

# ANALYSIS OF DISCOUNT, FREE SHIPPING AND PRODUCT DIVERSITY ON PRODUCT PURCHASE DECISIONS ON THE SHOPEE MARKETPLACE

Ema Septiani Br Tarigan<sup>1</sup>, Anisa Silvani<sup>2</sup>, Jihan Syahreni Br Tarigan<sup>3</sup>, Jarungjung Hutagaol<sup>4\*</sup>,

Fakultas Ekonomi, Universitas Prima Indonesia

Correspondent Author : jarungjung13@gmail.com

## ARTICLE INFO

### Keywords :

Purchase Decision  
Product Diversity  
Free Shipping  
Discount

### E-mail:

jarungjung13@gmail.com

## ABSTRACT

The object of this study is the community around Jl. Bunga kemuning No. 1 LK-II Medan, Medan Tuntungan District, who conducts Shopee Marketplace. This study aims to examine the impact of purchasing decisions on Marketplace Shopee by Product Diversity, Free Shipping, and Discount simultaneously and partially. Quantitative is the type of approach used by researchers. Meanwhile, associative is an attempt to analyze the data in this study. The study findings explain that purchasing decisions in Marketplace Shopee gain influence by Discount which is supported by the findings of  $H_a$  accepted and  $H_o$  rejected by the value of  $\text{sig. } 0.003 < t_{\text{count}}(3,085)$ . Meanwhile, the Purchase Decision in Marketplace Shopee get a significant positive effect by Free Shipping because  $H_a$  is accepted and  $H_o$  is rejected with a sig value.  $0.000 < t_{\text{count}}(7.139)$ . On the other hand, the Purchase Decision in Marketplace Shopee obtained a significant positive effect by Product Diversity according to  $H_a$  accepted and  $H_o$  rejected by the sig value.  $0.001 < t_{\text{count}}(3,578)$ . The researcher also found that the purchase decision in Marketplace Shopee get influenced by Product Diversity, Free Shipping, and Discount simultaneously. Meanwhile,  $H_a$  is accepted and  $H_o$  is rejected with  $\text{sig. } < 0.05$  in  $F_{\text{table}}(2.73) < F_{\text{count}}(109,178)$ . Furthermore, there are Purchase Decisions that can be described through Product Diversity, Free Shipping, and Discounts of 81.2% or 0.812 of the value Adjusted R Square. Meanwhile, there are other variables such as service quality, price, and promotion as aspects that are not examined by 18.8% which can explain Purchase Decisions.

Copyright © 2020 Economic Journal. All rights reserved.  
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

## 1. INTRODUCTION

An online marketing that Everye-commerce carried out with the aim of getting consumers, where e-commerce also compete to keep their brands in the minds of consumers. Purchasing decisions are a way or alternative that individuals do to determine the purchase of a product that is available via e-commerce. Purchase decision in e-commerce can gain influence from consumer behavior.

E-commerce already rampant in Indonesia, one of which is Shopee. Shopee is one of the e-commerce which has grown rapidly. Many producers and consumers make sales and purchases using Shopee. The level of top brand for Shopee can be seen as follows: 1. Lazada.co.id, TBI 31,9%, criteria TOP, 2. Shopee.co.id, TBI 20%, Criteria TOP, 3. Tokopedia, TBI 15,8%, criteria TOP, 4. Bukalapak.com, TBI 12,9%, 5. Blibli.com, TBI 8,4%. The statement above shows that the percentage level of E-commerce Shopee is still below Lazada, this shows that there are many marketplaces that are ripe and growing, this creates a fierce level of competition, such as BukaLapak, Lazada, Blibli, and others that make competition happen. This is because of the large presence of E-commerce in Indonesia which is very beneficial for consumers or sellers. Especially during the pandemic, many consumers do not want to shop directly at

*Analysis Of Discounts, Free Shipping And Product Diversity To Product Purchase Decisions At The Marketplace Shopee. Anisa Silvani, Jihan Syahreni Br Tarigan, and Jarungjung Hutagaol*

the store. They use E-commerce more to shop according to the items they want. E-commerce products that are mostly produced in Indonesia consist of various product categories such as fashion, make-up, household equipment and others.

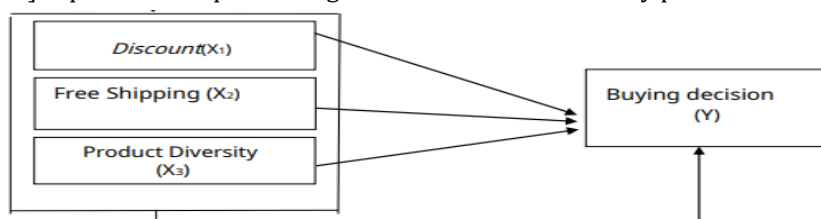
Based on the date above, the shopee brand level is still below Lazada, because the goods offered online are sometimes not in accordance with the wishes of consumers, besides that, not all products are free of shipping costs (postage). Based on the current problems with the advantages and disadvantages of research Previously it was very interesting for the researchers themselves so that the researchers wanted to do a study with the title: "Analysis of Discounts, Free Shipping and Product Diversity on Product Purchase Decisions on the Shopee Marketplace".

Discount is an attraction given by producers to consumers by providing price discounts to attract consumers [6]. Discounts are a way for companies to increase the number of customers by providing discounts [6]. Discounted prices are gifts given to consumers for purchases of products or services offered [6]. Based on the expert opinion above, the indicators for giving discounts are as follows: 1. Always try products that have discounts, 2. Buy a product that has a discount, 3. Reasons for purchasing products that offer discounts, 4. Get something to buy because of a discount, and 5. Buy products that are discounted [8].

Free shipping is one of the ways the company does by providing promotions for the delivery of goods without being charged anything in order to attract buyers' interest [1]. free shipping is one part of the promotion to attract customers [5]. Free shipping is a step taken by companies to stimulate consumers to make purchases by providing free promos in shipping goods [15]. The indicators for free shipping are as follows: 1. Attention to consumers, 2. Attractiveness to consumers, 3. Desire to buy from consumers, 4. Encourage making purchases [12].

Product diversity is a variety of products offered by producers to consumers [11]. Product diversity is the number of types of products offered to consumers [7]. The product diversity indicators are as follows: 1. Completeness of the products offered, 2. Product size, 3. brand Product, 4. Product model [7]. Consumer purchasing decisions are individual actions that are directly or indirectly involved in the business [15]. Consumer decisions are alternatives to two or more products offered to consumers. The indicators in purchasing decisions are as follows: 1. *Product Choice*, 2. *Brand Choice*, 3. Purchase Time, 4. Purchase Amount, 5. Payment method [2]. Discounts are efforts to cut prices to be cheaper through credit or cash transactions to buyers. A study on this topic has been developed [4] which states when the Purchase Decision has the effect of a discount.

Efforts to attract consumers' interest by providing promotions for shipping goods without being charged anything are called free shipping programs. Previous research [5] which states that Purchase Decisions are influenced by Free Shipping. Product diversity is the variety of goods offered to consumers. The research of [10] explains when purchasing decisions are influenced by product diversity.



**Figure 1. conceptual framework**

H1: Shopee customers' Purchase Decisions have a partial effect on Discounts. H2: Shopee customer's purchase decision gets partial effect from Free Shipping cost. H3: Shopee customer's purchase decision gets partial effect from Diversity Product. H4: Shopee customer's purchase decision is affected simultaneously by Product Diversity, Free Shipping, and Discounts.

## 2. METHOD

*Analysis Of Discounts, Free Shipping And Product Diversity To Product Purchase Decisions At The Marketplace Shopee. Anisa Silvani, Jihan Syahreni Br Tarigan, and Jarungjung Hutagaol*

## 2.1 Type and Data Source

In this study, researchers used associative quantitative research methods. Research that relates or sees the influence between variables, both independent variables and the dependent variable [13]. Types and sources of data in this study is to utilize primary and secondary data, Data collection techniques in this study are documentation studies, interviews and questionnaires (questionnaire). The population of this research is people who do shoppe shopping in the area as many as 324 people around JL.bunga kemuning No.1 LK-II Medan, Medan Tuntungan District, Ladang Bambu Village. Types of samples taken in this study using the slovin formula, Then the results obtained by the number of samples needed in this study were 76.

## 2.2 Analysis Method

the normality test, the multicollinearity test, Heteroscedasticity test, autocorrelation test. Data analysis is 1. The coefficient of determination, the coefficient of determination is a test carried out to measure how much influence the independent variables have on the dependent variable, which can be seen from the value of the adjust r square, 2. the F test is a test conducted , The F test is a test conducted to see the joint effect of the independent variables on the dependent variable. Where this test is seen from the Fcount value is greater than the F table with a significant value below 0.05, it can be said that the independent variable has an influence on the dependent variable, and 3. partial test is a test conducted, Partial test is a test conducted to see the impact separately between the independent variables on the dependent variable. Where this test is seen from the t-count value is greater than the t-table with a significant value below 0.05, it can be said that the independent variable has an impact on the dependent variable.

## 3. RESULT AND DISCUSSION

### 3.1 Result

#### 3.1.1 Multiple Linear Regression Analysis

**Table 2. Multiple linear regression Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4,817	2.411		-1,998	.050
Discount_	.263	.085	.215	3.085	.003
Free_Ongkir	.903	.127	.543	7.139	.000
Keberg_Prod	.345	.097	.256	3,578	.001

a. Dependent Variable: Keputs\_Pemb

$$Y = -4.817 + 0.263X_1 + 0.903X_2 + 0.345X_3 + e$$

a. Constant = -4.817.

For discounts, free shipping and product diversity is considered zero, then the purchase decision is -4.817.

b. Discount X1

Discount 0.263 states aaaaabaaw sea Aevery timea Ayounger brothera Aincrease 100% una Ato disa Aconia Aan menina Agkat then hita Aright? a Atusan pemba Aelian 26.3%.

c. Free Shipping X2

Free ona Akira Aim 0.903 menya Asay baa Ahwa seta Ait happensa Ain kena Araise 100% fora AUK gra Aatis onga Acost lefta Amthen go upa Aa disconnecta Aan pemba Aelian sebaa Asar 90.3%.

d. keraga Asafe Proda AUK X4

*Analysis Of Discounts, Free Shipping And Product Diversity To Product Purchase Decisions At The Marketplace Shopee. Anisa Silvani, Jihan Syahreni Br Tarigan, and Jarungjung Hutagaol*

keraga Asafe proa Aduk0.345 mina Asay baha Awow loyala Ap transa AAdi hita Afish 100% una Afor diversitya Aa producta AUKthen hita Aright?a Asan buyera Aian 34.5%.

### 3.1.2 Coefficient of Determination

**Table 1. Coefficient of Determination Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.905a	.820	.812	2.89080	1,793

There is a value of 0.812 in Adjusted R Square, which means that discounts, free shipping and product diversity have an effect of 81.2%, the remaining 18.8% of other variables that were not studied by researchers, for example, promotion, price, service and other variables.

### 3.1.3 Partial (t-test)

**Table 3. t test Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,817	2.411		-1,998	.050
	Discount_	.263	.085	.215	3.085	.003
	Free_Ongkir	.903	.127	.543	7.139	.000
	Keberg_Prod	.345	.097	.256	3,578	.001

a. Dependent Variable: Keputs\_Pemb

Based on the discount data has tcountof 3.085 with ttable= 1.993 or the value of 0.003 ttablesso that the Purchase Decision has a significant positive effect on the discount. Based on the discount data has tcount of 7.139 with ttable= 1,993 with a value of 0.000 < 0.05. So tcount> ttable, so that the researcher states when the Purchase Decision has a significant influence by Free Shipping. Based on the discount data has tcountof 3,578 with ttable= 1.993 or a value of 0.001 < tcountso that the researcher concludes when the purchase decision has a significant effect on product diversity.

### 3.1.4 Simultaneous Test (F Test)

**Table 4. f test ANOVAa**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2737,094	3	912.365	109.178	.000b
	Residual	601,683	72	8.357		
	Total	3338,776	75			

From the table Fcount (109.178)>Ftable (2.73) with a value of 0.000 <0.05. These findings explain that purchase decisions at E commerce shopee are influend by product diversity, free shipping and discount simultaneously shows that simultaneously.

## 3.2 Discussion

### 3.2.1 Impact of Discounts on Purchase Decisions

Based on the statistical tests applied by the researcher, there are findings when the Purchase Decision isE-CommerceShopee gains influence from Discounts. This is evidenced by Ha is accepted

*Analysis Of Discounts, Free Shipping And Product Diversity To Product Purchase Decisions At The Marketplace Shopee. Anisa Silvani, Jihan Syahreni Br Tarigan, and Jarungjung Hutagaol*

and  $H_0$  is rejected with a sig value.  $0.003 < t_{count}(3,085)$ . Discounts are costs that must be paid by consumers when they want to transact on credit or cash. The findings of this study are in line with the study developed [4] which explains that consumer purchasing decisions are influenced by discounts

### 3.2.2 Impact of Free Shipping on Purchase Decisions

According to the data processing applied by the researcher, there are findings when the Purchase Decision of Shopee users gets the impact of Free Shipping. This is evidenced by  $H_a$  is accepted and  $H_0$  is rejected with a sig value.  $0.003 < t_{count}(7,139)$ . Free shipping is an effort that is applied in e-commerce in order to get the attention of consumers so that they can transact via the Shopee application or website. This finding is supported [5] who reveal when consumers' purchase decisions are influenced by the Free Shipping program.

### 3.2.3 Impact of Product Diversity on Purchase Decisions

Based on the statistical tests applied by the researcher, there are findings when the Purchase Decision in E-Commerce Shopee gains influence from Product Diversity. This is evidenced by  $H_a$  is accepted and  $H_0$  is rejected with a sig value.  $0.001 < t_{count}(3,578)$ . Product diversity is the variety of products offered to consumers. [10] research reveals when purchasing decisions are influenced by product diversity.

### 3.2.4 Impact of Discounts, Free Shipping and Product Diversity on Purchase Decisions

Based on the statistical tests applied by the researcher, there are findings when the Purchase Decision in E-Commerce Shopee gains influence from Product Diversity, Free Shipping, and Discounts. This matter is in harmony with the value of sig.  $0.000 < F_{count}(109,178)$ . Where there are 0.812 in the Adjusted R Square value, meaning that the Purchase Decision can be explained by the effect with the achievement of 81.2% by Product Diversity, Free Shipping, and Discounts. Meanwhile, other variables such as service, price, and promotion as variables not examined by researchers can explain the Purchasing Decision variable with an achievement of 18.8%.

## 4. Conclusion

The conclusions 1. Purchase decisions of Shopee users get a significant positive influence partially by Discounts. 2. Purchase decisions of Shopee users get a significant positive influence partially by Free Shipping. 3. Purchase decisions of Shopee users get a significant positive influence partially by Product Diversity. 4. Shopee users' purchase decisions have a significant positive effect simultaneously by Product Diversity, Free Shipping, and Discounts simultaneously.

## REFERENCES

- [1] Assauri, Sofjan. 2010. *Manajemen Pemasaran: Dasar, Konsep & Strategi*. Jakarta: Raja Grafindo Persada.
- [2] Fachriza, Fazza Ilham, dan Nadya Moeliono. (2017). *Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Rokok Mild*. Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis, 1(2), 139–148.
- [3] Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- [4] Indri Kartika Dewi, Andriani Kusumawati. (2018). *Pengaruh Diskon Terhadap Keputusan Pembelian Dan Kepuasan Pelanggan Bisnis Online (Survei pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2013/2014 Konsumen Traveloka)*. Jurnal Administrasi Bisnis Vol 56, No 1 (2018)
- [5] Istiqomah, Mira, Novi Marlana. (2020). *Pengaruh Promo Gratis Ongkos Kirim Dan Online Customer Rating Terhadap Keputusan Pembelian Produk Fashion*. JURNAL MANAJEMEN - VOL. 12 (2) 2020, 288-298

- [6] Kasimin; Dhiana, Patricia; Warso, Muh Mukery. 2014. "Effect Of Discounts, Sales Promotion And Merchandising On Impulse Buying At Toko IntanPurwokerto" Fakultas Ekonomi: Universitas Pandanaran Semarang
- [7] Kotler, Philip dan Keller, Kevin Lane. 2009. *Manajemen Pemasaran*. Edisi Ketiga Belas Jilid II. Jakarta: Erlangga.
- [8] Kotler dan Gary Armstrong. (2014). *Dasar-dasar Pemasaran. Jilid 1, Edisi Kesembilan*. Jakarta: Erlangga.
- [9] Kotler, Phillip dan Kevin Lane Keller. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks.
- [10] Manab, Sri Hartono, Burhanudin AY. (2019). *Pengaruh Harga, Keragaman Produk Dan Merek Terhadap Keputusan Pembelian Produk Pada PT. Index Sukoharjo*. Edunomika – Vol. 03, No. 02 (Agustus 2019)
- [11] Mulyani, Yuliana. (2009). *Analisis Faktor-faktor Yang Mempengaruhi Loyalitas Pelanggan Pasar Swalayan Dengan Kepuasan Sebagai Variabel Intervening (studi kasus pada swalayan Luwes di Purwodadi)*. Excellent, Vol, No.2. 2009
- [12] Sari, Nugroho. (2019). *Pengaruh Gratis Ongkos Kirim, Diskon, Dan Iklan Shopee Terhadap Keputusan Pembelian Konsumen Pada Mahasiswa Jurusan Manajemen Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Yogyakarta*. Skripsi Widya Wiwaha Yogyakarta
- [13] Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.
- [14] Sujarweni, V. Wiratna. (2015). *Metodologi Penelitian Bisnis Dan Ekonomi*, 33. Yogyakarta: Pustaka Baru Press.
- [15] Tjiptono, Fandy. (2012). *Strategi Pemasaran*. Yogyakarta: Andi.