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# The Effect of Discounts and Free Shipping on Purchase Decisions in Shopee E-commerce (Case Study for the People of West Cengkareng Village, West Jakarta)

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**Abstract**

This study aims to determine the influence of location and promotion on apartment purchasing decisions in Alam Sutera, specifically regarding PT Citra Anugerah Propertindo. The study employs a quantitative statistical method, with data collected through observation, interviews, and questionnaires. The study population consists of customers at Century 21 Victory. A non-probability sampling technique—specifically convenience sampling—was used, with a sample size of 76 respondents determined via the Slovin formula. Hypothesis testing involved both partial tests (t-test) and simultaneous tests (F-test). The results indicate a positive and significant influence of location on purchasing decisions, evidenced by a calculated t-value of 7.416 (exceeding the critical value of 1.993) and a significance level of 0.000 (< 0.05). Conversely, promotion did not have a significant partial effect on purchasing decisions, as shown by a calculated t-value of 1.513 (below 1.993) and a significance level of 0.000 (< 0.05). The F-test results show a calculated F-value of 146.851 (exceeding the critical F-table value of 3.12) with a significance level of 0.000 (< 0.05), indicating that the third hypothesis (Ha3) is accepted. Thus, it can be concluded that the variables of Location (X1) and Promotion (X2) simultaneously influence the purchasing decision (Y) for apartments in Alam Sutera marketed by PT Citra Anugerah Propertindo.

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## 1. Introduction

The development of information technology has significantly changed people's consumption patterns. Trade activities are no longer limited to conventional systems that require sellers and buyers to meet in person, but have evolved into an internet-based digital commerce system known as electronic commerce or e-commerce. Through e-commerce, consumers can search for product information, compare prices, place orders, complete payments, and monitor the delivery process more easily and efficiently (Lestari et al., 2026).

One of the e-commerce platforms that is experiencing rapid development in Indonesia is Shopee. This platform provides various conveniences in every stage of transactions, ranging from product search, seller selection, payment, to delivery of goods. This convenience causes competition between e-commerce players to be higher because each platform seeks to offer services and promotional programs that are able to attract attention and retain consumers (Ayuningsari et al., 2026).

Shopee's growth can be seen from the number of downloads of its application on the Google Play Store which has exceeded 50 million downloads. This achievement shows the high public acceptance of Shopee, both as a medium for buying and selling products. The success of Shopee is inseparable from a number of advantages offered, such as product completeness, competitive prices, ease of use of applications, and the availability of various payment methods that can be adjusted to consumer needs (Subakti & Sitepu, 2025).

Based on a survey by the Indonesian Internet Service Providers Association in 2025, Shopee is the e-commerce platform that is most often accessed by Indonesians with a percentage of 53.22%. The next position is occupied by TikTok Shop at 27.37%, Tokopedia at 9.57%, and Lazada at 9.09%. Meanwhile,

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Blibli obtained a percentage of 0.29%, Facebook Marketplace by 0.25%, and other e-commerce platforms by 0.21% (Indonesian Internet Service Providers Association [APJII], 2025).

These findings indicate that Shopee holds a dominant position in Indonesia's e-commerce landscape, reflecting its substantial reach among digital consumers. The high proportion of Shopee users also highlights the importance of examining how promotional strategies, particularly discounts and free shipping, influence consumer purchasing decisions on the platform. Understanding the effectiveness of these promotional strategies is essential for identifying consumer preferences and developing more competitive and sustainable marketing approaches in the rapidly evolving e-commerce industry.

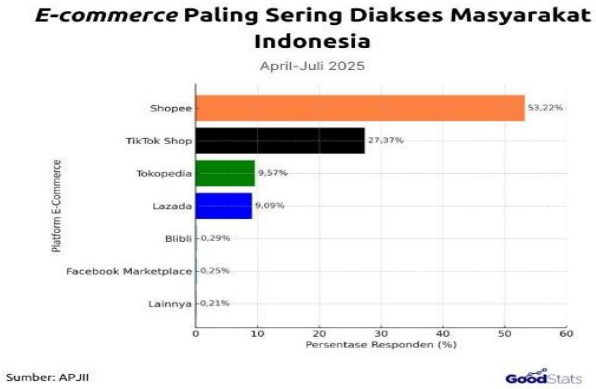



*Figure 1 E-Commerce Data Most Frequently Accessed by Indonesians in 2025*

The high level of e-commerce use provides strategic benefits for businesses and consumers. For business actors, e-commerce can help reduce operational costs, increase distribution efficiency, optimize information management, and expand market reach to the national and international levels. Meanwhile, for consumers, e-commerce provides ease of transactions, time flexibility, and wider access to various products and services in *real time*.

In the study of marketing management and consumer behavior, purchasing decisions are the result of a series of processes that consumers carry out before determining the product to be purchased. These processes include the recognition of needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. Purchase decisions are formed after consumers evaluate a product and assess that it is able to meet their needs, desires, and expectations (Samsiyah, 2023).

Consumer purchasing decisions can be influenced by internal factors as well as external factors. Internal factors include consumers' needs, motivations, perceptions, attitudes, and economic capabilities. External factors include price, promotion, ease of access, service quality, and the value of benefits felt by consumers. In transactions through Shopee, discounts and free shipping programs are forms of external marketing stimuli that can affect consumer perception of the price and value of a product.

Discounts are promotional strategies in the form of reducing prices given in a certain period to increase the attractiveness of a product (Lestari et al., 2026; Sari & Rahadhini, 2026). Theoretically, discounts function to reduce price barriers or *price barriers*, so that products become more accessible to consumers, especially consumers who have limited purchasing power. Giving discounts also has the potential to increase sales volume, expand market share, and form loyalty when consumers are satisfied with the benefits obtained from the products purchased (Rakhmalina & Anggraini, 2026).

In addition to discounts, the free shipping program is one of the promotional strategies that Shopee often uses to attract consumers. Shipping costs can be an important consideration in online transactions because they increase the overall cost that must be paid by consumers. Free shipping programs can reduce the burden of transaction costs, create a more affordable price perception, and encourage consumers to complete purchases immediately. Thus, free shipping not only serves as a form of cost reduction, but also as a means of marketing communication to provide information, persuade, and influence consumers to make purchases (Sari, 2022, as quoted in Riyanti et al., 2023).

Although discounts and free shipping are both used as Shopee's marketing strategy, consumers' responses to the two programs are not always the same. Consumers may be interested in the number of discounts, but cancel the transaction because shipping costs are still considered high. Conversely, consumers may be interested in the free shipping program, but do not make a purchase if the price of the product is considered less competitive. This condition shows that purchase decisions are not only influenced by one form of promotion, but can be formed through the interaction between the perception of discounts and the benefits of free shipping. The research gap in this study lies in the inadequate explanation of the influence of discounts and free shipping, both partially and simultaneously, on the purchase decisions of

Shopee users in the context of the set object and research period. Previous research that has been used as a reference has discussed discounts, free shipping, and purchase decisions, but testing is still needed that integrates the two promotional strategies in one research model. Simultaneous testing is needed because consumers in practice receive various forms of promotions simultaneously when making transactions through the Shopee platform.

The novelty of this research lies in the integration of discount and free shipping variables as two forms of price-based promotion to explain Shopee users' purchasing decisions. This research also uses the latest e-commerce usage conditions, namely when Shopee becomes the most frequently accessed e-commerce platform by the Indonesian people in 2025. Thus, this research is expected to provide a more relevant picture of consumer purchasing behavior in the digital commerce environment.

Based on this description, this study aims to analyze the influence of discounts on purchase decisions, analyze the influence of free shipping on purchase decisions, and analyze the effect of discounts and free shipping simultaneously on Shopee users' purchase decisions. The results of the research are expected to make a theoretical contribution to the development of marketing management studies and consumer behavior and become practical considerations for business actors in determining more effective promotional strategies.

## 2. Literature Review

### 2.1 E-Commerce and Digital Consumer Behavior

E-commerce is a form of trading activity that uses information technology and the internet network to facilitate the exchange of products, services, information, and payments between sellers and buyers. In the e-commerce system, all stages of transactions can be carried out digitally, from searching for information, comparing alternatives, ordering products, payment, delivery, to submitting reviews after consumers receive the product.

The development of information technology has created fundamental changes in consumer behavior as consumers can more quickly obtain product information, compare prices between stores, read customer reviews, and complete transactions without having to visit the store in person. Information technology has also made the market more transparent as consumers have wider access to prices, product quality, seller reputation, and other consumer experiences before making a purchase decision (Singh et al., 2024).

In digital commerce, e-commerce platforms not only serve as a meeting place for sellers and buyers, but also as providers of transaction, promotion, payment, and delivery systems. E-commerce platforms seek to influence purchasing behavior through various marketing stimuli, such as discounts, vouchers, limited-time promotions, free shipping, customer reviews, and flexible payment methods. These stimuli can shape consumers' perceptions of the benefits, savings, convenience, and value that will be obtained from a transaction.

Digital consumer behavior shows a more dynamic process compared to conventional purchases because consumers can move from one store to another in a relatively short time. Consumers can also postpone purchases while waiting for promotional programs that are considered more profitable. This waiting behavior shows that e-commerce consumers are increasingly strategic in determining the purchase time in order to obtain more optimal transaction prices and benefits (Li & Chen, 2024).

### 2.2 Discounts

Discounts are price promotion strategies in the form of normal price reductions given to consumers based on a certain percentage or nominal value. Discounts can be given by sellers or e-commerce platforms and usually apply to certain periods, products, stores, or purchase amounts. In digital commerce, discounts can be in the form of direct discounts, store vouchers, platform vouchers, discounts based on the minimum number of purchases, twin-date promotions, and limited-time discounts. The strategy provides economic benefits to consumers as the actual price paid becomes lower compared to the initial price.

Discounts can increase consumers' perceived perception of savings and transaction value. When consumers judge that price reductions provide a noticeable benefit, consumers are more likely to find the transaction more attractive and worth completing. Discounts can also create an incentive to make purchases faster, especially when offers are limited by a specific time or

quantity of products. The effectiveness of the discount is not only determined by the amount of the discount, but also by the clarity of the requirements, the ease of use of the voucher, the suitability of the product that received the discount, and the credibility of the initial price displayed. Consumers can lose confidence if the initial price is deliberately increased before the discount or if the terms of use of the voucher are considered too complicated.

Appropriately implemented discount strategies can increase product appeal, encourage consumer participation in promotional programs, and increase demand during certain sales periods. However, platforms and sellers still need to consider consumer behaviors that tend to delay purchases until the discount period so that the program does not create consumer dependence on promotional prices (Li & Chen, 2024). Discounts in this study can be measured through consumer perceptions of the number of discounts, the attractiveness of discount programs, the suitability of discount requirements, the frequency of discounts, and the benefits of savings obtained. The measurement illustrates the extent to which Shopee's discount program is able to provide economic benefits and encourage consumers to make purchases.

### 2.3 Free Shipping

Free shipping is a promotional program that provides consumers with a reduction or exemption of shipping costs based on certain conditions. In practice, free shipping does not necessarily mean that all shipping costs are eliminated because the value of the subsidy can be limited based on region, type of delivery service, minimum amount of purchase, store, and period of use of the voucher. Shipping costs are part of the total monetary sacrifice that consumers must make in online transactions. The price of products that are considered affordable can become less attractive if high shipping costs are added. Therefore, free shipping programs can increase the perception of affordability by lowering the total costs that consumers must pay.

Free shipping can also reduce consumer hesitancy before completing a transaction. When the value of shipping costs decreases, consumers can judge that the benefits of the transaction become greater so that the tendency to proceed the product from the shopping cart to payment increases. Free shipping vouchers can be an incentive that encourages consumers to complete transactions, especially when the program is combined with other price promotions (Parwati et al., 2025).

The effectiveness of free shipping is influenced by the value of the subsidy, the ease of obtaining and using vouchers, the clarity of terms and conditions, the scope of the shipping area, and the minimum purchase limit. The free shipping program can lose its appeal if consumers have to increase the amount of spending excessively or if the discount received is much smaller than the actual shipping cost.

Free shipping in this study can be measured through the attractiveness of the program, the amount of the reduction in shipping costs, the ease of use of vouchers, the clarity of the requirements, and the program's ability to reduce total consumer spending. These indicators illustrate consumer perception of the economic benefits and convenience of the free shipping program.

### 2.4 Purchase Decision

Purchasing decisions are the stage when consumers make choices and make transactions after considering the various alternatives available. Purchase decisions are formed through the process of recognizing needs, seeking information, evaluating alternatives, determining choices, implementing purchases, and evaluating after purchase (Kotler et al., 2022). In the context of e-commerce, the purchase decision is not only related to the choice of a particular product or brand, but also involves the choice of store, the time of purchase, the number of products, the payment method, and the form of delivery used. The consumer will assess the overall benefits received and compare them with the sacrifices that must be made before completing the transaction.

Purchasing decisions through digital platforms are influenced by the ease of obtaining information, perception of prices, trust in sellers, customer reviews, quality of service, payment security, promotions, and shipping costs. The greater the perceived benefits compared to the costs incurred, the stronger the consumer's tendency to complete the purchase. Shopee users' purchasing decisions can be reflected in their confidence in choosing products, willingness to make transactions, accuracy in determining the purchase time, willingness to make repeat

purchases, and the tendency to recommend products or platforms to others. Research on Shopee users shows that prices, discounts, and free shipping can be important considerations in shaping digital consumer purchase decisions (Hidayatulloh & Soebiantoro, 2024).

### 2.5 The Effect of Discounts on Purchase Decisions

Discounts can influence purchasing decisions through a decrease in actual prices and an increase in the perception of transaction value. When the price after the discount is judged to be more in line with the consumer's economic capabilities, the barriers to making a purchase are lower. Consumers may also view discounts as an opportunity to acquire products with the same benefits at a smaller cost. Attractive discounts can speed up the alternative evaluation process because consumers have the incentive to take advantage of the offer before it expires. Time limits and limitations on the number of products that obtain discounts can also create psychological pressures that encourage consumers to make decisions faster.

Research on Shopee user students found that discount programs have a real influence on purchase decisions because they are able to attract attention and encourage consumers to complete transactions immediately (Audrelya et al., 2025). Other research on Shopee users shows that discounts have a positive and significant effect on purchase decisions when tested with promotions and consumer trust (Sulaeman & Mujriah, 2024). Similar results were also found in Generation Z of Shopee users in Kotabaru, namely discounts have a positive and significant effect on purchase decisions partially or simultaneously (Hidayatulloh & Soebiantoro, 2024). Research on Generation Z of Shopee users in the Special Region of Yogyakarta also shows that discounts have a positive and significant influence on purchase decisions (Koentary et al., 2026).

Based on theoretical explanations and the results of previous research, the more attractive and easier a discount is to use, the higher the tendency of consumers to make purchases through Shopee. Therefore, the first hypothesis is formulated as follows. H1: Discounts have a positive and significant effect on Shopee users' purchasing decisions.

### 2.6 The Effect of Free Shipping on Purchase Decisions

Free shipping can influence purchasing decisions because the program reduces the additional cost component in online transactions. Consumers tend to calculate the final price based on product prices and shipping costs, so reducing shipping costs can increase perceived economic value. A free shipping program can also reduce the likelihood of consumers canceling a transaction when they know the final payment amount. Consumers who get a waiver or reduction in shipping fees will feel the greater benefits of the transaction so they have a stronger tendency to continue with the purchase.

Research on Shopee users in Tasikmalaya shows that free shipping has a significant effect on fashion product purchase decisions, both partially and together with customer reviews (Mustafa et al., 2024). Free shipping was also found to have a positive and significant effect on Generation Z purchase decisions of Shopee users in Kotabaru (Hidayatulloh & Soebiantoro, 2024).

Recent research on Generation Z of Shopee users in Yogyakarta found that free shipping has a positive and significant effect on purchase decisions with an influence coefficient that is almost the same as discounts (Rahmawati et al., 2026). The findings show that reducing shipping costs can be an important economic consideration in consumer purchase decisions. However, research on Shopee's twin date event in Pekanbaru found that free shipping does not have a significant partial effect on purchase decisions (Koentary et al., 2026). Research on Generation Z of Shopee users in the Special Region of Yogyakarta also found that free shipping does not have a significant influence on purchase decisions (Koentary et al., 2026).

The difference in results shows that the effect of free shipping can depend on the characteristics of the respondents, region, type of product, subsidy value, minimum purchase limit, and voucher usage requirements. The inconsistency of the results of previous research is an important basis for re-examining the effect of free shipping on purchase decisions on the object and characteristics of the respondents of this study. Based on this explanation, the second hypothesis is formulated as follows. H2: Free shipping has a positive and significant effect on Shopee users' purchasing decisions.

### 2.7 The Effect of Discounts and Free Shipping on Purchase Decisions

Discounts and free shipping are two forms of transaction incentives that can reduce

total consumer spending. Discounts reduce the price of products, while free shipping reduces additional costs that arise from the shipping process. The combination of the two can increase the perception of savings and the value that consumers receive. Consumers may be interested in making a purchase because the price of the product is discounted, but still cancel the transaction if the shipping cost is considered too high. On the other hand, free shipping may not be enough to encourage purchases if the price of the product is not competitive. Therefore, the application of discounts and free shipping at the same time is expected to have a stronger influence than the implementation of one of the programs separately.

Research on Generation Z of Shopee users in Kotabaru shows that prices, discounts, and free shipping simultaneously have a positive and significant effect on purchase decisions (Hidayatulloh & Soebiantoro, 2024). Recent research on Generation Z of Shopee users in Yogyakarta also found that discounts and free shipping have a positive effect on purchase decisions when analyzed with buyer reviews (Rahmawati et al., 2026). Based on this description, discounts and free shipping are estimated to complement each other in forming a more profitable transaction perception. Thus, the third hypothesis is formulated as follows. H3: Discounts and free shipping simultaneously have a positive and significant effect on Shopee users' purchasing decisions.

### 2.8 Synthesis of Previous Research and Research Positions

The results of previous research are relatively consistent in explaining that discounts have a positive effect on e-commerce users' purchasing decisions. Consumers tend to respond to discounts as an economic benefit that lowers the actual price and increases the attractiveness of transactions. In contrast to the discount variable, research on free shipping has produced inconsistent findings. A number of studies have found that free shipping has a significant effect on purchasing decisions, while other studies have shown that the program has no significant effect partially.

These inconsistencies show that the effectiveness of free shipping is not only influenced by the existence of the program, but also by the value of subsidies, minimum purchase requirements, ease of use of vouchers, product characteristics, consumer characteristics, and research areas. This condition provides space for new research to re-examine the relationship between discounts and free shipping with purchase decisions in Shopee users who are the target of the study.

The position of this research is to integrate discounts and free shipping as two transaction incentives based on cost reduction in one research model. This study examines the influence of each variable partially as well as the influence of both simultaneously on the purchase decision of Shopee users.

## 3. Research Methods

### 3.1 Data Collection Techniques

The data collection technique in this study was carried out through observation and the distribution of questionnaires. Observations were carried out in the early stages of the research to obtain an empirical picture of the behavior of the people of West Cengkareng Village in using the Shopee e-commerce platform. Observations were also used to identify how discount and free shipping promotions were displayed on the Shopee platform and their relationship with consumer responses and purchasing behaviors. Observation allowed researchers to gain an initial understanding of the phenomenon being studied before collecting data in a structured manner through surveys (Creswell & Creswell, 2023).

The questionnaire is used as the main instrument to obtain quantitative data from respondents. The questionnaire is distributed to the Shopee e-commerce user community who are domiciled in West Cengkareng Village, West Jakarta. The questionnaire used is closed, that is, each statement has been equipped with alternative answers so that respondents can choose the answers that best suit their experiences and perceptions. The use of closed questionnaires facilitates the process of measuring, coding, and analyzing data statistically (Sekaran & Bougie, 2020). The measurement of respondents' answers was carried out using the Likert scale with answer categories ranging from "strongly disagree" to "strongly agree". The Likert scale was used to measure the level of respondents' approval of statements that represent the variables of discount promotions, free shipping, and consumer purchasing decisions (Sekaran & Bougie, 2020).

### 3.2 Data Analysis Techniques

The data collected through the questionnaires were subsequently analyzed using a quantitative statistical approach. The stages of data analysis in this study included data quality testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and coefficient of determination analysis.

#### 3.2.1 Validity Test

The validity test is carried out to determine the ability of each statement item in the research instrument to measure the variables that should be measured. The research instrument is declared valid if the statement item is able to accurately represent the construct or research variable (Sekaran & Bougie, 2020). Validity testing can be done by correlating the score of each statement item with the total score of the variable. A statement item is declared valid if the calculation correlation value is greater than the table correlation value and has a significance value of less than 0.05 (Field, 2018; Rizkiyah et al., 2023).

#### 3.2.2 Reliability Test

The reliability test is carried out to determine the consistency of the research instrument in producing data when used to measure the same object or construct. A reliable instrument will provide relatively consistent and reliable measurement results (Field, 2018). The reliability test in this study was carried out using Cronbach's alpha value. A variable is generally declared reliable if it has a Cronbach's alpha value of 0.70 or more, while values below this limit indicate that the internal consistency of the instrument still needs to be improved (Field, 2018; Field, 2018; Rizkiyah et al., 2023).

#### 3.2.3 Classic Assumption Test

The classical assumption test is performed before multiple linear regression analysis to ensure that the regression model meets the necessary statistical assumptions. The classical assumption test in this study consists of a normality test, a multicollinearity test, and a heteroscedasticity test (Field, 2018; Rizkiyah et al., 2023).

#### 3.2.4 Normality Test

The normality test is performed to find out whether the residual values in the regression model have a normal distribution. The normality tested in regression analysis is the residual distribution, not solely the distribution of each research variable (Field, 2018). Normality testing can be carried out through normal probability plot graph analysis or using statistical testing. Residual data is declared to be normally distributed if the points on the graph follow the direction of a diagonal line or the significance value of the statistical test is greater than 0.05 (Field, 2018; Rizkiyah et al., 2023).

#### 3.2.5 Multicollinearity Test

The multicollinearity test was performed to find out if there was too strong a correlation between independent variables in the regression model. A good regression model should not show a very high linear relationship between the variable of discount promotion and free shipping (Field, 2018; Rizkiyah et al., 2023). Multicollinearity can be determined through tolerance values and variance inflation factor or VIF. The regression model is stated not to experience multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10 (Field, 2018; Rizkiyah et al., 2023).

#### 3.2.6 Heteroscedasticity Test

The heteroscedasticity test was carried out to find out whether there was a residual variance disparity in each observation in the regression model. A good regression model is one that has a relatively constant residual variance or does not experience heteroscedasticity (Field, 2018). Heteroscedasticity testing can be done through a scatterplot graph or the Glejser test. The model is declared not to experience heteroscedasticity if the dots on the scatterplot graph are randomly spread above and below zero and do not form a certain pattern. In the Glejser test, the model is declared not to experience heteroscedasticity if the significance value of each independent variable is greater than 0.05 (Field, 2018; Rizkiyah et al., 2023).

### 3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the direction and magnitude of the influence of discount promotions and free shipping on the purchase decisions of Shopee consumer users in West Cengkareng Village. This analysis was used because the study involved two independent variables and one dependent variable (Field, 2018).

The multiple linear regression equation used in this study is formulated as follows:

$$\mathbf{Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e}$$

Description:

Y = Consumer purchase decision
α = Constant
$\beta_1$ and $\beta_2$ = Regression coefficient
$X_1$ = Discount promotion
$X_2$ = Free shipping
e = Error or residual

The value of the regression coefficient shows the direction and magnitude of the change in purchasing decisions caused by changes in each independent variable assuming that the other variables are in a constant state (Field, 2018).

### 3.4 Uji Hypothesis

#### 3.4.1 Partial Significance Test or T Test

The partial significance test or t-test was used to determine whether each independent variable individually had a significant effect on the dependent variable. In this study, the t-test was used to test the effect of discount promotions on purchase decisions and the effect of free shipping on partial purchase decisions (Field, 2018; Rizkiyah et al., 2023). The test decision was made using a significance level of 0.05. The hypothesis is accepted if the significance value is less than 0.05, which indicates that the independent variable partially has a significant effect on the purchase decision. On the other hand, the hypothesis is rejected if the significance value is greater than 0.05 (Field, 2018; Rizkiyah et al., 2023).

#### 3.4.2 Simultaneous Significance Test or F Test

The simultaneous significance test or the F test was used to find out whether all independent variables together had a significant effect on the dependent variable. In this study, the F test was used to test the effect of simultaneous discount and free shipping promotions on the purchase decisions of Shopee users' consumers (Field, 2018; Rizkiyah et al., 2023). The F test is also used to assess the feasibility of the regression model in explaining or predicting dependent variables. The regression model is declared feasible if the significance value of the F test is less than 0.05, while the significance value is greater than 0.05 indicating that the model has not been able to explain the influence of independent variables on dependent variables simultaneously (Field, 2018; Rizkiyah et al., 2023).

### 4.5 Coefficient Determination Test

The determination coefficient test is used to find out how much the variable ability of discount promotions and free shipping in explaining the variation in consumer purchase decisions. The determination coefficient is shown through the $R^2$ value which is in the range of 0 to 1 (Field, 2018). A value of $R^2$ close to 1 indicates that independent variables have a greater ability to explain the variation of dependent variables. Conversely, a value of $R^2$ close to 0 indicates that the ability of independent variables to explain the variation of dependent variables is relatively limited (Field, 2018; Rizkiyah et al., 2023).

If the $R^2$ value is relatively low, there are other factors outside of the promotional variables of discount and free shipping that also influence the consumer's purchase decision, but are not included in the research model. If the $R^2$ value is relatively high, the research model has a better ability to explain the relationship between discount promotions, free shipping, and consumer purchase decisions (Field, 2018).

Because the study used more than one independent variable, the interpretation of the results of the study can also pay attention to the adjusted $R^2$ value. The adjusted $R^2$ value has been adjusted to the number of independent variables and the sample size so that it can provide a more proportional picture of the regression model's ability to explain the variation of dependent variables (Field, 2018; Rizkiyah et al., 2023).

## 4. Results and Discussion

### 4.1 Research Results

The research data was obtained through the distribution of questionnaires to 100 respondents who are Shopee e-commerce users and domiciled in West Cengkareng Village, West Jakarta. Respondents were grouped based on characteristics of gender, age, and last education. All data collected were then processed using IBM SPSS Statistics software version 27. This study aims to analyze the influence of discounts and free shipping on purchase decisions on Shopee e-commerce, both partially and simultaneously. The stages of analysis include validity test, reliability test, classical assumption test, multiple linear regression analysis, partial test, simultaneous test, and determination coefficient test.

### 4.2 Data Quality Test

#### 4.2.1 Validity Test

The validity test was carried out to determine the ability of each statement item in measuring the research variable. The test was carried out by comparing the *value of r*

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calculated with *the r* table. With a sample of 100 respondents and a degree of freedom of 98 or df = n − 2, the r-value of the table was obtained at a significance level of 5%.

The decision-making criteria for the validity test were determined by comparing the calculated correlation coefficient (r-count) with the critical correlation value (r-table). A questionnaire item was considered valid if the calculated r-count was greater than the r-table value. Conversely, an item was considered invalid if the calculated r-count was less than or equal to the r-table value. The validity test was applied to all questionnaire items representing the three research variables: discounts ($X_1$), free shipping ($X_2$), and purchase decisions (Y). This assessment aimed to ensure that each item adequately reflected the variable being measured and contributed to the overall accuracy of the research instrument. The results of the validity test are presented in Table 1.

*Table 1 Validity Test Results*

| Variabel | Item | *r* Table | *r* Count | Remarks |
|---|---|---|---|---|
| Discount ($X_1$) | X1.1 | 0,196 | 0,668 | Valid |
| | X1.2 | 0,196 | 0,724 | Valid |
| | X1.3 | 0,196 | 0,597 | Valid |
| | X1.4 | 0,196 | 0,771 | Valid |
| | X1.5 | 0,196 | 0,659 | Valid |
| | X1.6 | 0,196 | 0,661 | Valid |
| Free Shipping ($X_2$) | X2.1 | 0,196 | 0,707 | Valid |
| | X2.2 | 0,196 | 0,615 | Valid |
| | X2.3 | 0,196 | 0,507 | Valid |
| | X2.4 | 0,196 | 0,718 | Valid |
| | X2.5 | 0,196 | 0,707 | Valid |
| | X2.6 | 0,196 | 0,775 | Valid |
| Purchase Decision (Y) | Y1 | 0,196 | 0,631 | Valid |
| | Y2 | 0,196 | 0,746 | Valid |
| | Y3 | 0,196 | 0,734 | Valid |
| | Y4 | 0,196 | 0,780 | Valid |
| | Y5 | 0,196 | 0,580 | Valid |
| | Y6 | 0,196 | 0,709 | Valid |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 1, all statement items on the variables of discount, free shipping, and purchase decisions have a calculated r-value greater than the r-value of the table of 0.196. Thus, all statement items are declared valid and suitable to be used to measure the research variable.

### 4.2.2 Reliability Test

The reliability test was carried out to determine the level of consistency of respondents' answers to statement items in a variable. In this study, the instrument was declared reliable if Cronbach's alpha value was greater than the minimum limit of 0.60.

*Table 2. Reliability Test Results*

| No. | Variabel | Cronbach's Alpha | Minimum Limits | Remarks |
|---|---|---|---|---|
| 1 | Discount ($X_1$) | 0,765 | 0,60 | Reliabel |
| 2 | Free Shipping ($X_2$) | 0,759 | 0,60 | Reliabel |
| 3 | Purchase Decision (Y) | 0,791 | 0,60 | Reliabel |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 2, Cronbach's alpha value of the discount variable is 0.765, free shipping is 0.759, and the purchase decision is 0.791. All of these values are greater than 0.60 so that the research instrument is declared reliable and has adequate internal consistency.

## 4.3 Classic Assumption Test

### 4.3.1 Normality Test

The normality test was performed to determine whether the residual in the regression model was normally distributed. The normality test used the Kolmogorov–Smirnov One-Sample method by looking at the Asymp value. Sig. (2-tailed). The residual is declared to be normally distributed if the significance value is greater than 0.05.

*Table 3. Normality Test Results*

| Remarks | Unstandardized Residual |
|---|---|
| N | 100 |
| Mean | 0,0000000 |
| Std. Deviation | 1,65962501 |
| Most Extreme Differences – Absolute | 0,078 |
| Most Extreme Differences – Positive | 0,034 |
| Most Extreme Differences – Negative | −0,078 |
| Kolmogorov–Smirnov with | 0,776 |
| Asymp. Sig. (2-tailed) | 0,584 |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 3, the value of Asymp. Sig. (2-tailed) of 0.584 is greater than the significance level of 0.05. Therefore, the residual in the regression model is declared to be normally distributed and the assumption of normality has been met.

### 4.3.2 Heteroscedasticity Test

The heteroscedasticity test was performed to find out whether there was an unevenness in residual variance between one observation and another. The test was carried out using the Glejser test by regressing the residual absolute value to the independent variable. The model was declared not to experience heteroscedasticity if the significance value of each independent variable was greater than 0.05.

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*Table 4. Heteroscedasticity Test Results*

| Model | B | Std. Error | Beta | *t* | Say. |
|---|---|---|---|---|---|
| Konstanta | 1,146 | 0,790 | – | 1,452 | 0,150 |
| Discounts | 0,072 | 0,041 | 0,243 | 1,752 | 0,083 |
| Free Shipping | −0,067 | 0,037 | −0,249 | −1,795 | 0,076 |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 4, the discount variable has a significance value of 0.083 and the free shipping variable of 0.076. Both values are greater than 0.05 so it can be concluded that the regression model does not experience symptoms of heteroscedasticity.

### 4.3.3 Multicollinearity Test

The multicollinearity test was performed to determine whether or not there is a high correlation between independent variables in the regression model. The model is declared free of multicollinearity if the tolerance value is greater than 0.10 and the variance inflation factor or VIF value is less than 10.

*Table 5. Multicollinearity Test Results*

| Model | Tolerance | LIVE |
|---|---|---|
| Discounts | 0,516 | 1,938 |
| Free Shipping | 0,516 | 1,938 |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 5, the variable discount and free shipping has a tolerance value of 0.516 and VIF of 1.938. The tolerance value is greater than 0.10 and VIF is less than 10 so that the regression model is declared not to experience multicollinearity.

## 4.4 Hypothesis Testing

### 4.4.1 Partial Significance Test or T Test

The t-test is used to determine the influence of each partially independent variable on the purchase decision. The test criterion used is that if the calculated t-value is greater than the t-table or the significance value is less than 0.05, then the research hypothesis is accepted. With a sample of 100 respondents and two independent variables, a table t-value of 1.984 was obtained at a significance level of 5%.

*Table 6. Partial Significance Test Results*

| Model | B | Std. Error | Beta | *t* | Say. |
|---|---|---|---|---|---|
| Konstanta | 0,726 | 1,386 | – | 0,523 | 0,602 |
| Discounts | 0,517 | 0,072 | 0,484 | 7,185 | <0.001 |
| Free Shipping | 0,457 | 0,065 | 0,471 | 6,986 | <0.001 |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 6, the discount obtained a calculated t-value of 7.185 with a significance of less than 0.001, while free shipping obtained a t-value of 6.986 with a significance of less than 0.001. Both t-values are greater than *the t-value* of the table of 1.984 so that discounts and free shipping partially have a positive and significant effect on purchase decisions.

### 4.4.2 Simultaneous Significance Test or F Test

The F test is used to determine whether discounts and free shipping together affect a purchase decision. The model is declared significant if the value of F is greater than the F value of the table or the significance value is less than 0.05. This test evaluates the overall statistical significance of the regression model by examining whether the independent variables collectively contribute to explaining variations in consumer purchasing decisions. A significant F-test result indicates that at least one independent variable has a statistically significant relationship with the dependent variable, supporting the overall explanatory relevance of the regression model.

*Table 7. Results of Simultaneous Significance Test*

| Model | Sum of Squares | df | Mean Square | F | Say. |
|---|---|---|---|---|---|
| Regression | 927,829 | 2 | 463,914 | 165,027 | <0.001 |
| Residual | 272,681 | 97 | 2,811 | – | – |
| Total | 1.200,510 | 99 | – | – | – |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 7, the calculated F value of 165.027 is greater than the F of the table of 3.09 with a significance value of less than 0.001. Thus, discounts and free shipping simultaneously have a significant effect on the purchase decisions of Shopee users in West Cengkareng Village.

## 4.5 Determination Coefficient Test

The determination coefficient is used to measure the ability of discount and free shipping variables to explain variations in purchasing decisions. The value of the determination coefficient can be seen through R Square and Adjusted R Square.

*Table 8. Determination Coefficient Test Results*

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0,879 | 0,773 | 0,768 | 1,67665 |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 8, the R Square value of 0.773 shows that discounts and free shipping are able to explain 77.3% of the variation in purchase decisions. Meanwhile, 22.7% of the

variation in purchase decisions is explained by other factors not included in the research model, such as price, product quality, trust, consumer reviews, ease of use, and quality of service. The Adjusted R Square value of 0.768 showed that after adjusting for the number of independent variables and sample size, the model's ability to explain the variation in purchasing decisions was 76.8%. These results showed that the research model had a relatively large clear power.

### 4.6 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction and magnitude of the influence of discounts and free shipping on purchase decisions. This analysis also enables the assessment of each independent variable's contribution to purchase decisions while controlling for the influence of the other independent variable.

*Table 9. Results of Multiple Linear Regression Analysis*

| Model | B | Std. Error | Beta | *t* | Say. |
|---|---|---|---|---|---|
| Konstanta | 0,726 | 1,386 | – | 0,523 | 0,602 |
| Discounts | 0,517 | 0,072 | 0,484 | 7,185 | <0.001 |
| Free Shipping | 0,457 | 0,065 | 0,471 | 6,986 | <0.001 |

Source: Data processing results using IBM SPSS Statistics version 27, 2026.

Based on Table 9, the regression coefficient of the discount and free shipping variables has a positive value. This shows that the increase in respondents' perception of discounts and free shipping was followed by an increase in purchase decisions. The multiple linear regression equation obtained is as follows:

The interpretation of the regression equation indicates that the constant value of 0.726 represents the predicted purchase decision score when both the discount and free shipping variables are equal to zero. However, this constant serves primarily as a mathematical reference point and does not require substantive interpretation if zero falls outside the measurement scale. Furthermore, the discount regression coefficient of 0.517 indicates that a one-unit increase in the discount variable is associated with an increase of 0.517 units in the predicted purchase decision score, assuming the free shipping variable remains constant. Similarly, the free shipping regression coefficient of 0.457 indicates that a one-unit increase in the free shipping variable is associated with an increase of 0.457 units in the predicted purchase decision score, assuming the discount variable remains constant. These findings suggest that both discounts and free shipping have positive relationships with consumer purchasing decisions, with discounts exhibiting a slightly higher unstandardized regression coefficient than free shipping.

### 4.7 Discussion

#### 4.7.1 The Effect of Discounts on Purchase Decisions

The results of the study showed that discounts had a positive and significant effect on the purchase decisions of Shopee users in West Cengkareng Village. The results were evidenced by a regression coefficient value of 0.517, a calculated t-value of 7.185, and a significance value of less than 0.001.

The findings show that the more attractive the discounts offered through the Shopee platform, the higher the tendency of consumers to decide to make a purchase. The discount reduces the amount of financial sacrifice that consumers have to make so that the product is perceived to have a more favorable economic value.

In online shopping, discounts can also create the perception of the opportunity to acquire products at a lower price than the normal price. This encourages consumers to speed up their purchase decisions, especially when discounts are given in large quantities, have a certain time limit, or are only available during the promotional program.

The results of this study are in line with research that found that discounts have a positive and significant effect on the purchase decisions of Generation Z consumers on the Shopee marketplace (Audrelya et al., 2025). Similar findings show that prices and discounts together have a significant effect on product purchase decisions on the Shopee platform (Rahmawati et al., 2026). Other research also shows that discounts are one of the factors that have a positive effect on Shopee users' purchasing decisions, both partially and simultaneously (Hidayatulloh & Soebiantoro, 2024).

The findings of this study indicate that consumers in West Cengkareng Village are quite responsive to price incentives offered through discount programs. Therefore, sellers can use discounts in a targeted manner on certain products, campaign periods, or certain consumer groups to keep promotions attractive without lowering the perception of product

quality.

Furthermore, the positive relationship between discounts and purchasing decisions suggests that price reductions represent an important consideration in consumers' evaluation of products offered through the Shopee platform. Consumers may perceive discounted products as providing greater economic value because the final purchase price is lower than the original price. This perception can strengthen purchase intentions, particularly among consumers who prioritize affordability and financial efficiency when shopping online. Nevertheless, the effectiveness of discount programs may also depend on consumers' perceptions of promotional credibility, the transparency of discount requirements, and the consistency between advertised prices and actual transaction costs.

From a managerial perspective, these findings emphasize the importance of developing discount strategies that consider consumer purchasing preferences and promotional effectiveness. Sellers should not focus exclusively on offering substantial price reductions but should also ensure that promotional information is clearly communicated and easily understood by potential buyers. Discount programs can be designed around specific shopping periods, product categories, and consumer segments to improve their relevance to purchasing needs. However, businesses should carefully evaluate the financial implications of promotional activities to maintain profitability while providing attractive economic benefits to consumers.

### 4.7.2 The Effect of Free Shipping on Purchase Decisions

The results of the study show that free shipping has a positive and significant effect on the purchase decision of Shopee users in West Cengkareng Village. This is evidenced by the value of the regression coefficient of 0.457, the t-value of 6.986, and the significance value of less than 0.001. The findings show that consumers tend to be more motivated to complete transactions when shipping costs can be reduced or eliminated. Shipping costs are one of the additional components that can increase total payments so that consumers can cancel or delay transactions if the cost is considered too high.

The free shipping program lowers the total cost that consumers have to pay and reduces the difference between the price of the product displayed and the final amount at the checkout. The reduction of the additional cost increases the perception of economic benefits and encourages consumers to continue the purchase process. The results of this study are in line with research that found that discounts and free shipping have a positive and significant effect on the purchase decisions of Shopee marketplace users (Hidayatulloh & Soebiantoro, 2024). Research on other digital commerce platforms also shows that free shipping vouchers serve as incentives that can encourage consumers to complete purchase transactions (Parwati et al., 2025). However, the results of this study are different from the study on Generation Z in the Special Region of Yogyakarta which found that free shipping does not have a significant effect on purchase decisions, while discounts and consumer reviews show a significant influence (Koentary et al., 2026). These differences show that the effect of free shipping can depend on consumer characteristics, respondent location, product type, transaction minimum value, voucher conditions, and the amount of shipping costs that consumers actually have to bear.

In the context of the community of West Cengkareng Village, free shipping is a relevant consideration because it can reduce total consumer spending. Sellers and platform managers need to ensure that the provisions of the free shipping program are clearly conveyed so that consumers understand the minimum shopping value, delivery area, payment method, and maximum limit of subsidies provided. Furthermore, the significant relationship between free shipping and purchasing decisions highlights the importance of additional transaction costs in shaping consumers' purchasing behavior. In digital commerce, consumers generally consider not only the advertised product price but also the total expenditure required to complete a transaction. Shipping fees may increase the perceived financial burden of online purchases, particularly when the delivery cost represents a substantial proportion of the product price. Therefore, free shipping programs can enhance the perceived affordability of transactions by reducing additional expenses and improving the overall attractiveness of purchasing products through the Shopee platform.

From a practical perspective, the implementation of free shipping programs requires careful consideration of promotional conditions, delivery coverage, and the

maximum shipping subsidy provided to consumers. Clearly communicated requirements can help consumers understand the actual economic benefits available and reduce uncertainty during the purchasing process. Sellers and platform managers may also consider integrating free shipping incentives with other promotional activities to improve the perceived value of online transactions. Nevertheless, the sustainability of these programs should be evaluated by considering logistics expenses, promotional budgets, and the potential implications for business profitability.

### 4.7.3 The Effect of Discounts and Free Shipping on Purchase Decisions

The results of the simultaneous test showed that discounts and free shipping together had a positive and significant effect on the purchase decision. The results were shown by the calculated F value of 165.027 which is greater than the F of the table of 3.09 and the significance value of less than 0.001. The R Square value of 0.773 shows that discounts and free shipping are able to explain 77.3% of the variation in Shopee users' purchase decisions in West Cengkareng Village. These results show that both forms of promotion have an important role in shaping respondents' purchasing decisions, although there are still 22.7% variations influenced by other factors outside the research model.

The combination of discounts and free shipping provides two economic benefits at once, namely a reduction in the price of the product and a reduction in additional costs in the shipping process. Consumers not only get a product at a lower price, but can also reduce the overall amount of costs paid at the time of completing the transaction. The results of this study are in line with research that shows that prices, discounts, and free shipping simultaneously have a positive and significant effect on Shopee consumers' purchasing decisions (Hidayatulloh & Soebiantoro, 2024). The latest research also found that discounts, free shipping, and promotions together have a significant effect on the purchase decisions of Shopee marketplace users (Rakhmalina & Anggraini, 2026).

Based on standardized beta values, discounts have a relatively slightly greater influence than free shipping. The results suggest that while both promotional strategies are equally important, respondents tend to give a slightly stronger response to product price reductions directly.

Practically, the results of the study show that promotional strategies will be more effective if discounts and free shipping are applied in an integrated manner. Sellers can combine discounts with shipping vouchers during certain promotional periods so that consumers get clearer economic benefits and are encouraged to complete transactions. The simultaneous significance of discounts and free shipping indicates that these promotional variables collectively contribute to explaining variations in consumer purchasing decisions. Although both promotional strategies reduce consumers' financial expenditure, they operate through different components of the transaction process. Discounts directly reduce the advertised product price, whereas free shipping decreases the additional costs associated with product delivery. Their combined implementation may therefore strengthen consumers' perceptions of transaction value by providing economic benefits across different stages of online purchasing. Nevertheless, the significant F-test result demonstrates the overall statistical significance of the regression model rather than establishing that the interaction between the two promotional variables produces an additional effect.

Furthermore, the coefficient of determination indicates that the regression model explains a substantial proportion of the observed variation in purchasing decisions among respondents. However, the remaining unexplained variation suggests that additional factors may contribute to consumer behavior, including product quality, seller reputation, consumer trust, service quality, and previous shopping experiences. The standardized regression coefficients also demonstrate that discounts have a slightly higher estimated association with purchasing decisions than free shipping, although this difference should not be interpreted as statistically significant without further testing. Consequently, the findings support the relevance of incorporating both promotional strategies into marketing considerations while recognizing that purchasing decisions are influenced by multiple economic and non-economic factors.

## 5. Closing

This study concludes that discounts and free shipping have positive and statistically significant effects on the purchasing decisions of

Shopee users in West Cengkareng Village, both partially and simultaneously. The regression results indicate that discounts (β = 0.484) have a slightly higher standardized coefficient than free shipping (β = 0.471). Furthermore, the coefficient of determination ($R^2$ = 0.773) indicates that both variables collectively explain 77.3% of the variation in purchasing decisions, while the remaining 22.7% is attributable to factors not included in the research model. These findings demonstrate the importance of price-related promotional strategies in shaping consumer purchasing behavior in digital commerce. The practical implications suggest that Shopee and online sellers should develop integrated promotional strategies that combine attractive discounts with accessible free shipping programs. Clear promotional requirements, transparent pricing, and appropriate shipping subsidies may enhance perceived transaction value and encourage consumers to complete purchases. However, this study has several limitations, including its relatively small sample of 100 respondents, its geographical restriction to West Cengkareng Village, and its focus on only two independent variables, which may limit the generalizability and explanatory scope of the findings. Therefore, future research is recommended to involve larger and more geographically diverse samples and incorporate additional variables, such as product quality, consumer trust, online customer reviews, service quality, and brand image. Future studies could also adopt longitudinal or experimental approaches to provide deeper insights into consumer responses to promotional strategies and strengthen understanding of purchasing behavior in e-commerce environments.

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