

The Influence of the Tagline Free Shipping and E-Service Quality on Shopee Market Place Purchasing Decisions Among FEB UGJ Cirebon Students

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ABSTRAK

Shopee is an Indonesian online marketplace that facilitates buying and selling. Web apps serve as its foundation. Several marketplaces compete with Shopee. The goal of this study is to determine how free shipping deals and the caliber of e-services affect the judgments made by FEB UGJ Cirebon students about the Shopee marketplace. In this study, a quantitative research methodology was utilized. The research population consists of the FEB UGJ Cirebon students who use Shopee. 142 respondents make up the sample size used in this purposive sampling technique. The SPSS program, version 22, is used in the analytical approach. Purchase decisions made by customers are known to be positively and significantly impacted by the slogan "free shipping" and the quality of the e-service based on the data results

INTRODUCTION

Technological developments, especially in the digital world, have resulted in increasingly widespread online product sales. One of the businesses that utilizes internet media is online buying and selling. With the presence of this online shop, the transaction process which previously required a direct meeting between the seller and the buyer, is now limited to just clicking on a gadget with internet-based technology. In fact, the rise of online sales has encouraged all business people to compete to provide quality online services with various conveniences in shopping, speed of delivery times and various kinds of products and services offered which aim to provide satisfaction to their customers. With satisfactory service, it is hoped that consumers will buy again and increase every year.

With a Gross Merchandise Value (GMV) contribution of \$47.9 billion, Shopee is reported to be leading the regional market, outpacing rivals like Lazada, Tokopedia, and TikTok Shop. The latest analysis on "Ecommerce in Southeast Asia" from Momentum Works states that in 2022, the nine largest e-commerce platforms in the region generated a GMV of \$99.5 billion, an increase of 1.8 times over 2020—the year the pandemic began. Indonesia accounted for 52% of the entire GMV, or \$51.9 billion, with Thailand coming in second with \$14.4 billion. In the meantime, Singapore and Malaysia rank highest in terms of GMV per person. (Nabila, undated) With a GMV of US\$47.9 billion, or 48.14% of the total e-commerce in Southeast Asia in 2022, Shopee is the e-commerce company with the greatest GMV in the area. Shopee also scored the largest GMV figures in each country in Southeast Asia. (Annur, 2023)

Shopee became the most downloaded marketplace from 2017 to 2022 with 40.5 million to 215 million downloads according to (Curry, 2024). Shopee is the e-commerce that has received the most visits in Indonesia with 158 million visitors in Q1 2023 and 167 million visitors in Q2 2023 compared to other marketplaces. Meanwhile, the dominance of e-commerce in Indonesia is expected to continue to increase. It is projected that e-commerce users in Indonesia will continue to increase, estimated to reach 244 million in 2027 (Aditiya, 2023).

This shows the number of people who were interested and downloaded the Shopee application during that period according to SimilarWeb data. Based on data collected by iPrice, in Q2 2022 the average Shopee visitor was 131.3 million website visitors per month, while Tokopedia was ahead with 158.3 million Shopee visitors per month. In Q3 2019 it only had 56 million visitors, then visitors continue to increase, but the trend is tends to decrease in the two Q1 years (Ahdiat, 2022).

Purchasing decisions need to be paid attention to because they are very important for the company, because consumers consider various things, including the consumer's own needs. The purchasing decision is the stage in the buyer decision making process where consumers actually buy. (Kotler and Armstrong, 2014)

According to Nuradi et al. (1996). Taglines usually appear in advertisements, whether audio, visual or audio-visual, alongside the logo. A tagline or slogan is part of an advertisement which aims to make the advertisement easy for consumers to remember. Apart from that, the tagline must also be effective, because the tagline also functions in forming a brand image in the minds of the public and is not just an addition or sweetener.

The tagline "Free shipping throughout Indonesia" is one of the marketing strategies used to influence consumer purchasing decisions. Free shipping is one of Shopee's mainstay promotions, because most consumers are often hesitant to shop online because of the shipping costs they have to bear. Consumers find it difficult to have to pay shipping costs, which sometimes cost more than the price of the goods purchased. With the free shipping promo which is in accordance with Shopee's tagline, Shopee provides free shipping with terms and conditions to buyers so that consumers do not mind making a purchase so that consumers will make consumer decisions (Razali et al., 2022)

E-service quality can influence user satisfaction and determine the number of consumers who will decide to purchase online through Shopee, so standards are needed to determine the level of quality of a website's service. (Siti Fatonah, Kusriani, 2018)

The author examines the research results. Therefore, when deciding to purchase a product, consumers have several considerations before purchasing, such as the free shipping promo service and e-service quality provided by Shopee which is quite good and impressive when making a purchase with the promos given every month, thus giving rise to a purchasing decision. repeated on a product on the Shopee application.

LITERATURE REVIEW

Tagline Free Shipping

Shopee is a marketplace that has the tagline "Free Shipping throughout Indonesia" which is still used today. The free shipping voucher offered by Shopee has several terms and conditions, including, free shipping voucher with a minimum spend of 0 rupiah, free shipping voucher with a minimum spend of 30 thousand rupiah, and free shipping voucher with a minimum spend of 120 thousand rupiah. Shopee also provides free shipping vouchers every month on twin date events such as 12.12 (12 December).

According to Diandra (2016), the purpose of the tagline itself is to stimulate buyers' interest in a product. Apart from that, a tagline provides an overview of the goals and objectives of a business.

Tagline indicators according to Darno (2007) in (Osak & Pasharibu, 2020) are as follows; Familiarity (Easy to Remember), Differentiation (Different), Message of Value (Value Contained in the Message).

Previous research suggests that taglines have no influence on online purchasing decisions at Shopee Marketplace (Osak & Pasharibu Y, 2020). Meanwhile, according to Haniscara and Saino (2021), taglines have a significant

negative influence on purchasing decisions and there is an indirect influence of taglines on purchasing decisions through purchase intention.

E-Service Quality

E-service quality is defined by Zeithaml et al. (2009:115) as the extent to which a website facilitates successful and efficient shopping, purchasing, and delivery. E-service excellence as a transaction from start to finish includes information search, privacy policy, online navigation, purchase procedure, customer service interaction, delivery, return policy, and satisfaction with the bought goods (Blut, 2016). L and Lin in (Nasser et al., 2015) state that there is a dearth of buyers who perform their own services, virtual two-way communication between buyers and sellers, and sellers who are direct service providers to buyers. These elements set electronic service quality apart from traditional service quality.

Efficiency, reliability, fulfillment, and privacy are the four indicators of e-service quality, according to Zeithaml et al. (2009:116). Prior studies have demonstrated that e-service quality and social media do not impact purchase decisions. Purchase selections are influenced by lifestyle and price (Abdul Whid Muslim, 2018).

H2: Shopee's e-service quality has an impact on FEB UGJ Cirebon students' purchase decisions.

Buying Decision

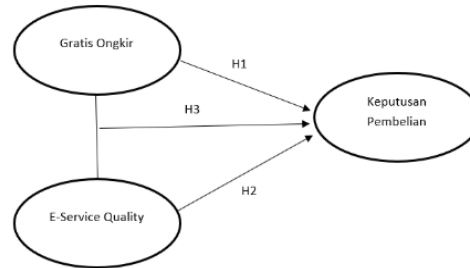
Zeithaml et al. (2009:116) identify four characteristics of e-service quality: efficiency, dependability, fulfillment, and privacy. Previous research has shown that social media and the quality of e-services have no effect on purchasing decisions. Price and lifestyle factors influence what people choose to buy (Abdul Whid Muslim, 2018).

H2: Shopee's e-service quality influences the purchasing decisions of FEB UGJ Cirebon students.

Kotler and Armstrong (2008: 181) list the following as indicators of purchasing decisions: Purchasing stability after learning about the product; selecting to purchase because it is the most popular brand; purchasing because it fulfills your requirements and desires; purchasing because you receive referrals from others. Prior studies indicate that brand, design, and product quality all concurrently and partially influence consumer decisions to buy (Soewito 2013). In the meantime, Weenas (2013) asserts that product quality significantly and favorably influences consumers' decisions to buy.

H3: Among FEB UGJ Cirebon students, free shipping and the caliber of the e-service have an impact on their purchase decisions.

If your study is qualitative, please offer your mind map here, or a contextual framework if it is quantitative, after the hypothesis section.



Picture 1. Conceptual Framework

METODOLOGY

In quantitative research, questionnaires are employed to collect data for this investigation. Quantitative methods are research approaches that are used to study certain populations or groups, and they are based on the positivist ideology. Research instruments are typically used to collect data after samples are chosen at random. Next, the data is subjected to statistical or quantitative analysis in order to test preconceived notions (Sugiyono 2009: 14). The 142 participants in this study are FEB UGJ Cirebon students who use Shopee. This study's sample was chosen using a non-probability technique called purposeful sampling. The data analysis processes for this study were carried out using SPSS 22, which encompassed reliability tests, validity test methods, and conventional assumption tests including multicollinearity, heteroscedasticity, and normality testing. Manyv linear regression analysis, f tests, and t tests were among the hypothesis tests used.

RESULT

Table 1. Characteristics of Respondents Based on Gender

Gender	Amount	Percentage (%)
Woman	95	66.9%
Man	47	33.1%
Total	142	100%

The aforementioned data indicates that, with a percentage of 66.9% > 33.1%, there were more female respondents than male respondents (95 > 47). Therefore, it can be said that women (66.9%) make up the majority of Shopee service users, as opposed to men (33.1%).

Validity Test

Table 2. Validity Test Results

Variable	Question	Pearson Corelation	Significance	Conclusion
Tagline Free Shipping (X1)	X1.1	0.678	0.001	Valid
	X1.2	0.699	0.001	Valid
	X1.3	0.772	0.001	Valid
	X1.4	0.829	0.001	Valid
	X1.5	0.754	0.001	Valid
	X1.6	0.765	0.001	Valid
	X1.7	0.828	0.001	Valid
	X1.8	0.736	0.001	Valid
E-Service Quality (X2)	X2.1	0.863	0.001	Valid
	X2.2	0.805	0.001	Valid
	X2.3	0.856	0.001	Valid
	X2.4	0.864	0.001	Valid
	X2.5	0.745	0.001	Valid
	X2.6	0.821	0.001	Valid
	X2.7	0.815	0.001	Valid
	X2.8	0.732	0.001	Valid
Keputusan Pembelian (Y)	Y.1	0.860	0.001	Valid
	Y.2	0.822	0.001	Valid
	Y.3	0.803	0.001	Valid
	Y.4	0.821	0.001	Valid

	Y.5	0.698	0.001	Valid
	Y.6	0.658	0.001	Valid
	Y.7	0.668	0.001	Valid
	Y.8	0.720	0.001	Valid

The table above is the results of the validity test from $N = 142$. To find out whether the tested value is valid or not, you need to know whether the calculated r value $>$ the table r value. How to calculate DF (degree of freedom) to determine the value of r table ($df = n - 2$, $142 - 2 = 140$) at a significance level of 0.05, so it can be seen that the value of r table is 0.1648. So that all values of variables X_1 , X_2 , and Y are declared valid because the Pearson Correlation value $>$ r table.

RELIABILITY TEST

Table 3. Reliability Test Results

Variable	Cornbach Alpha	Information
Tagline Free Shipping (X_1)	0.782	Reliable
E-Service Quality (X_2)	0.790	Reliable
Purchase Decision (Y)	0.781	Reliable

The table above is the results of the reliability test, to find out whether the value above is reliable if the Cornbach Alpha value is $>$ 0.60. The value of the test results above is declared reliable because the Cornbach Alpha value of the Free Shipping Tagline (X_1), E-Service Quality (X_2), and Purchase Decision (Y) is greater than 0.60. So it can be concluded that all questions in the variable indicators are reliable.

CLASSIC ASSUMPTION TEST

Normality Test

The Normality Test aims to determine whether the data collected is normally distributed or not from the population sample taken. The following are the results of graphic analysis in research that researchers tested:

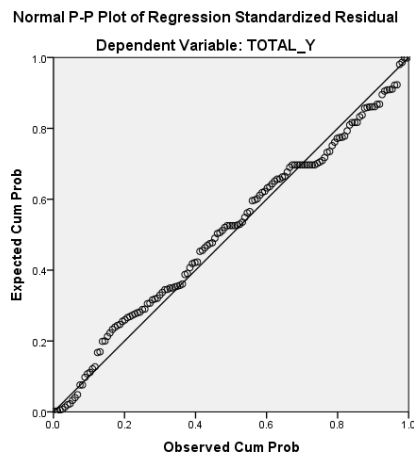


Figure 1. Graph of Normality Test Results

The graph above shows that the data is spread around the diagonal line and follows the direction of the diagonal line, so the regression model for this research data is normally distributed.

Multicollinearity Test

The Multicollinearity Test looks at tolerance values and the variance inflation factor (VIF) to determine if the regression model shows multicollinearity. If the VIF is less than 10 and the tolerance value is larger than 0.10, multicollinearity does not occur.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Tagline Free Shipping (X1)	0.401	2.493
E-Service Quality (X2)	0.401	2.493

It is clear from the numbers in the above table that there are no signs of multicollinearity in this research because the values of the variables Free

Shipping Tagline (X1), E-Service Quality (X2), and the VIF value are all more than 0.10. There is no association between the independent variables in this study because of the excellent regression model.

Heteroscedasticity Test

Finding out if a multiple linear regression model displays heteroscedasticity is the goal of the heteroscedasticity test. The projected value of the dependent variable, called SRESID, with the residual error ZPRED, and the scatterplot graph are analyzed in order to achieve this goal.

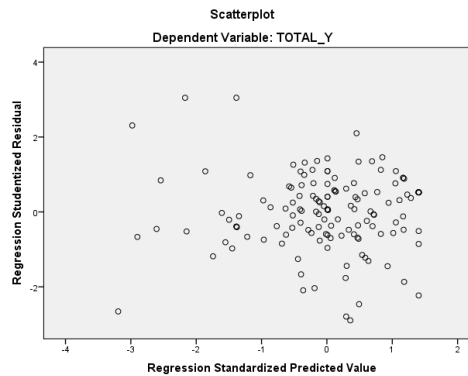


Figure 2. Heteroscedasticity Test Results

It is evident from the following image that there is no discernible pattern and that the dots are dispersed above and below the 0 on the Y axis, indicating that heteroscedasticity reactions were not encountered in this study.

Multiple linear regression analysis

Tabel 5. Hasil Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.114	1.432		3.572	.000
	Tagline Free Shipping (X1)	.266	.066	.279	3.997	.000
	E-Service Quality (X2)	.569	.064	.619	8.881	.000

a. Dependent Variable: Buying Decision (Y)

Based on the table above, it shows that the multiple linear regression equation is as follows:

$$Y = 5.114 + 0.266 X_1 + 0.569 X_2$$

From the regression equation above it can be concluded:

1. The constant value (a) of 5.114 means that if the Free Shipping Tagline (X1) and E-Service Quality (X2) variables remain constant or do not change, then the Purchase Decision (Y) is 5.114.
2. The regression coefficient value of Free Shipping Tagline (X1) has a positive value of 0.266, if there is an increase of 1 unit in the Free Shipping Tagline variable (X1) then the value of the Purchase Decision variable (Y) will increase by 0.266.
3. The regression coefficient value of E-Service Quality (X2) is positive at 0.569, if there is an increase of 1 unit in the E-Service Quality variable (X2) then the value of the Purchase Decision variable (Y) will increase by 0.569.

Partial Test of the Free Shipping Tagline Variable (X1) on Purchasing Decisions (Y)

Table 6. Partial Test of Variable (X1) on Variable (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.431	1.724		4.890	.000
Tagline Free Shipping (X1)	.722	.053	.758	13.756	.000

a. Dependent Variable: Buying Decision (Y)

From the table values above, it is known that the sig value is $0.000 < 0.05$, and the calculated t value $>$ t table is $13,756 > 1.977$, so H1 is accepted and it can be concluded that the Free Shipping Tagline (X1) has a positive and significant effect on Purchase Decisions (Y).

Partial Test of E-Service Quality Variables (X2) on Purchasing Decisions (Y)

Table 7. Partial Test of Variable (X2) on Variable (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.402	1.381		5.361	.000
	E-Service Quality (X2)	.767	.043	.835	17.968	.000

a. Dependent Variable: Buying Decision (Y)

From the table values above, it is known that the sig value is $0.000 < 0.05$, and the calculated t value $>$ t table is $17,968 > 1.977$, so H2 is accepted and it can be concluded that E-Service Quality (X2) has a positive and significant effect on Purchasing Decisions (Y).

Simultaneous Test (F)

Table 8. Simultaneous Test (F)

ANOVA^a

Model		Sum Squares	of df	Mean Square	F	Sig.
1	Regression	3227.638	2	1613.819	186.671	.000 ^b
	Residual	1201.693	139	8.645		
	Total	4429.331	141			

a. Dependent Variable: Buying Decion (Y)

b. Predictors: (Constant), Free Shipping Tagline (X1), E-Service Quality (X2)

From the table above it can be seen that the calculated F value is 186.671 and sig. (probability) = $0.000 < 0.05$, with an F table value of 3.06. So F count $>$ F table ($186,671 > 3.06$) so it can be stated that H3 is accepted, which means the Free Shipping Tagline (X1) and E-Service Quality (X2) simultaneously or together influence the Purchase Decision variable (Y).

DISCUSSION

The influence of the free shipping tagline on consumer purchasing decisions

The free shipping tagline variable has a partial influence on consumer purchasing decisions in the Shopee marketplace among FEB UGJ Cirebon students, because the free shipping tagline variable has a significant and positive influence on consumer purchasing decisions. These results mean that the free shipping provided by Shopee has the benefit of reducing total purchasing costs.

The influence of e-service quality on consumer purchasing decisions

The e-service quality variable has a partial influence on consumer purchasing decisions in the Shopee marketplace among FEB UGJ Cirebon students, because the e-service quality variable has a significant positive influence on consumer purchasing decisions. This means that e-service quality has an important role in consumer purchasing decisions in the Shopee marketplace. With this, Shopee shows that it has several advantages, including user comfort, trust, customer service, product and information quality, and ease of transaction processes.

The influence of the tagline free shipping and e-service quality on consumer purchasing decisions

The tagline variables free shipping and e-service quality have a simultaneous influence on consumer purchasing decisions in the Shopee marketplace among FEB UGJ Cirebon students, because these variables have a significant positive influence on consumer purchasing decisions. Thus, the tagline free shipping and e-service quality, when combined simultaneously, can have a strong impact on consumer purchasing decisions at Shopee. This combination creates additional value for consumers and increases Shopee's attractiveness as an online shopping place

CONCLUSION

The following conclusions may be made based on the data analysis that was done to determine how the Shopee marketplace's taglines, "free shipping" and "e-service quality," affected the shopping decisions of FEB UGJ Cirebon students: The first hypothesis's test findings demonstrate that the variable tagline "free shipping" significantly and favorably influences judgments. customer purchases on the Shopee marketplace demonstrate that more purchases will be made by customers if the free shipping tagline is expanded. The second hypothesis's test findings demonstrate that the e-service quality variable has a noteworthy and favorable impact. This indicates that Shopee's service is fulfilled, leading to customer satisfaction, which in turn influences more purchases.

FURTHER STUDY

It is hoped that future researchers will be able to increase the population and sample size of this study, as it is currently limited. Therefore, it is believed that it will be able to give a more detailed image of how the tagline "free shipping" and the quality of the e-service affect customer decisions to buy. It is advised that more study be done in order to incorporate research models and determine the elements influencing customer purchase decisions.

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