Test)

Table XV
F Test Results (Simultaneous Test)

NEW ERA				
Type	Sum of Squares	Df	F	Sig.
1 Regression	329,958	3	12,51	,000
Residual	808,531	92	5	b
Total	1138,490	95		
a. Dependent Variable: Purchase Decision				
b. Predictors: (Constant), Free Shipping Promos, Cash Payment System				

On Delivery (COD), Advertising

Source : Primary data processed, 2024.

Based on the table above, the results of the F test (simultaneous test) can be explained as follows

It is known that the value of F is calculated as $12.515 > F \text{ table } 2.70$ or a significant value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. So that Advertisements, *Cash On Delivery* (COD) Payment Systems, and Free Shipping Promos simultaneously affect the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City.

Discussion

The Influence of Advertising on the Purchase Decision of Muslim Fashion Products on TikTok Shop on the People of Samarinda City

After a test was carried out between the advertising variable and the purchase decision variable, the results of the advertising T test (X_1) on the purchase decision (Y) showed that the calculated t value was $1.445 < t \text{ table } 1.968$ and the significant value was $0.152 > 0.05$. So H_0 is accepted and H_a is rejected. So it can be concluded that advertising partially does not affect the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City. In this case, buyers are usually more likely to see reviews or ratings of the product before purchasing a product than they are to seeing an advertisement, because the product image on the advertisement is usually different from the actual product.

The results of this study are in line with the research that has been conducted by Ulfi Ansyah Alfitroch, Eka Farida, and Fahrurrozi Rahman entitled "The Influence of Advertisements, Free Shipping Promos, and Discounts on Purchase Decisions on Online Shopping Applications in RT Residents. 8 Karangbesuki Village, Malang City" which shows that advertising partially does not have a significant effect on purchase decisions on online shopping applications (Alfitroch et al., 2022). However, this study is not in line with the research conducted by Femi Andriani and Sari Nalurita entitled "The Influence of Advertising and Service Quality on Tokopedia Consumer Purchase Decisions" which shows that advertising partially affects purchase decisions (Andriani & Nalurita, 2021).

The Influence of the Cash On Delivery (COD) Payment System on the Decision to Purchase Muslim Fashion Products at TikTok Shop on the People of Samarinda City

After a test was carried out between the *variables of the Cash On Delivery* (COD) payment system and the variable of the purchase decision, the results of the T test of *the Cash On Delivery* (COD) (X_2) payment system on the purchase decision (Y) showed that the t-value was calculated as $2.244 > t \text{ table } 1.968$ or a significant value of $0.027 < 0.05$. So H_0 is rejected and H_a is accepted. So it can be concluded that the *Cash On Delivery* (COD) payment system partially affects the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City. In this case, buyers feel that the existence of a *Cash On Delivery* (COD) payment system can provide convenience if the buyer does not have *mobile banking* or an online payment system and prefers to save his money in *cash*.

The results of this study are in line with the research that has been conducted by Pricilia Wiwin Panginan, Isak Pasulu, and Olivia Devi Y. Pompeng entitled "The Effect of Free Shipping, Discount, and *Cash On Delivery* (COD) Voucher Promos on Purchase Decisions on

the Shopee Application (Case Study on Students of the Faculty of Economics UKI Toraja)" shows that *the Cash On Delivery* payment system(COD) partially affects purchasing decisions (Panginan et al., 2024). However, the results of this study are not in line with the research that has been conducted by Wilda Thoma Sihalo and Finisica Dwijayati Patrikha entitled "The Influence of Brand Ambassadors, Customer Reviews, and Cash On Delivery (COD) Services on Consumer Purchase Decisions in Social Commerce Applications" which shows that partially *Cash On Delivery* services(COD) has no effect on consumer decisions (Sihalo & Patrikha, 2023).

The Effect of Free Shipping Promos on the Decision to Purchase Muslim Fashion Products on TikTok Shop on the People of Samarinda City

After a test was carried out between the free shipping promo variable and the purchase decision variable, the results of the free shipping promo T (COD) (X3) test on the purchase decision (Y) showed that the t value was calculated as $2.035 > t \text{ table } 1.968$ or a significant value of $0.045 < 0.05$. So H_0 is rejected and H_a is accepted. So it can be concluded that the free shipping promo partially affects the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City. In this case, with the free shipping promo, buyers will get benefits, for example, more economical and the cost for shipping can be diverted to buy other goods.

The results of this study are in line with the research that has been conducted by Ahmad Faisal Hakim, N. Rachma, and Andi Normaladewi entitled "The Effect of Free Shipping, Discounts, and Online Customer Reviews on TikTok Shop Consumer Purchase Decisions (Study on FEB Students Class of 2019 Islamic University of Malang)" shows that free shipping promos partially affect purchase decisions (Hakim et al., 2023). However, this study is not in line with the research that has been conducted by Nanda Yulistiyan, Awliya Afwa, and Adella Puspita entitled "The Effect of Free Shipping Promos and Online Customer Reviews on Purchase Decisions at the Shopee Twin Date Event in Pekanbaru" shows that the free shipping promo partially has no effect on purchase decisions (Yulistiyan et al., 2024).

The Influence of Advertising, Cash On Delivery (COD) Payment System, and Free Shipping Promos on the Decision to Purchase Muslim Fashion Products at TikTok Shop on the People of Samarinda City

After a test was carried out between the advertising variable, the Cash On Delivery (COD) payment system, and the free shipping promo on the purchase decision variable, the results of the F test of advertising (X1), *the Cash On Delivery* (COD) (X2) payment system, and the free shipping promo (X3) on the purchase decision (Y) showed that, the F value calculated as $12.515 > F \text{ table } 2.70$ or a significant value of $0.000 < 0.05$, H_0 was rejected and H_a was accepted. So it can be concluded that the variables of advertising, *the Cash On Delivery* (COD) payment system, and free shipping promos simultaneously affect the variables of the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City. In this case, the ads on TikTok Shop usually have differences from ads on other *E-Commerce*, on TikTok Shop there are many interesting product promotion videos with a variety of interesting images and writings to see, as well as sounds and music that are

interesting to hear. In addition, on TikTok Shop, if the buyer uses the *Cash On Delivery* (COD) payment system, there are no additional fees or service fees. And the free shipping promo on TikTok Shop implements a free shipping promo throughout Indonesia by providing free shipping or by only providing a discount on shipping.

This research is in line with the research that has been conducted by Irma Marpaung and Fauzi Lubis entitled "The Influence of Advertising, COD System, and Free Shipping Promos on Purchase Decisions on TikTok Shop (Case Study on UIN North Sumatra Students" shows that advertisements, *Cash On Delivery* (COD) payment systems, and free shipping promos simultaneously affect the variables of purchase decisions on TikTok Shop (Marpaung & Lubis, 2022).

E. CONCLUSION

Based on the results of the study "The Influence of Advertising, *Cash On Delivery* (COD) Payment System, and Free Shipping Promos on the Decision to Purchase Muslim Fashion Products on TikTok Shop (Case Study on the People of Samarinda City) with most respondents aged 15-30 years with female gender and make shopping transactions >5 times within 1 year and prefer to shop in *E-Commerce* one of them is TikTok Shop. So it can be concluded as follows: Advertising on TikTok Shop partially does not affect the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City. The *Cash On Delivery* (COD) Payment System on TikTok Shop partially affects the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City. The Free Shipping promo on TikTok Shop partially affects the decision to purchase Muslim fashion products at TikTok Shop for the people of Samarinda City. And Advertising, *Cash On Delivery* (COD) Payment System and Free Shipping Promos on TikTok Shop simultaneously affect the decision to purchase Muslim fashion products at TikTok Shop in the people of Samarinda City.

Based on the results of this study, Advertising (X1), Cash On Delivery (COD) Payment System (X2), and Free Shipping Promo (X3) have an influence on Purchase Decisions (Y). So the researcher wants to convey some suggestions that are expected to be useful for various related parties, namely the following: For the next researcher, it is hoped that research in the same field can be further developed on each theory used. For students, it is hoped that this research will be an additional reference in finding information related to the variables used in this study, namely, advertising, *Cash On Delivery* (COD) payment systems, and free shipping promos. For *TikTok Shop E-commerce*, it is hoped that this research can motivate TikTok Shop to add the latest shopping features and provide convenience for its users. For TikTok Shop users, it is expected to be smart in choosing products or items available on TikTok Shop, even if the product or item has been reviewed by other people or *influencers*.

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