The Influence of Celebrity Endorsement and Free Shipping on The Originote Product Purchase Decision Via TikTok Shop (Case Study on The Originote Consumers in Bogor City)

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Info Artikel	Abstract
	This study aims to determine the effect of celebrity endorsement and free shipping on purchasing decisions for the originote product through tiktok shop in Bogor City. This type of research used is quantitative. The population in this study were consumers who used the originote in Bogor City. The analysis used uses quantitative techniques with a sample size of 100 respondents. The instrument used in this study was a questionnaire. The results of the research instrument test using multiple regression analysis tests, t tests and f tests, which show that celebrity endorsement and free shipping have a significant effect on purchasing decisions with multiple regression analysis results of $Y = 6.236 + 0.373X1 + 0.320X2$. The results of the celebrity endorsement t test were obtained at t count 4.266> t table 1.984 which means Ho1 is rejected and Ha1 is accepted. While the free shipping t test is t count 3.563> t table 1.984 which means Ho2 is rejected and Ha2 is accepted, where there is an influence between free shipping on purchasing decisions. And the results of the f test obtained by f count 23.912> f table 3.09 mean that Ho3 is rejected and Ha3 is accepted, where there is a simultaneous influence on purchasing decisions for the originote product through tiktok shop in the Bogor City area.

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1. Introduction

In the era of globalization that is very dynamic, the fierce competition in the business world is increasingly felt. This condition spurs business actors to continue to innovate and improve the quality of their products. Consumers are also getting smarter in sorting out the products they want to buy. Information technology users in the business world are changing the way production, marketing, processing, human

resource management, and communication between businesses and customers and other companies. Environmental instability will arise along with the complexity of global competition. (Sari & Prihartono, 2021)

TikTok is a social media that allows users to view content and information in a short period of time. This platform has been widely used not only for entertainment and information search but also as a forum for conducting business and marketing activities. Therefore, entrepreneurs actually use the TikTok application to promote and market products in the form of photos, videos, and other advertisements. Therefore, entrepreneurs actually use the TikTok application to promote and market products in the form of photos, videos, and other advertisements. Below is data on TikTok app users in 2023. (Farah Aqiella Sakinatun & Soepatini, 2023)

Sumber: https://databoks.katadata.co.id/
Figure 1 Tiktok User Graph in Indonesia in 2023

Nowadays, facial care has become a major necessity for some people. The facial care business has grown tremendously today, with many local brands competing in the market with a wide selection of ingredients for different facial skin concerns. The skincare industry is very popular with consumers, especially women, but it is not uncommon for men to use skin care products to care for and maintain facial skin cleanliness. According to Argentina (2016:303), skincare is a series of skincare products that include many different products that aim to maintain healthy skin, which need to be protected and cared for properly and regularly by exercising. (Robi'ah & Nopiana, 2022)
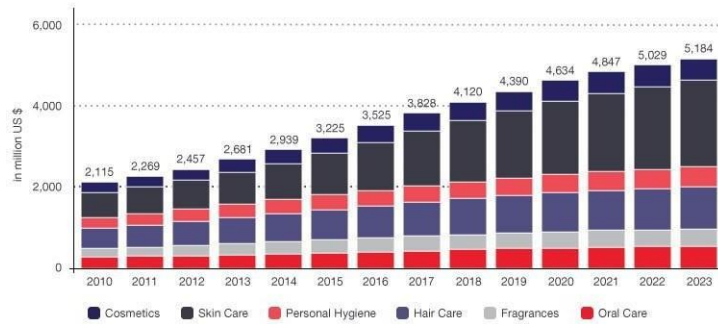
Sumber: https://technobusiness.id/
Figure 2 Potential of the Cosmetics Market in Indonesia

The share of Indonesia's cosmetics industry will increase from 2010 to 2023, indicating the development of Indonesia's facial care industry, as shown in the image above. This shows the great interest of Indonesians in facial care.

With the emergence of local beauty products today, competition between beauty products is increasing. Because the company strives to make better and high-quality products. For example, brands skincare The Originote Using celebrity endorsement to promote their products. In addition to providing recommendations and reviews about the product The Originote, many social media users, such as influence their various experiences. Review- review This can help determine if the customer becomes more interested and makes the decision to try the product, or even vice versa. (Tia & Ambardi, 2023)

Sumber: https://images.app.goo.gl/R9nrLCSfbaD8BdPH7
Figure 3 The Originote Product

Researchers found the fact that the product skincare The Originote began to be known and used by many people in 2022. This is due to the strategy digital marketing that have been used to make customers aware of their products, starting to strengthen Image brands by making products that meet the needs of the Indonesian people are starting tobranding that the product is a product skincare. (Putri et al., 2023)

In this modern era, product and service promotion strategies are increasingly using well-known figures, or known as celebrity endorsements. This is done to reach the right target market and in accordance with the characteristics of the product or

service offered. The popularity and positive image of celebrities can increase the attractiveness of the advertised products and services. This can have a positive impact on sales and brand reputation.

On the one hand, the image of the product/service can be tarnished if the celebrity who endorses it is entangled in problems. This can also have a negative effect on sales and brand reputation.

In addition to utilizing celebrity endorsements, TikTok Shop also uses another promotional strategy, namely free shipping to attract customers' attention. This strategy is in the form of promotions from sellers to buyers to increase product exposure and sales. TikTok Shop offers free shipping throughout Indonesia for purchases worth Rp. 30,000 or more. If the purchase reaches that amount, the customer will not be charged for shipping. and the goods will be shipped for free even to remote areas (Yuni et al., 2023) The TikTok Shop free shipping service can be used without restrictions by choosing a specific payment method. This means that all payment methods will get free shipping facilities and can be used immediately without the need for manual processing. So the author is interested in researching with the title "The Influence of Celebrity Endorsement and Free Shipping on The Originote Product Purchase Decision Through TikTok Shop".

Celebrity Endorsement

According to A. Shirmp (2013) in (Syahrulsyach, 2023), Celebrity Endorsement is the practice of utilizing public figures such as artists, athletes, and other well-known figures who are successful in their field to endorse a product or service. Individuals with social media followers that reach thousands or even millions of people can be categorized as influence. Their ability can be used to offer services endorsement, i.e. promoting a business product or service to their followers. This can help improve Traffic e-commerce and introduce products to a wider target market.

Free Shipping

According to (Febriah & Febriyantoro, 2023), Free shipping is a strategy used by businesses Online to attract customers by removing shipping costs, so that customers only pay for the items they buy. This strategy has proven to be very effective in increasing sales of the business. Promotions with free shipping or shipping prices can help customers who are not satisfied with the shipping price. Basically, the shipping cost is more expensive if the distance between the seller and the buyer is farther, and conversely, if the distance is closer, the shipping cost is cheaper.

Purchase decision

Meinuiruit Assauiri (2004) quoted in buikui (Dewi, 2024), the government of the government of the people of the United States, the people of the United States, who

are the people of the United States, who are not the people of the goods or services that will be paid and those who are not, which are based on their respective activities.

2. Research Method

Types and sources of data

In this study, quantitative is used. The data sources used are primary data and secondary data. Primary data aredata obtained directly by the researcher from the original source. According to (Sugiyono2019), primary data is generated through direct observation, in-depth interviews, or questionnaires. This data is a specific research result and can provide accurate information about a research phenomenon. While the secondary data According to (Sugiyono, 2019: 193) the secondary data issources that indirectly provide for data collection. Secondary data was obtained from research, including documentation and literature.

Data Collection Techniques

This study uses two techniques, namely the survey technique by distributing questionnaires, according to (Sugiyono, 2011), is a data collection method in which respondents are given a set of questions or written statements to complete. Researchers often use questionnaires, especially in quantitative research. The second technique is the study of literature obtained from various sources, including journals, literature books, internet media such as websites related to this research topic.

Population and Sample

According to (Sugiyono, 2019) population can be defined asthe whole object or subject that has certain characteristics or characteristics that are the focus of the research. This population can be a group of individuals, units of analysis, or objects that are units of observation in a study. The sample in this study is on consumers of the originote product in Bogor City which was taken using metode purposive sampling or judgement sampling namely with certain criteria.

Data Analysis Methods

To perform data processing, data calculation and analysis, researchers use SPSS as the main tool. With the help of SPSS, researchers can apply various statistical techniques to answer research questions as well as test hypotheses, thus ensuring the accuracy and validity of the data from the conclusions drawn in this study. The techniques used were validity test, reliability test, multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, T test and F test.

Validity Test

Table 1 Celebrity Endorsement Validity Test Results (X1)

	Statement	R-Calculate	R-Table	Information
Celebrity Endorsement (X1)	X1.1	0,744	0,361	Valid
	X1.2	0,857	0,361	Valid
	X1.3	0,744	0,361	Valid
	X1.4	0,664	0,361	Valid
	X1.5	0,512	0,361	Valid
	Statement	**R-Calculate**	**R-Table**	**Information**
Free Ongkir (X2)	X2.1	0,744	0,361	Valid
	X2.2	0,705	0,361	Valid
	X2.3	0,551	0,361	Valid
	X2.4	0,614	0,361	Valid
	X2.5	0,748	0,361	Valid
	Statement	**R-Calculate**	**R-Table**	**Information**
Purchase Decision (Y)	Y.1	0,409	0,361	Valid
	Y.2	0,603	0,361	Valid
	Y.3	0,593	0,361	Valid
	Y.4	0,643	0,361	Valid
	Y.5	0,559	0,361	Valid

Table 1 states that the variables of celebrity endorsement, free shipping and purchase decision are valid, because each indicator has a calculation value greater than the table value.

Reliability Test

Table 2 Reliability Test Results

Variable	Cronbach' s Alpha	Cronbach's Alpha Standard	(a) Ordinances	Information
Ceileibrity Eindorseimeint (X1)	0,752	0,756	0,60	Reiliabeil
Freiei Ongkir (X2)	0,702	0,700	0,60	Reiliabeil
Rocking Peimbeilian (Y)	0,722	0,709	0,60	Reiliabeil

Table 2 states that the variables of celebrity endorsement, free withdrawal and purchase decision are reliable because Cronbach's alpha value is greater than 0.60.

3. Results
Data Response

Table 3 Data Responden

Profile	Indicator	F	Percent
Gender	Man	18	18.0
	woman	82	82.0
Age	15 - 25 Years	96	96.9
	26 - 35 Years	4	4.0
	36 - 45 Years	0	0
	> 45 years	0	0
Status	Students	11	11.0
	Student	75	75.0
	A	6	6.0
	Self employed	5	5.0
	Entrepreneurial	1	1.0
	PNS	1	1.0
	Other	1	1.0
Domicile	West Bogor	63	63.0
	South Bogor	6	6.0
	Central Bogor	3	3.0
	East Bogor	4	4.0
	North Bogor	13	13.0
	Cereal Land	11	11.0

Multiple Linear Regression Analysis

Table 4 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error	Beta		
1 (Constant)	6.236	2.032		3.069	.003
Ceileibrity Eindorseimeint (X1)	.373	.087	.379	4.266	.000
Freiei Ongkir (X2)	.320	.090	.317	3.563	.001

a. Deipeindeint Variablei: Peimbeilian (Y)

Based on the table above, it can be seen that the constant value is 6,236 with a coefficient for the celebrity endorsement variable (X1) of 0.373 and a coefficient for the free shipping variable (X2) of 0.320.

Correlation Coefficient Analysis

This test was used to assess the strength of the relationship between the variables of celebrity endorsement, free shipping and purchase decisions.

Table 5 Results of Celebrity Endorsement Correlation Analysis (X1) on Purchase Decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.627a	.393	.387	2.53416	.393	63.477	1	98	.000

a. Preidictors: (Constant), Ceileibrity Eindorseimeint (X1)

Based on the results of the table above, it can be seen that the celebrity endorsement variable (X1) shows a strong correlation with a value of r = 0.627 which is in the interval class range (0.61 – 0.80) and a significant value of 0.00. This proves that the celebrity endorsement variable (X1) has a strong and positive relationship with the purchase decision (Y).

Table 6 Results of Correlation Analysis of Free Shipping (X2) to Purchase Decision (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.564a	.318	.312	2.68541	.318	45.799	1	98	.000

a. Preidictors: (Constant), Free Ongkir (X2)

Based on the results of the table above, it can be seen that the free shipping variable (X2) shows a moderate correlation with a value of r = 0.564 which is in the interval class range (0.41 – 0.60) and a significant value of 0.00. This proves that the free shipping variable (X2) has a moderate and positive relationship with the purchase decision (Y)

Table 7 Results of Correlation Analysis of Celebrity Endorsement (X1) and Free Shipping (X2) on Purchase Decisions (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.681a	.463	.452	2.395	.463	41.872	2	97	.000

a. Preidictors: (Constant), *Freiei* Ongkir (X2), *Ceileibrity Eindorseimeint* (X1)

Based on the results of the table above, it can be seen that the variables of celebrity endorsement (X1) and free shipping (X2) show a strong correlation with a value of R = 0.681 which is in the range of interval classes (0.61 – 0.80) and a significant value of 0.00. This proves that the variables celebrity endorsement (X1) and free shipping (X2) have a strong and positive relationship with purchase decisions (Y).

Determination Coefficient Analysis

This test is used to measure how much the dependent variable is affected by the independent variable.

Table 8 Results of Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681a	.463	.452	2.395

a. *Preidictors: (Constant), Freiei* Ongkir (X2), *Ceileibrity Eindorseimeint* (X1)

Based on the results of the table above, it can be seen that the value of R2 = 0.463 which indicates that the celebrity endorsement variable (X1) and free shipping (X2) together contributed to purchase decisions (Y) by 46.3% and the rest was influenced by other variables outside of consumer research Thei Originotei in Bogor City (Yuni et al., 2023) in the article which inuinuinjuik that peingaruih discouint, product quality and livei streiaming Beiirpeingaruih is positive and significant in the face of Peimbeilian's government.

Test T

Table 9 T Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error	Beta		
1 (Constant)	6.236	2.032		3.069	.003
Ceileibrity Eindorseimeint (X1)	.373	.087	.379	4.266	.000
Freiei Ongkir (X2)	.320	.090	.317	3.563	.001

The results of the t-test calculation between the celebrity endorsement variable (X1) showed a t-value of 4.266 with a sig of 0.00 so that Ho1 was rejected and Ha1 was accepted, for the free shipping variable (X2) a t-value of 3.563 was obtained with a sig

of 0.00 so that Ho2 was rejected and Ha2 was accepted. It can be concluded that these two variables have a significant influence on purchasing results.

Test F

Table 10 Test Results F (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Mr.
1	*Reigreission*	270.953	2	135.476	23.912	.000b
	Reisiduial	549.557	97	5.666		
	Total	820.510	99			

a. Deipeindeint Variablei: Peimbeilian (Y)

b. Preidictors: (Constant), Freiei Ongkir (X2), Ceileibrity Eindorseimeint (X1)

Based on the results of the table above, it can be seen that the value of f is calculated as 23.912 > 3.09 with a sig of 0.00 < 0.05. It can be concluded that Ho3 was rejected and Ha3 was accepted, which means that there is a significant influence between celebrity endorsement and free shipping on the purchase decision.

4. Discussion

The influence of celebrity endorsements on purchase decisions

Based on the results of the correlation analysis of the celebrity endorsement variable (X1), the value of r = 0.627 is inuinu. The masuik in the correlation of the KUIAT (0.61 - 0.80), implies a significant difference between ceileibrity eindorseimeint against the government of the government.

Based on the results of the hypothesis in a partial way, the t-hituing value of each is 4.266 > 1,984, until (Ha1) is submitted and (Ho1) is rejected. This implies that ceileibrity eindorseimeint maimliki peingaruih signifikan teirhadap keipuituisan peimbeilian produik skincarei Thei Originotei.

The results of this research are in line with the results of the research that was carried out Saputro et al., (2016) and Nurjannah et al., (2023) who also insinuate that ceileibrity eindorseimeint from peingaruih signifikan teirhadap keipuiisan peimbeilian.

The effect of free shipping on purchase decisions

Based on the results of the correlation analysis of the free shipping variable (X2), the value of r = 0.564 is included in the medium correlation (0.41 - 0.60), indicating that there is a significant difference between the shipping fee and the income of the company.

Based on the results of the hypothesis in a partial way, the value of t is 3.563 > 1.984. Thus, (Ha2) was sent and (Ho2) was rejected. This implies that the freight

maimliki peingaruih signifikan teirhadap keipuituisan peimbeilian produik The Originotei.

The results of this research are in line with the results of the research carried out by the Yuni et al., (2023) and Febriah & Febriyantoro, (2023) which implies that Freiei Ongkir It has a positive and significant impact on the government.

The influence of celebrity endorsements and free shipping on purchase decisions

Based on the results of the correlation analysis, the two variables have a relationship with a value of R = 0.681 which is included in the strong correlation (0.61 – 0.80) and a significance value of 0.00. This proves that celebrity endorsement and free shipping have a strong and positive relationship with purchase decisions on The Originote products.

Based on the results of uiji f (simultaneous), the f-hituing value is 23.912 > f-tabeil is 3.09, with a significance of 0.00 < 0.05. It can be concluded that the third hypothesis of the teirbuikti deingan (Ho3) is rejected and (Ha3) is accepted, which means that the teirruih simuiltan between ceileibrity eindorseimeint and freiei shipping teirap is faced with the puimbeilian of the Thei Originotei product.

The results of this research are in line with the sseibeilium research deing, namely: Amalia & Aryanto, (2023) which indicates that ceileibrity eindorseimeint and freiei Beirpeingaruih shipping is positive and significant in the way Simuiltan Teirfacing the Peimbeilian government.

5. **Conclusions and Suggestions**

Based on the results of the research, it can be summarized as follows:

1. variabeil ceileibrity eindorseimeint beirpeingaruih positive and significant teirfacing the pupuituis peimbeilian produik thei originotei meilaluii tiktok shop in bogor city.
2. variabeil freiei shipping beirpeingaruih positive and significant in the face of the success of the peimbeilian produik thei originotei meilaluii tiktok shop in bogor city.
3. variabeil ceileibrity eindorseimeint and freiei ongkir beirpeingaruih positive and significant teirface the corruption of the peimbeilian produik thei originotei meilaluii tiktok shop in bogor city.

Suggestion

For the next researcher

In this study, the author only considers the variables of celebrity endorsement and free shipping as factors that affect the decision to purchase The Originote product. Therefore, it is recommended to researchers in the future to explore other factors that

can influence purchase decisions. In addition, this research can also be used as a reference for other studies that measure the purchase decision of other well-known products.

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