

***The Effect of Cash on Delivery and Free Shipping Services on Consumer Purchase Interest in Shoppe E-commerce (Case Study of Digital Business Students at Jember State Polytechnic)***

*Prisilia Angel Tantri S.E., M.M.*

**Marella Tety**

*Study Program Of Digital Business*

*Majoring of Business*

***ABSTRACT***

*This study aims to explain the effect of Cash On Delivery and Free Shipping Services on Consumer Purchase Interest in Shoppe e-commerce. This study is a quantitative study. The population of this study are Digital Business Students at Jember State Polytechnic. This study uses Purposive Sampling technique, with a sample of 92 respondents. The data source for this study is primary data, which was collected through a questionnaire using a Likert scale. The measurement tool used in this study is IBM SPSS version 25. This study uses analysis techniques in the form of data quality tests, classical assumption tests, and hypothesis tests. The results of this study indicate that cash on delivery and free shipping have a significant effect on consumer purchasing interest.*

***Keywords:*** *Cash On Delivery, Free Shipping, Consumer Purchasing Interest.*