

## **ABSTRACT**

### ***Price Perception And Free Shipping Towards Customer's Online Purchasing Interest***

***By***

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*This research was aimed to analyze the influence of price perception and free shipping towards customers' online purchasing interest on the students of Teknokrat Higher Education who had accessed lazada.co.id website. The research used 3 variables, which are price perception (X1), free shipping (X2) and online purchasing interest (Y). The sample of the research was 100 students from Teknokrat Higher Education who had accessed the website of lazada.co.id. Sampling technique used on the research was purposive sampling. The research used Data Analysis Technique of Classical Assumption Test which consisted normality test, heteroscedasticity test, and multicollinearity tes, then Multiple Linear Regression Analysis, determination Coefficient Test, and Hypothesis Test that consisted Partial Test and Simultaneous Test.*

*The study show that price perception had a significant influence toward online purchasing interest, on the other hand, free shipping had no significant influence toward online purchasing interest, and price perception along with free shipping had a significant influence toward online purchasing interest. Hopefully, the research could take role as a reference of information for the Lazada on selling their products and could give a brand new experience within the customers. Furthermore, Lazada was expected to mention the zones included as 100% free shipping or the zones that only 20% free for the shipment on every product they sell, in order to make it easier for the customers who access to know the shipping charge on the products they were going to buy.*

***Keywords: price perception, free shipping, and online purchasing interest.***