



## The Influence of Discounts and Free Delivery Cost on Purchasing Decisions for Miliki Hijab Products in E- Commerce Shopee in East Java

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### ABSTRACT

The aim of this research is to determine the effect of discounts and free delivery cost on purchasing decisions for hijab products on Shopee e-commerce in East Java. The population in this study is consumers who own hijabs in East Java who have made purchases through the Shopee application. The sample in this study was 90 respondents. taken using a purposive sampling technique, namely sampling based on criteria. The sample consisted of respondents who had purchased hijab products in East Java via the Shopee application. The data used in this research are primary and secondary data. The analysis technique used in this research is (PLS) with validity testing, reliability testing and hypothesis testing. The results of this research prove that: (1) Discounts have a positive and significant effect on purchasing decisions. (2) Free Delivery Cost has a positive and significant effect on purchasing decisions.

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## INTRODUCTION

The Indonesian Government's policy in dealing with the Covid 19 pandemic in limiting social activities has changed the lifestyle of the Indonesian people in using technology as a means of carrying out daily activities, especially in terms of fulfilling daily needs. People no longer use conventional methods to fulfill these needs and desires but with technological advances. The internet is a means that cannot be separated by humans today, everything can be obtained by using the internet, especially in terms of shopping. Shopping via the internet can provide easy access among internet users, including saving energy, time and money. Because consumers only need to wait at home without the need to travel to shop for their needs and desires, including shopping for fashion and groceries with the use of e-commerce, especially in shopee e-commerce. In the fourth quarter of 2019, statistics on visits to E-Commerce mobile applications in Indonesia showed that shopee was ranked first in the first, second and third quarters of 2020 shopee remained consistently ranked first. This shows that shopee is consistently the E-Commerce with the most visitors. Shopee is an E-Commerce that is favored by consumers, because Shopee presents more interactive features and themes that are presented differently at each moment. Thus consumers prefer shopping online compared to offline because shopee provides convenience and practical features.

The following is sales data for Miliki Hijab in e-commerce shopee, there was an increase in sales on MilikiHijab, visitors, and orders on the 5th of May which coincided with the 5.5 sale shopee event, the event occurs on twin dates each month such as 1.1, 2.2, and so on until 12.12, on these certain dates shopee provides Free Delivery Cost vouchers to its users, some merchants consider the event as an opportunity to provide discounted prices on their products, so it is not uncommon to find discounts in the form of discounts and Free Delivery Cost on the same product. Researchers chose the Miliki Hijab case study in shopee e-commerce because Miliki Hijab experienced an increase in sales at special events in shopee, especially on May 5, 2023 of 73,000 in messaging sales. Although Miliki Hijab has increased at certain events, it is undeniable that sales on weekdays fluctuate or are erratic in their sales. Based on the analysis and description described above, the researcher will conduct research with the title "The Effect of Discounts and Free Delivery Cost on Purchasing Decisions for Miliki Hijab Products at E-Commerce Shopee in East Java".

### Research Objectives

The purpose of this study was to investigate the effect of discounts and Free Delivery Cost on purchasing decisions for Miliki Hijab products in the East Java region through E-Commerce shopee. The specific objectives of this study are as follows: (1) To find out the discount on the purchase decision of milikihijab in E-commerce shopee. (2) To find out Free Delivery Cost on purchasing decisions for Miliki Hijab in shopee e-commerce.

## **THEORETICAL REVIEW**

### ***Discount***

(Darke and Chung, 2005) in Jannah (2022). Discounts or price cuts are very effective in attracting responses and stimulating consumers to buy products and retailers often use price discounts to increase the turnover of goods in their stores or product turnover. Putra and Kumadji (2016) in Jannah (2022) also state that the effect of discounts on buying interest and its impact on purchasing decisions (Study on consumers who buy discounted products at Matahari Department Store Pasar Besar Malang). This study aims to explain the effect of discounts on buying interest, the effect of discounts on purchasing decisions, and the effect of buying interest on purchasing decisions. discount indicators put forward by Kotler in Andriani (2023), namely: 1) The amount of discount. 2) Some consumers get lucky

### ***Free Delivery Cost***

According to Assauri (2010) in Jannah (2020: 41) Free Delivery Cost is part of sales promotion, namely activities to encourage consumers to make purchases in the form of special selling efforts such as display exhibitions, exhibitions, demonstrations / demonstrations and other sales activities that can be carried out at any time, According to Istiqomah & Marlana, (2020) states that Free Delivery Cost promos are another form of sales promotion that uses various offers to encourage product purchases as soon as possible and increase the quantity of products purchased by consumers. In addition, Free Delivery Cost relieves consumers who object to the total price charged when purchasing a product through discounted shipping costs. Consumers can get Free Delivery Cost up to Rp50,000 automatically if the transaction amount has exceeded the terms and conditions. Free Delivery Cost is a superior marketing strategy owned by Shopee where its function is to inform, persuade and influence consumer perceptions until the buying process occurs. Thus, consumers get a lower price so that they can save the total costs they have to pay. The indicators of Free Delivery Cost are put forward by Sari (2019) in Razali (2022), namely: 1) Free Delivery Cost provides attention. 2) Free Delivery Cost arouses the desire to buy. 3) Free Delivery Cost encourages purchase.

### ***Purchase Decision***

According to (Tjiptono, 2014: 21) in Gunarsih (2021: 70) purchasing decisions are a series of processes that start from consumers recognizing their problems, looking for information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then a series of processes leads to a purchase decision. The purchase decision is the stage of the buyer's decision process, namely when the consumer actually buys the product. Where consumers recognize the problem, seek information about certain products or brands and

also evaluate how well each of these alternatives can solve their problems which then leads to a purchase decision. The purchase decision is to identify all possible options for solving the problem and assess the options systematically and objectively and the objectives that determine the advantages and disadvantages of each. Kotler and Keller (2007: 268). Marketers must explore the various influences on buyers and develop an understanding of how consumers actually make their purchasing decisions. The indicators of Purchasing Decisions put forward by Kotler in Aulia (2021) are; 1) Needs and desires for a product. 2) Desire to try. 3) Determination of the quality of a product. 4) Repurchase Decision.

### ***The Effect of Discounts on Purchasing Decisions***

According to Kotler and Keller (2009) in Jannah (2021: 40) defines a discount as a discount on the purchase price of a number of goods in a certain period. The existence of discounts can stimulate consumers to make purchases from these consumer transactions and will have an impact on increasing sales of certain products. Discounts have their own power in the bargaining process for a product, so that it will create price justice. In research conducted by Kapriani (2022), positive results were obtained, which means that the more the discount increases, the purchasing decision will increase, and the discount provided by Grabfood is greater than offline purchases, where Grabfood often holds discounts on certain days and types of food. Therefore, the role of discounts greatly influences consumers to purchase online. Based on the description above, discounts can attract consumers in making purchasing decisions, consumers are starting to be interested in making purchases on products that get discounts. discounts become an attractive force that influences purchasing decisions. Discounts make consumers confident in the purchase decisions that will be made.

H1 : It is suspected that discounts have a positive effect on purchasing decisions for MilikiHijab products in e-commerce shopee in East Java.

### ***The Effect of Free Delivery Cost on Purchasing Decisions***

According to Istiqomah & Marlana, (2020) in Jannah's research (2021) states that Free Delivery Cost promos are another form of sales promotion that uses various offers to stimulate product purchases as soon as possible and increase the quantity of products purchased by consumers. In research conducted by Kapriani (2022), it was found that Free Delivery Cost Promos save more costs and time so that consumers do not need to spend additional money on the cost of shipping goods to consumers. Because shopee has provided Free Delivery Cost to buyers. Based on the results of this study, it can be interpreted that Free Delivery Cost has special attention in the eyes of consumers with the existence of Free Delivery Cost can attract consumers in making purchasing decisions because Free Delivery Cost saves more costs and time so that consumers do not need to spend additional money on the cost of shipping

goods to consumers, this indirectly affects consumers in making purchasing decisions.

H2 : It is suspected that Free Delivery Cost has a positive effect on purchasing decisions for MilikiHijab products on e-commerce shopee in East Java.

## METHODOLOGY

This study uses a quantitative approach with the population, namely Miliki Hijab consumers aged at least 17 years who place orders through the Shopee application in the East Java region. The sample of the research obtained amounted to 90 respondents. The data analysis technique uses purposive sampling method. Determination of sample size using the formula according to Ghozali because the population is not known with certainty. The research instrument uses a questionnaire using a google form that has been designed so that it is able to measure each question weight on all variables with partial least square (PLS) analysis which uses a Likert scale to measure indicators ranked from points 1 to 5.

## RESULTS

In the PLS technique, there is a measurement model (outer model) and a structural model (inner model). The measurement model explains how much of the variance proportion is explained in the latent variable according to each manifest variable or indicator. Due to the nature of the measurement model, it is possible to determine which indicators are more instrumental in the formation of latent variables. If the outer model has been described and elaborated, then the next process is the inner model, where this process will examine the influence of the latent variable model, where this process will examine the effect of each variable between exogenous variables on endogenous variables to be investigated.

### *Respondent Characteristics*

The data in this study were collected by researchers by distributing questionnaires to Miliki Hijab consumers in e-commerce shopee in East Java. In this study, the identity of respondents based on age can be found as follows:

No.	Age	Quantity	Percentage(%)
1.	17 - 30 years old	75	83%
2.	31 - 40 years old	8	9%
3.	41 - 50 years old	7	8%
<b>Total</b>		<b>90</b>	<b>100%</b>

In this study, 75 people were dominated at the age of 17-30 years. Meanwhile, 31-40 years old as many as 8 people, 41-50 years old as many as 7 people. With this it can be concluded that hijab users who buy at Miliki Hijab East Java are more favored by consumers aged 17-30 years.

**Outer Loading**

**Outer Loadings (Men, STDEV , T-Values)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (  O/STERR  )
X1.1 <- Discount (X1)	0,853036	0,856292	0,051510	0,051510	16,560582
X1.2 <- Discount (X1)	0,883677	0,876034	0,046830	0,046830	18,870056
X2.1 <- Free Delivery Cost(X2)	0,768438	0,766129	0,112788	0,112788	6,813088
X2.2 <- Free Delivery Cost (X2)	0,745951	0,734358	0,104496	0,104496	7,138581
X2.3 <- Free Delivery Cost (X2)	0,797259	0,790736	0,072888	0,072888	10,938161
Y1 <-purchase decision (Y)	0,838598	0,835681	0,047365	0,047365	17,704883
Y2 <-purchase decision (Y)	0,845065	0,836482	0,048990	0,048990	17,249579
Y3 <-purchase decision (Y)	0,869540	0,859278	0,045004	0,045004	19,321209
Y4 <-purchase decision (Y)	0,857165	0,848791	0,050876	0,050876	16,848187

Indicator validity is measured by the Factor Loading value of the variable to its indicator greater than 0.5 and or the T-Statistic value greater than 1.96 (Z value at  $\alpha = 0.05$ ). Factor Loading is a correlation between

indicators and variables, if it is greater than 0.5 then the correlation is called valid and if the T-Statistic value is greater than 1.96 then the correlation is called significant. Based on table 2 (outer loading), all indicators are reflective on each indicator. Discount (X1), variable Free Delivery Cost (X2), and the purchase decision variable (Y) show a factor loading value (original sample) greater than 0.50 and or significant (T-Statistic value more than the Z value  $\alpha = 0.05$  (5%) = 1.96), thus the estimation results of all reflective indicators in this study are said to meet convergent validity or good validity.

**Average variance extracted (AVE)**

	<b>Average Variance Extracted (AVE)</b>
<b>Discount (X1)</b>	0,754277
<b>Free Delivery Cost (X2)</b>	0,594187
<b>purchase decision (Y)</b>	0,727053

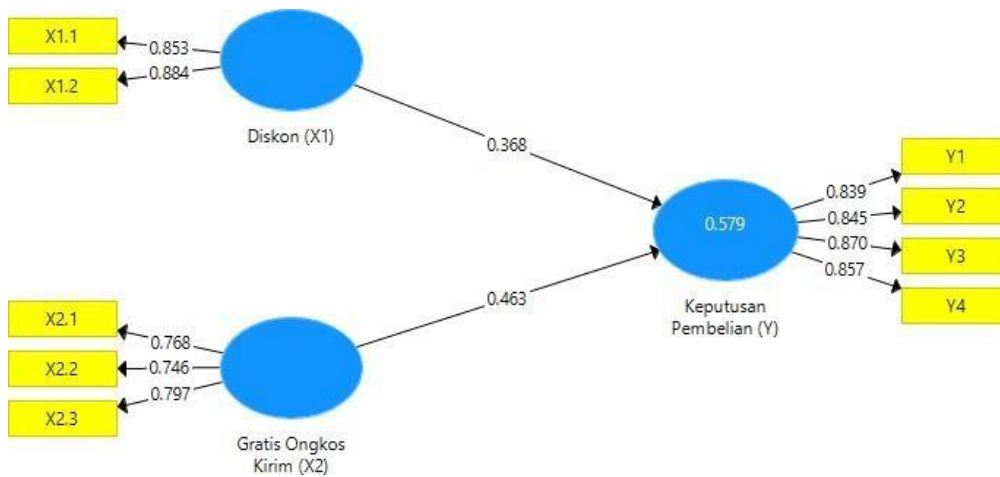
The next measurement model is the Average Variance Extracted (AVE) value, which is a value that shows the amount of indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good validity adequacy for latent variables. In reflective indicator variables, it can be seen from the Average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5. The AVE test results for the Discount variable (X1) were 0.754277, the Free Delivery Cost variable (X2) was 0.594187, and the Purchasing Decision (Y) was 0.727053, the three variables showed a value of more than 0.5, so overall the variables in this study can be said to have good validity.

**Composite reliability**

	<b>Composite Reliability</b>
<b>Discount (X1)</b>	0,859892
<b>Free Delivery Cost (X2)</b>	0,814448
<b>Purchase decision (Y)</b>	0,914184

Construct reliability as measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70, so the indicator is called consistent in measuring the latent variable. The Composite Reliability test results show that the Discount variable (X1) is 0.859892, the Free Delivery Cost variable (X2) is 0.814448, and the Purchasing Decision (Y) is 0.914184, the three variables show a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

**PLS Model Analysis**



From the PLS output image above, it can be seen the magnitude of the factor loading value for each indicator which is located above the arrow between the variable and the indicator, it can also be seen the magnitude of the path coefficients above the arrow line between the exogenous variables and the endogenous variables. In addition, it can also be seen the amount of R-Square which is right inside the endogenous variable circle (Purchase Decision variable). Therefore, it can be seen from the largest factor loading of the Discount indicator, namely the discount advantage (X1.2), which is the largest indicator with a factor loading of 0.884. As well as the factor loading for the Free Delivery Cost indicator, namely Free Delivery Cost encourages purchases (X2.3), which is the largest indicator with a factor loading of 0.797

**R-Square**

	R Square
Purchase Decision(Y)	0,578723

R2 value = 0.578723. It can be interpreted that the model is able to explain the phenomenon of Purchasing Decisions influenced by independent variables

including Discounts and Free Delivery Cost with a variance of 57.87%, while the remaining 42.13% is explained by other variables outside this study (other than Discounts and Free Delivery Cost).

*Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Values
Discount (X1) -> Purchase Decision(Y)	0,368432	0,361299	0,093389	3,945144	0,000091
Free Delivery Cost (X2) ->Purchase Decision (Y)	0,462956	0,468663	0,091403	5,065004	0,000001

From the table above, it can be concluded that the hypothesis stating:

Hypothesis 1: It is suspected that discounts have a positive effect on purchasing decisions for MilikiHijab products on e-commerce shopee in East Java can be accepted, with path coefficients 0.368432, and a T- statistic value of 3.945144 > 1.96 (from the table value  $Z\alpha = 0.05$ ) or a P-Value of 0.000 < 0.05, with significant (positive) results.

Hypothesis 2: It is suspected that Free Delivery Cost has a positive effect on purchasing decisions for MilikiHijab products on e-commerce shopee in East Java can be accepted, with path coefficients 0.462956, and a T-statistic value of 5.065004 > 1.96 (from the table value  $Z\alpha = 0.05$ ) or a P-Value of 0.000 < 0.05, with significant (positive) results.

**DISCUSSION**

*The Effect of Discounts on Purchasing decisions*

Based on the results of research that has been conducted, it shows that discounts have a positive and significant effect on purchasing decisions for hijab products in East Java. This shows that discounts can be considered good by consumers because they get an economical price with a discount. Based on Outer Loading, it can be seen that the influential indicator for discounts is that discounts cause a feeling of profit after the item gets a discount. The results of the discussion of this study explain that the greater the discount on the goods offered, the higher the purchasing decision.

The results of this study are in line with research conducted by Jannah et al., (2020), Kapriani et al., (2023), Razali et al., (2022), which states that discounts can make consumers make purchasing decisions and proceed with the

transaction, this will have an impact on certain sales. Therefore, discounts have a positive and significant effect on purchasing decisions.

### ***The Effect of Free Delivery Cost on Purchasing Decisions***

Based on the results of research that has been conducted, it shows that Free Delivery Cost has a positive and significant effect on purchasing decisions for own hijab products in East Java. This shows that Free Delivery Cost on own hijab can be rated well by consumers, so that consumers do not need to pay additional costs for shipping services on the items ordered. Based on the results of the Outer Loading analysis, it can be seen that the most influential indicator for Free Delivery Cost is that with Free Delivery Cost, consumers will be encouraged to buy the product because they feel they get extra benefits after getting a discount on the product they buy. The results of this discussion explain that Free Delivery Cost also affects the high purchasing decision.

The results of this study are in line with research conducted by Jannah et al., (2020), Kapriani et al., (2023), Razali et al., (2022), which states that Free Delivery Cost is another part of the promo that is offered and is of interest, so that Free Delivery Cost has a positive and significant effect on purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of data analysis and previous discussions, related to Discounts and Free Delivery Cost on the Purchase Decision of hijab in the east Java region, the following conclusions can be drawn:

1. Discounts contribute to hijab purchasing decisions in hijab in the East Java region. This shows that the greater the discount on the product, the higher the purchasing decision.
2. Free Delivery Cost makes a strong contribution to the purchase decision of hijab in the east Java region. This shows that Free Delivery Cost encourages the purchasing process with the aim of being more economical and does not need to pay additional shipping costs, this will affect the high purchasing decision.

## **FURTHER STUDY**

The results of this research prove that: (1) Discounts have a positive and significant effect on purchasing decisions. (2) Free Delivery Cost has a positive and significant effect on purchasing decisions.

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