
**THE EFFECT OF DISCOUNTS AND FREE SHIPPING ON PURCHASE
DECISIONS ON THE SHOPEE MARKETPLACE (CASE STUDY OF
MANAGEMENT STUDY PROGRAM STUDENTS CLASS OF 2022 UNIVERSITY
OF LABUHANBATU)**

Ayu Rahmawati ¹

Universitas Labuhanbatu, Labuhanbatu, Indonesia

ayurahmawati0251@gmail.com



Aulia Indra ²

Universitas Labuhanbatu, Labuhanbatu, Indonesia

auliaindra91@gmail.com

Bayu Eko Broto ³

Universitas Labuhanbatu, Labuhanbatu, Indonesia

mail.to.bayueb@gmail.com

Abstract

This study examines the influence of discounts and free shipping on purchasing decisions on the shopee marketplace among management students from the 2022 intake at Labuhanbatu University. This quantitative study used a Google Forms questionnaire and simple random sampling to collect 71 respondents. Multiple linear regression was used in SPSS 25. All research indicators were valid and reliable, according to SPSS test results. The t-test showed that discounts and free shipping had a positive and significant effect on purchasing decisions on the shopee marketplace. In the F-test, all variables simultaneously had a positive and significant effect on purchasing decisions on the shopee marketplace.

Keywords: Discounts, Free Shipping, Purchase Decision

INTRODUCTION

In the digital era, e-commerce has changed shopping habits globally, especially in Indonesia. The use of smartphones, internet connectivity, and digital payment methods drive consumer behavior towards digital transactions. This expansion has increased transaction volume, with major marketplace platforms such as Shopee gaining popularity among consumers of all ages, including Gen Z students.

Shopee has become a popular online shopping destination by offering a variety of transaction tools, payment methods, and competitive promos. Shopee is popular because it combines promotion, payment, and shipping services in one application. This has increased the competitiveness of the market, so advertising techniques have become very important. Sellers in the marketplace compete with various sales promos to face this competition. Marketplace promotions sometimes include discounts and free shipping.

Shopee is known for its discounts and free shipping. Shopee discounts of 10% - 70% even at certain moments such as flash sales and monthly campaigns (9.9, 10.10, 11.11, and 12.12) can offer discounts of up to 90% on certain products. Shopee also offers free shipping for orders between IDR 10,000 and IDR 40,000, with a minimum purchase of IDR 0 - IDR 50,000 depending on the terms and conditions of the applicable promo. The combination of discounts and free shipping is the main attraction that is believed to be able to encourage consumers to make purchasing decisions.

Students are promising e-commerce customers. This population is highly digitally literate, uses smartphones frequently, and compares prices before buying. Students love discounts and free shipping to save money. Management students understand marketing and consumer behavior, so it will be interesting to see how they react to Shopee promotions.

The students of the management study program at the University of Labuhanbatu class of 2022 are relevant research groups to be used as research objects because they are the young generation who are technologically literate and actively use Shopee. College students are very sensitive to prices and shipping costs due to their low income and high consumption needs. Students usually postpone purchases until a big discount or free shipping campaign appears, preferring Shopee over other marketplaces because they look better. This shows that discounts and free shipping are no longer just marketing methods but an important element in student purchasing decisions.

Some researchers have previously discussed how discounts and free shipping affect purchasing decisions, but have focused only on the general public or college students in large urban areas. No one has discussed this issue with the 2022 batch of management students of the University of Labuhanbatu, who have diverse consumer characteristics, social environment, and educational backgrounds. Different characteristics can produce different findings.

This description suggests a case study of management students of the University of Labuhanbatu class of 2022 to examine how discounts and free shipping affect purchase decisions on the Shopee marketplace. This study aims to examine whether discounts and free shipping affect student spending decisions and how much each variable affects them. Thus, this research is expected to be able to provide a more complete picture of student consumer behavior in the context of online shopping.

REVIEW OF LITERATURE

Discounts

Discounts or price reductions are a form of sales promotion that is often used by marketers, especially targeting the end consumer. Kusumaningati et al., (2024) define a discount as a direct price reduction on an item that depends on purchases made within a certain period of time. Maroturizky et al., (2024) define a discount as a temporary price reduction applied to a transaction, which is intended to reward consumers for their involvement. Susanti et al., (2025) define discount as the reduction of the price of a good or service from the standard price, which is intended to attract consumers or motivate them to complete a purchase.

Tarigan et al., (2022) stated that discounts can increase perceived value, so buyers state that discounts can increase perceived value, so buyers believe that they receive more benefits. A discount is a reduction in the price offered by the seller to the buyer, which can be in the form of cash, vouchers, or other forms. Discounts are promotional strategies used by online retailers to increase customer appeal. Research conducted by Damayanti et al., (2024) revealed that discounts have a positive and significant impact on online purchase decisions at Shopee among students in the Special Region of Yogyakarta.

The discount indicators according to Afifuddin (2024) are: (1) the amount of the discount, (2) the validity period of the discount or discount, and (3) the type of product that gets the discount.

Free Shipping

Free shipping can increase consumer interest in buying when customers understand the benefits of shipping, so they are more likely to buy the product (Kurniadi, 2023). Salsa Maharani et al., (2024) stated that free shipping means that buyers do not have to bear additional shipping costs. This offer will attract consumers who enjoy online shopping, as well as potential buyers who intend to shop online. Salsa Maharani et al., (2024) stated that free shipping promotions help consumers who feel burdened by the overall purchase price by reducing shipping costs. Free shipping campaigns reduce consumer anxiety about overall costs by reducing shipping costs.

This definition suggests that free shipping is a promotional strategy used by merchants to increase marketing and sales efforts. Free shipping eliminates shipping costs, allowing buyers to get products without incurring costs.

Research conducted by Damayanti et al., (2024) revealed that free shipping has a positive and significant impact on online purchase decisions among students in the Special Region of Yogyakarta on shopee. Furthermore, a study conducted by Salsa Maharani et al., (2024) shows that free shipping has a positive and significant impact on purchase decisions in the shopee marketplace.

Razali (2022) identified the following indicators: (1) Free shipping provides attention, (2) Free shipping has appeal, (3) Free shipping arouses the desire to buy, and (4) Free shipping encourages purchases.

Purchase Decision

A purchase decision is a phase in which consumers choose to acquire a product or service after evaluating various aspects, including discounts and free shipping. Purchasing decisions are the process in which individuals evaluate various possibilities and choose the preferred option Tolan et al., (2021). The choice to acquire a product begins with the

recognition of a need or desire, followed by various phases of the purchase process, culminating in the post-purchase evaluation stage (Hermawan et al., 2025).

Purchasing decisions involve evaluating various alternatives and choosing one to acquire the desired product or service (Alfitroch et al., 2022). Jannah et al., (2022) state that purchasing decisions are a phase in which consumers definitively confirm their intention to purchase after evaluating and comparing similar alternative products, thus guiding them through the purchase decision-making process.

According to Santoso (2024), there are several indicators of purchase decisions, namely: (1) Choosing the time, (2) Choosing a brand, (3) Choosing a distributor, (4) Carrying out purchases, (5) Number of purchases, (6) Payment procedures

RESEARCH METHOD

This study uses a quantitative approach. According to Sugiyono (2022), quantitative research is a positivism approach that aims to test a specific population or sample. In this case, the independent variables studied are Discounts and Free Shipping, while the dependent variables are Purchase Decisions.

The data in this study is primary data obtained directly from the respondents of the 2022 management study program at Labuhanbatu University, through an online questionnaire distributed through Google Forms. This data was collected to find out respondents' responses to the variables of discounts, free shipping, and purchase decisions on the Shopee marketplace. This study used a survey questionnaire distributed using the Likert scale (1-5) as an assessment instrument. The scale formats are Strongly Agree (SS), Agree (S), Disagree (KS), Disagree (TS), and Strongly Disagree (STS).

This research was conducted at Labuhanbatu University, starting from the preparation stage, questionnaire distribution, and data processing, approximately from January to March 2026, or as needed during the research process.

The population studied in this study is all 249 students of the 2022 management study program at Labuhanbatu University. This study uses a probability sampling technique with a simple random sampling approach, namely Simple Random Sampling, where each member of the population has an equal chance of being selected as a sample. This technique was chosen because the population is already known by researchers based on data from active students of the 2022 management study program at Labuhanbatu University.

To determine the number of samples, the researchers used the Slovin formula. The Slovin formula is applied to populations whose size is known for sure (Abigail Soesana et al., 2023) with an error tolerance of 10% (0.1), as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Description:

n = Number of samples

N = Total population

e = Error *tolerance*

The number of students of the management study program class of 2022 at Labuhanbatu University is 249, and the percentage of research errors is 10% = 0.1. Therefore, the samples are:

$$n = \frac{N}{1 + N(e)^2} = \frac{249}{1 + 249(0,1)^2} = \frac{249}{1 + 2,49} = \frac{249}{3,49} = 71,34$$

Based on the results of the calculation using the Slovin formula, the number of samples produced was $71.34 = 71$ students.

RESULTS AND DISCUSSION

Table 1.
Characteristics of Respondents by Gender

Gender	Quantity	Percentage (%)
Male	11	15,49%
Women	60	84,51%
Total	71	100%

Source: Data processed, 2026

Based on the table above, 11 men (15.49%) and 60 women (84.51%) responded. Thus, 60 female respondents (84.51%) were more than 11 male respondents (15.49%) in this survey.

Table 2.
Characteristics of Respondents by Age

Age Level	Quantity	Percentage (%)
21 Year	12	16,90%
22 Year	46	64,79%
23 Year	11	15,49%
24 Year	1	1,41%
26 Year	1	1,41%
Total	71	100%

Source: Data processed, 2026

Based on the data above, 12 respondents were 21 years old, representing 16.90%. Of the 46 respondents (64.79%), the age of 22 years was the most common. At the age of 23, 11 respondents represented 15.49%. One respondent was aged 24, and 26 represented 1.41%. Most of the respondents in the survey were 22 years old, representing 46 (64.79%). This is because most of the students of the management study program of the University of Labuhanbatu class of 2022 were born in 2003.

Table 3.
Validity Test Results

Variable		R Count	R Table	Remarks
Discounts (X ₁)	X1.1	0,563	0,233	Valid
	X1.2	0,602	0,233	Valid
	X1.3	0,408	0,233	Valid
	X1.4	0,487	0,233	Valid
	X1.5	0,459	0,233	Valid
	X1.6	0,679	0,233	Valid
Free Shipping (X ₂)	X2.1	0,706	0,233	Valid
	X2.2	0,359	0,233	Valid
	X2.3	0,481	0,233	Valid
	X2.4	0,383	0,233	Valid
	X2.5	0,418	0,233	Valid
	X2.6	0,375	0,233	Valid
	X2.7	0,570	0,233	Valid
	X2.8	0,325	0,233	Valid
Purchase Decision (Y)	Y.1	0,590	0,233	Valid
	Y.2	0,482	0,233	Valid
	Y.3	0,558	0,233	Valid
	Y.4	0,598	0,233	Valid
	Y.5	0,250	0,233	Valid
	Y.6	0,400	0,233	Valid

Source: Data processed in SPSS v.25, 2026

The table shows that all statements have an r-count value greater than r-table 0.233 so the statement is valid.

Table 4.
Reliability Test Results

Variabel		Cronbach's Alpha	Standard Cronbach's Alpha	Remarks
Discounts (X ₁)		0,727	0,60	Reliabel
Free Shipping (X ₂)		0,652	0,60	Reliabel
Purchase Decision (Y)		0,685	0,60	Reliabel

Source: Data processed in SPSS v.25, 2026

According to the table above, the discount (X1) has an Alpha Cronbach of 0.727, free shipping (X2) of 0.652, and a purchase decision (Y) of 0.685. Since all variables have an Alpha Cronbach value above 0.60, they are considered reliable.

Table 5.

Normality Test Results

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Discounts	.884	1.132
Free Shipping	.884	1.132

a. Dependent Variable: Purchase decision

Table 6.

Multicollinearity Test Results

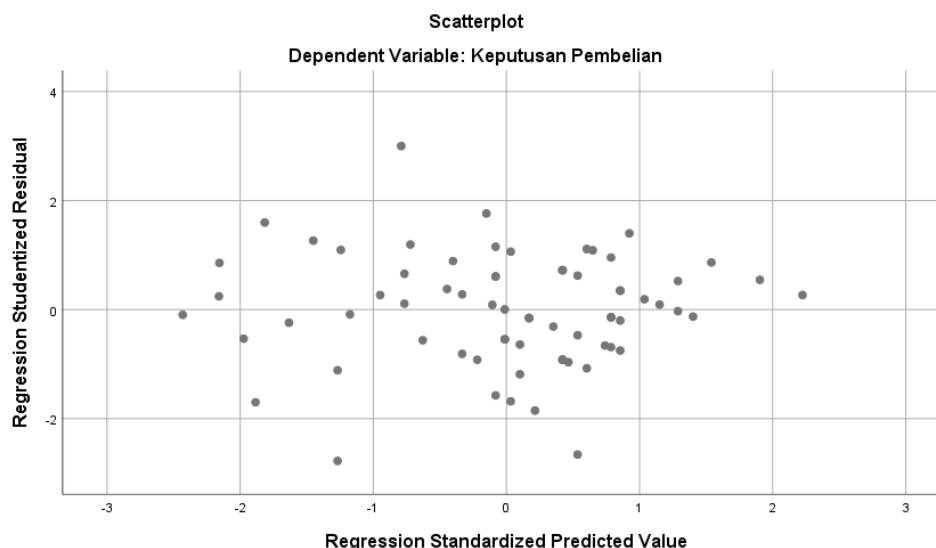
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		71
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.82002064
Most Extreme Differences	Absolute	.072
	Positive	.051
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Because of the value of *Asymp. Sig. (2-tailed)* is 0.200 and above the significant level (0.05), the table above shows that all data have a normal distribution. Regularly distributed residual variables. According to the table, all independent variables have a VIF value of < 10 and a *Tolerance* value of > 0.10. Thus, multicollinearity does not exist.

Figure 1.

Heteroscedasticity Test Results



The heteroscedasticity test using a scatterplot showed that the residual points were randomly distributed above and below 0 on the Y-axis and did not form a funnel, wavy, or form a specific line. This random and irregular distribution of points indicates homoscedasticity (constant residual variance). The regression model in this study showed no heteroscedasticity, meeting the principles of classical regression and making it worthy of further examination.

Table 7.
Results of the t-test (partial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	4.563	2.866			1.592	.116
Discounts	.288	.086	.328		3.371	.001
Free Shipping	.397	.083	.467		4.794	.000

a. Dependent Variable: Purchase decision

The table shows that the discount variable (X1) has a t-calculated value of 3.371 > a t-table of 1.995, with a significant value of 0.001 < 0.05. For the variable free shipping (X2) the t-calculated value is 4.794 > t-table is 1.995 and the significant value is 0.000 < 0.05. Thus, discounts (X1) and free shipping (X2) affect the purchase decision (Y).

Table 8.
Test F Results (Simultaneous)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	175.113	2	87.556	25.677	.000 ^b
Residual	231.873	68	3.410		
Total	406.986	70			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Free Shipping, Discounts

The table shows the f-calculated value of 25.677 is greater than the f-table of 3.13, with a significant value of $0.000 < 0.05$. Thus, the variable discount (X1) and free shipping (X2) simultaneously (simultaneously) affect the variable of the purchase decision (Y).

Table 9.

Determination Coefficient Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.430	.414	1.84659

a. Predictors: (Constant), Free Shipping, Discounts

The table shows an R^2 value of 0.430 or 43%. Thus, the variables discount (X1) and free shipping (X2) affect the variable of purchase decision (Y) by 43%.

The Effect of Discounts on Purchase Decisions (X1)

The discount variable (X1) has a t-calculated value of $3.371 > t$ -table of 1.995, and a significant value of $0.001 < 0.05$. The results of the initial hypothesis test in this study are acceptable. Thus, the discount (X1) has a positive and significant effect on the purchase decision (Y) of management students of the University of Labuhanbatu class of 2022. Thus, higher discounts improve consumers' purchasing decisions. Discounts can attract customers at lower prices, especially for desired products. Damayanti & Damayanti, (2024) found that discounts have a positive and significant effect on Shopee online purchase decisions among students in the Special Region of Yogyakarta.

The Effect of Free Shipping on Purchase Decisions (X2)

The free shipping variable (X2) has a t-calculation value of $4.794 > t$ -table 1.995 and a significant value of $0.000 < 0.05$, so the second hypothesis of this study is accepted. Thus, free shipping (X2) has a positive and significant effect on the purchase decision (Y) of management study program students of the University of Labuhanbatu class of 2022. Thus, the more free shipping, the greater the consumer's purchasing decision. Free shipping encourages purchases by eliminating shipping costs. Shopee bears shipping costs under certain conditions. Jannah et al., (2022) found that free shipping has a positive and significant effect on the purchase decision of the Shopee marketplace of students of the Islamic University of Malang.

The Effect of Discounts and Free Shipping on Purchase Decisions

The discount (X1) and free shipping (X2) variables have an F-count value of 25.677 $> F$ -table 3.13 and a significant value of $0.000 < 0.05$, meaning that the results of the three

hypothesis tests of this study are acceptable. Thus, discounts (X1) and free shipping (X2) have a positive and significant effect on the purchase decision (Y) of management study program students of the 2022 batch of Labuhanbatu University. Thus, the increase in discounts and free shipping affects consumers' purchasing decisions. Consumers feel they get value from their purchases when there are discounts. Free shipping adds value to the product so as to encourage people to buy and satisfy them.

CONCLUSION

Based on the results of research on the effect of discounts and free shipping on purchase decisions on the Shopee marketplace (a case study of management study program students of the 2022 batch of Labuhanbatu University), it can be concluded that these two variables have a positive and significant influence on purchase decisions

Discounts have a positive and significant effect on the purchasing decisions of management study program students of the 2022 batch of Labuhanbatu University on the Shopee marketplace. The bigger Shopee provides discounts, the higher the consumer's purchase decisions. Discounts attract the attention of consumers because the prices provided by Shopee are more economical and affordable, so consumers decide to fulfill product purchases through the Shopee marketplace.

Free shipping has a positive and significant effect on the purchasing decisions of management study program students of the 2022 batch of Labuhanbatu University on the Shopee marketplace. The more Shopee provides free shipping vouchers, the higher the consumer purchase decision. Free shipping encourages consumers to make purchases because consumers feel that they benefit from not having to increase product shipping costs, so that consumers decide to fulfill product purchases through the Shopee marketplace.

Simultaneously, discounts and free shipping have a positive and significant effect on purchase decisions on the Shopee marketplace by students of the 2022 batch of the management study program at Labuhanbatu University.

REFERENCES

- Abigail Soesana, Hani Subakti, Karwanto, Anisa Fitri Sony Kuswandi, Lena Sastri, I. F., & Novita Aswan, Ferawati Artauli Hasibuan, H. L. E. (2023). *Metodologi Penelitian Kuantitatif* (A. Karim (ed); 1st ed.). Yayasan Kita Menulis.
- Afifuddin, M., Basalamah, M. R., & Wahono, B. (2024). Pengaruh Gratis Ongkos Kirim, Discounts Dan Iklan Shopee Terhadap Purchase decision Konsumen (Studi Kasus Pada Mahasiswa Universitas Islam Malang FEB Angkatan 2019) Muhammad. *e – Jurnal Riset Manajemen Prodi*, 13(01), 1873–1884. <https://jim.unisma.ac.id/index.php/jrm/article/view/24613>
- Alfitroch, U. A., Farida, E., & Rahman, F. (2022). Pengaruh Iklan, Promo Gratis Ongkos Kirim, dan Discounts Terhadap Purchase decision pada Aplikasi Belanja Online (Studi Kasus pada Warga RT 8 Kelurahan Karangbesuki Kota Malang) Ulfi. *E-Jurnal Ilmiah Riset Manajemen*, 11(1), 71–78. <https://jim.unisma.ac.id/index.php/jrm/article/view/15661>
- Damayanti, A. A., & Damayanti, D. (2024). Pengaruh Discounts, Gratis Ongkos Kirim, Cash on Delivery dan Online Customer Review Terhadap Purchase decision

- Online Shopee. *Journal of Trends Economics and Accounting Research*, 4(3), 660–669. <https://doi.org/10.47065/jtear.v4i3.1132>
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Badan Penerbit Universitas Diponegoro
- Hermawan, I. G. N. W., Permatasari, R. I., & AlMunir, S. (2025). *Dampak Harga Dan Promosi Terhadap Purchase decision Produk Anti Karat Mobil*. 15, 45–56. <https://doi.org/10.35968/m-pu.v15i1.1392>
- Jannah, M., Wahono, B., & Khalikussabir. (2022). Pengaruh Discounts Flash Sale, Rating Dan Gratis Ongkos Kirim Terhadap Purchase decision Pada Marketplace Shopee. *E-JRM: Elektronik Jurnal Riset Manajemen*, 10(13), 38–51. <https://jim.unisma.ac.id/index.php/jrm/article/view/14374>
- Kurniadi, H. (2023). Penilaian Produk Dan Gratis Biaya Kirim Pada Purchase decision Di Shopee. *Buletin Studi Ekonomi*, 28(02), 220–228. <https://doi.org/10.24843/BSE.2023.v28.i02.p10>
- Kusumaningati, I. D., Astuti, E. P., & Priyanto, A. (2024). Pengaruh Discounts Dan Free Shipping Terhadap Purchase decision Pada Marketplace Shopee. *Jurnal Ekonomi Akuntansi & Manajemen (JEAM)*, 1(1), 1–18. <https://jeam.uniku.ac.id/index.php/pub/article/view/16>
- Maroturizky, W. U., Mulyati, A., & Nasution, U. C. M. (2024). Discounts Harga, Keragaman Produk, Iklan Online Terhadap Impulsive Buying Produk Jiniso Melalui Live Shopee. *Jurnal Dinamika Administrasi Bisnis*, 10(1), 15–24. <https://doi.org/10.30996/jdab.v10i1.11714>
- Razali, G., Andamisari, D., & Saputra, J. (2022). Pengaruh Promosi Discounts Dan Free Shipping Shopee Terhadap Purchase decision Konsumen. *Citizen : Jurnal Ilmiah Multidisiplin Indonesia*, 2(3), 482–491. <https://doi.org/10.53866/jimi.v2i3.132>
- Salsa Maharani, Rahmat Majid, Yusuf, Isalman, & Nurul Ittaqullah. (2024). Penerapan Digital Marketing, Free Shipping Dan Online Costumer Review Terhadap Purchase decision Di Shopee. *Jurnal HOMANIS: Halu Oleo Manajemen dan Bisnis*, 1(1), 84–97. <https://doi.org/10.55598/homanis.v1i1.7>
- Santoso, W. A., & Rosyidi, S. (2024). Pengaruh Discounts, Promosi Penjualan, Gratis Ongkos Kirim Dan Ulasan Produk Terhadap Purchase decision Online Di Shopee (Studi Kasus Konsumen Shopee Di Kabupaten Rembang). *Journal of Economic, Business and Engineering (JEBE)*, 5(2), 289–298. <https://doi.org/10.32500/jebe.v5i2.6061>
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabet.
- Susanti, Y., & Rohmah, A. K. (2025). Pengaruh Discounts Dan Free Ongkir Terhadap Purchase decision Melalui E-Commerce (Studi Kasus Shopee). *Jurnal JEDBUS (Journal of Economic and Digital Business)*, 2(2), 42–52. <https://jurnal.uym.ac.id/index.php/JEDBUS/article/view/505>
- Tarigan, E. S. B., Anisa, S., Tarigan, J. S. B., & Hutagaol, J. (2022). Analysis of Discount, Free Shipping and Product Diversity on Product Purchase Decisions on the Shopee

- Marketplace. *Sean Institute*, 11(01), 292–297.
<https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/239>
- Tolan, M. S., Pelleng, F. A. O., & Punuindoong, A. Y. (2021). Pengaruh Promosi terhadap Purchase decision di Online Shop Mita (Studi pada Masyarakat Kecamatan Wanea Kelurahan Karombasan Selatan Lingkungan IV Kota Manado). *Productivity*, 2(5), 360–364.
<https://ejournal.unsrat.ac.id/v3/index.php/productivity/article/view/35354>