

# The Influence of Free Shipping Tagline on Online Purchase Decision: A Case Study of Students in the Sharia Business Management Program at Muhammadiyah University of North Sumatra

Muhammad Najih<sup>1</sup> Sarwo Edi<sup>2</sup>

Universitas Muhammadiyah Sumatera Utara, Jl. Kapten Mochtar Basri No.3, Glugur Darat II, Kec. Medan Tim., Kota Medan, Sumatera Utara 20238, Medan, Indonesia

---

## Article Info

### Keywords:

Free Shipping Tagline;  
Online Purchase Decisions;  
Sharia Business Management;  
Muhammadiyah University;  
Quantitative Research

## ABSTRACT

This study investigates the impact of the "Free Shipping" tagline on online purchasing decisions, focusing on students enrolled in the Sharia Business Management program at Muhammadiyah University, North Sumatra. The purpose of this study is to provide empirical evidence on the effect of the "Free Shipping" tagline on online purchasing decisions, specifically in the context of students studying in the Sharia Business Management program. Using quantitative methods, data was collected through a Likert scale questionnaire distributed to 82 participants selected by purposive sampling. Simple regression analysis using SPSS version 26 was used to analyze the data. The results showed a significant correlation between the presence of the "Free Shipping" tagline and online purchase decisions among university students, which explains consumer behavior in e-commerce. The findings offer valuable insights for businesses looking to improve their online sales strategies, emphasizing the importance of including promotional incentives such as free shipping to attract and retain customers.

---

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license



### Corresponding Author:

Muhammad Najih  
Universitas Muhammadiyah Sumatera Utara,  
Jl. Kapten Mochtar Basri No.3, Glugur Darat II, Kec. Medan Tim., Kota Medan, Sumatera Utara 20238, Medan, Indonesia  
[muhammadnajih0408@gmail.com](mailto:muhammadnajih0408@gmail.com)

---

## INTRODUCTION

Today, many people, particularly in Indonesian society, heavily rely on the internet. With technological advancements and an increasing number of internet users, the internet is now regarded as the most effective marketing medium. Many businesses utilize this platform to market their goods, especially during the COVID-19 pandemic, prompting them to shift from traditional to online trading. The approximately three-year-long COVID-19 pandemic has compelled businesses to rethink their product distribution strategies, with online marketing emerging as one of the most effective strategies during this period (Winarni et al., 2022).

Students' purchasing decisions have been influenced by the internet due to recent events that necessitated online shopping (Azizi & Yateno, 2021). Online shopping has transformed the lifestyle of students, particularly those at the Muhammadiyah University of

the Influence of Free Shipping Tagline on Online Purchase Decision: A Case Study of Students in the Sharia Business Management Program at Muhammadiyah University of North Sumatra –

Muhammad Najih & Sarwo Edi

North Sumatra, becoming their preference over offline shopping. This shift is also driven by the COVID-19 pandemic, which has confined people to their homes, leading them to conduct their activities indoors. Consequently, the pandemic has become the primary driver for people to shop, with a preference for online over offline shopping (Rafiah, 2019).

Online purchasing has become an increasingly popular trend in recent years, facilitated by factors such as the ease and convenience of online shopping, as well as the abundance of product choices and competitive prices. Taglines are one of the factors that can influence online purchase decisions. Taglines, short phrases conveying the main message of a product or service, play a crucial role in attracting consumer attention and prompting them to learn more about the product or service. One commonly used tagline in online marketing is "free shipping," offering tangible benefits to consumers by eliminating shipping costs. This can be a determining factor for consumers in deciding whether to purchase a product or service (Mirella et al., 2022).

The influence of the "free shipping" tagline on online purchase decisions is widely employed by e-commerce platforms to stimulate consumer interest in buying their products. Research conducted by (Azlin et al., 2022) on "The Influence of Shopee's Free Shipping Tagline on the Purchase Decisions of Economics Education Students at Tanjungpura University" demonstrates a strong and significant impact on consumer decisions to purchase online with the free shipping tagline. However, research by (Dukalang et al., 2022) on "The Influence of Flash Sale Promotion Models and Free Shipping Taglines on Buyer Decisions on Tokopedia" shows a weak or insignificant influence on purchase decisions with the free shipping tagline.

The "Free Shipping" tagline has become a potent mantra in the realm of e-commerce, capable of capturing attention and significantly influencing purchase decisions (Istiqomah & Marlana, 2020). This phenomenon transcends mere promotional offers; it represents a profound strategy in shaping consumer behavior in online shopping. In an era where convenience and ease of online shopping take precedence, the "Free Shipping" tagline emerges as a crucial factor shaping consumer preferences. In this paper, we delve into the significant impact of this tagline on consumer psychology and how it leads to more thoughtful purchase decisions influenced by factors beyond just product pricing.

The main objective of this study is to examine the influence of the "Free Shipping" tagline on online purchase decisions among students enrolled in the Sharia Business Management program at Muhammadiyah University of North Sumatra. Specifically, the research aims to investigate how the presence of the "Free Shipping" tagline affects the online shopping behavior of students in this program. By conducting a case study within this specific demographic, the research seeks to provide insights into the effectiveness of free shipping promotions in influencing purchase decisions within the context of university students studying in the Sharia Business Management program. Additionally, the study aims to explore the underlying factors and mechanisms that contribute to the impact of free shipping offers on online purchasing behavior among this particular group of students.

Given the various explanations provided above, researchers are motivated to conduct a study titled "The Influence of Free Shipping Tagline on Online Purchase Decisions of Students in the Sharia Business Management Program at Muhammadiyah University of North Sumatra."

## METHOD

This research employs a quantitative exploratory methodology utilizing a mixed-method approach based on data collected from primary and secondary sources. The majority of the data were gathered through surveys conducted via distributed questionnaires, which were subsequently evaluated using the Likert scale. The participants in this study are students of the Sharia Business Management program at the University of North Sumatra. All participants are active students of the Sharia Business Management program at Muhammadiyah University of North Sumatra, totaling 455 students.

A tagline, also known as a "jingle" or "slogan," is a sequence of expressive words or short phrases used to communicate and dramatize the functional and emotional benefits offered by a brand to customers and potential customers in an effort to influence their feelings toward the brand (Dhaneswara, 2019). Taglines reflect the expected feelings of customers about the brand as they consider making a purchase from that brand.

The "Free Shipping" tagline is a marketing strategy used to capture consumer attention by offering free delivery of goods without additional charges (Ariska et al., 2022). The theoretical foundation behind this tagline indicator encompasses several marketing and consumer psychology concepts:

- 1) Value Proposition: The "Free Shipping" tagline aims to offer added value to consumers. It creates the impression that consumers will receive additional benefits at no extra cost, enhancing the appeal of the product or service.
- 2) The Psychology of Free: Offers of goods or services that are "free" have a powerful psychological appeal. Consumers are more inclined and motivated to take advantage of offers that give the impression they are getting something for free, even though shipping costs may have been accommodated in the product price.
- 3) Setting Apart from Competitors: In a competitive business environment, offering free shipping can be a competitive advantage that sets a business apart from its competitors. It can attract consumers to choose products or services from a company that offers free shipping facilities compared to those that do not.
- 4) Simplifying Offers: The "Free Shipping" tagline simplifies the message to consumers. This can make the offer easier to understand and more appealing to consumers who do not want to deal with additional costs or complex shipping processes.
- 5) Psychological Effects on Purchase Decisions: The use of this tagline can influence purchase decisions. Consumers who were initially hesitant may be more inclined to choose products or services that offer free shipping because they feel they are getting added value from their purchase.

the Influence of Free Shipping Tagline on Online Purchase Decision: A Case Study of Students in the Sharia Business Management Program at Muhammadiyah University of North Sumatra –

Muhammad Najih & Sarwo Edi

- 6) Online Marketing Strategy: In the world of e-commerce and online business, the "Free Shipping" tagline has become one of the effective marketing strategies to attract consumer attention, especially due to the plethora of paid shipping options on online platforms.

Purchasing decisions represent the mental process consumers undergo before acquiring a product or service. This process involves various factors, starting from awareness of needs or desires, information gathering, alternative evaluation, to the final purchasing decision and post-purchase evaluation. Consumers contemplate their issues, seek information about specific products or brands, and assess how well each alternative can address their concerns before making a purchasing decision (Melfaliza & Nizam, 2022).

The data collection technique employed by researchers in this study to obtain samples is through purposive sampling method. Purposive sampling is a non-random sampling technique where specific identities are identified to address the research problem at hand (Lenaini, 2021). Researchers select samples using statistical calculations, primarily utilizing the Slovin formula. As stated below, a precision margin of 10% is required for sample testing (Andini et al., 2023):

$$n = N / (1 + (N \times e^2))$$

Explanation:

n = sample size

N = population size

e = percentage of tolerance for sampling error precision slackness still tolerated.

Based on the calculation using the Slovin formula, the sample size for this study is as follows:

$$n = 455 / (1 + (455 \times 10^2))$$

$$n = 455 / (1 + (455 \times 0,01))$$

$$n = 455 / 5.55$$

$$n = 81,98 \text{ rounded to } 82$$

As a result of employing the aforementioned Slovin algorithm, the sample involves 82 individuals. The researcher utilized SPSS 26 and simple linear regression technique to analyze the data.

Variable	Indicator
Free Shipping Tagline Source: (Wahyuningtyas, 2022)	Message and conveyed value
	Influence of trust
	Quick purchase decisions
	Familiarity
Online Purchase Decision Source: (Romla & Ratnawati, 2018)	Ease of online transactions
	Product purchasing habits
	Confidence in making purchases
	Quality of information

## RESULTS AND DISCUSSION

### 1. Classical Assumption Test

Before conducting further analysis on the collected data, prerequisite tests are performed in this classical assumption test. Multicollinearity, heteroscedasticity, and normality tests are necessary to determine whether the model has met the assumptions of BLUE (Best Linear Unbiased Estimator) or not.

#### a. Normality Test

To evaluate normality at a significant level, the Kolmogorov-Smirnov statistical test is utilized. Data with a normal distribution exhibit sufficiently large values above 5% and 0.05, whereas data with a non-normal distribution show significant value below 5% and 0.05. Table 1 below presents the results of the normality test.

**Table 1. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		82
Normal Parameters <sup>ab</sup>	Mean	.0000000
	Std. Deviation	2.86976686
Most Extreme Differences	Absolute	.107
	Positive	.047
	Negative	-.107
Test Statistic		.107
Asymp. Sig. (2-tailed)		.022 <sup>c</sup>
Exact Sig. (2-tailed)		.288
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Table 1 above presents evidence of a well-distributed dataset. The Kolmogorov-Smirnov Exact Sign value indicated is 0.288, which is greater than 0.05, indicating that the significance threshold is greater than  $\alpha=5\%$ , considered as 0.05. Each variable used in the analysis is assumed to have a normal data distribution. The researcher here employs the Exact P Values approach to test normality, as it is more suitable for the researcher's data than the Asymptotic P Values approach and aligns with the references/guidelines the researcher follows for using this approach (Mehta & Patel, 2011).

#### b. Multicollinearity Test

**Table 2. Results of Multicollinearity Test**

Coefficients <sup>a</sup>
the Influence of Free Shipping Tagline on Online Purchase Decision: A Case Study of Students in the Sharia Business Management Program at Muhammadiyah University of North Sumatra – Muhammad Najih & Sarwo Edi

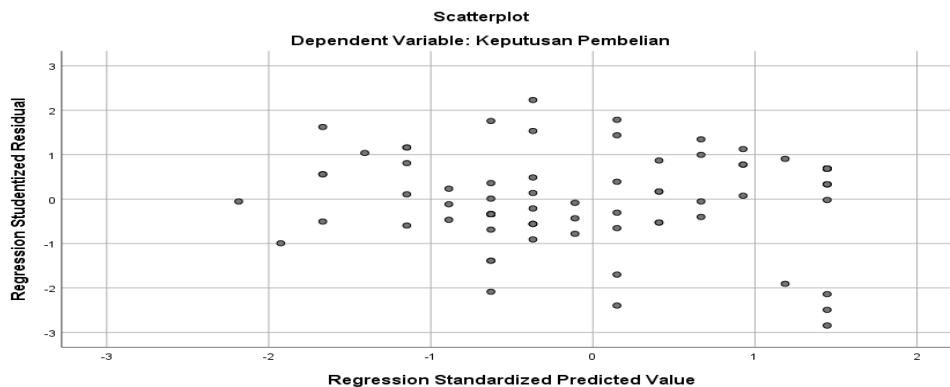
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	12.608	2.883		4.374	.000		
Tagline	.636	.083	.650	7.645	.000	1.000	1.000

a. Dependent Variable: Purchase Decision

The calculation for the Tagline independent variable shows a value of 0.1000 in the tolerance value, which means  $> 0.10$  and a VIF value of 1.000 which means  $< 10.0$ . Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

### c. Uji Heteroskedastisitas

**Table 3. Heteroskedasticity Test Results**



Based on the table above, the heteroskedasticity test is fulfilled. There are no clear patterns, and the scatter points are distributed above and below the 0 line on the y-axis. Therefore, no heteroskedasticity occurs in the above variables.

## 2. Simple Linear Regression Analysis Test

This study will test hypotheses regarding the correlation of one variable using simple linear regression analysis, utilizing a statistical analysis program known as SPSS.

**Table 4. Results of Simple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.608	2.883		4.374	.000
Tagline	.636	.083	.650	7.645	.000

a. Dependent Variable: Online Purchase Decision

Based on the conducted simple linear regression analysis, the interpretation is as follows:

$$Y = 12,608 + 0,636X$$

Where X = Free Shipping Tagline

Y = Online Purchase Decision

The equation can be interpreted as follows:

- The constant value of 12.608 signifies that the consistent value of the participant variable is 12.608.
- The regression coefficient of X, 0.636, indicates that for every 1% increase in the Trust value, the Purchase Decision value increases by 0.636 or 63.6%. The positive regression coefficient implies that the direction of the influence of variable X on Y is positive.

### 3. Coefficient of Determination ( $R^2$ ) Test

This examination aims to understand the relative value of one independent variable with the choice variable of decision: Free Shipping Tagline (X).

**Table 5. Coefficient of Determination (R-Square Test)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 <sup>a</sup>	.422	.415	2.888

a. Predictors: (Constant), Tagline

Based on the calculations presented in Table 5 above, the coefficient of determination value is known to be 0.422 or 42.2%. This means that the free shipping tagline variable contributes 42.2% to the online purchase decision variable. Meanwhile, the remaining 57.8% is attributed to other factors not examined and tested by the researcher.

### 4. Partial Test (t Test)

To determine whether the independent variable (X) influences the dependent variable (Y), a t-test is conducted. To compare and observe significant effects, a significance level of 5% (0.05) is used, comparing the calculated t-value with the t-table value. The criteria for finding the t-table value are obtained as follows:

$$\begin{aligned} n &= N - 2 \\ n &= 82 - 2 \\ &= 80 \end{aligned}$$

Based on the distribution of t-table values (attached in the t-table), the t-table value is 1.664 with the following criteria:

- 1)  $H_0$  accepted and  $H_a$  rejected, if the calculated t-value < t-table value, then the conclusion indicates that the free shipping tagline has no positive and significant effect on online purchase decisions.

- 2)  $H_0$  rejected and  $H_a$  accepted, if the calculated t-value  $>$  t-table value, then the conclusion indicates that the free shipping tagline has a positive and significant effect on online purchase decisions.

**Table 6. Results of t Test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.608	2.883		4.374	.000
Tagline	.636	.083	.650	7.645	.000

a. Dependent Variable: Online Purchase Decision

Based on the calculations above, it is evident that the calculated t-value of 7.645  $>$  t-table value of 1.664. According to the previously explained criteria, if the calculated t-value is greater than the t-table value, then  $H_0$  is rejected and  $H_a$  is accepted, indicating a positive and significant influence of the free shipping tagline on online purchase decisions.

## CONCLUSION

The findings of this study suggest that the presence of the "Free Shipping" tagline has a significant influence on the online purchase decisions of students enrolled in the Sharia Business Management program at Muhammadiyah University of North Sumatra. Through quantitative analysis, it was determined that the promotional offer of free shipping positively correlates with increased online purchase behavior among this demographic. These results underscore the importance of promotional incentives, such as free shipping, in attracting and retaining customers in the e-commerce sector, particularly within the student population. Additionally, the study contributes to a deeper understanding of consumer behavior in online shopping contexts and provides valuable insights for businesses seeking to optimize their online sales strategies. Based on the findings, we can make numerous recommendations going ahead. Businesses in the e-commerce industry should prioritize adding free shipping offers into their marketing plans. This is because free delivery has a substantial impact on online purchase decisions and may be used as a promotional incentive. Furthermore, firms can carry out focused promotional campaigns specifically targeting student demography. They should utilize platforms and channels that are commonly used by this audience to increase the visibility and efficacy of free shipping offers. Additionally, continuous research and monitoring of customer preferences and behaviors in online purchasing environments are crucial for adjusting and improving promotional methods to align with changing consumer expectations and market dynamics. Furthermore, future research might investigate the subtle impacts of free shipping promotions on various demographic segments and geographical areas to get deeper understanding of their efficacy and potential divergences in consumer reactions.

## REFERENCE

Ariska, Y. I., Yustanti, N. V., & Ervina, R. (2022). Dampak Tagline "Gratis Ongkos Kirim" dan Program Flash Sale pada Marketplace Shopee untuk Mendorong Impulsive Buying secara Online. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(S1). <https://doi.org/10.37676/ekombis.v10iS1.2005>

the Influence of Free Shipping Tagline on Online Purchase Decision: A Case Study of Students in the Sharia Business Management Program at Muhammadiyah University of North Sumatra – Muhammad Najih & Sarwo Edi



- Azizi, F., & Yateno, Y. (2021). Pengaruh Kualitas Produk, Diskon dan Tagline “Gratis Ongkir” terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pada Mahasiswa FEB, Universitas Muhammadiyah Metro). *Diversifikasi: Jurnal Manajemen*, 1(2), 260–277. <https://doi.org/10.24127/diversifikasi.v1i2.595>
- Azlin, N., Syahrudin, H., & Kuswanti, H. (2022). Pengaruh Tagline “Gratis Ongkir” Shopee Terhadap Keputusan Pembelian Mahasiswa Pendidikan Ekonomi FKIP Universitas Tanjungpura. *Jurnal Pendidikan Dan Pembelajaran Khatulistiwa (JPPK)*, 11(3). <https://doi.org/10.26418/jppk.v11i3.53285>
- Dhaneswara, V. A. (2019). *Pengaruh Tagline “Gratis Ongkir” Shopee Terhadap Keputusan Berbelanja Online Pada Masyarakat (Studi Pada Masyarakat Kota Bandar Lampung [Skripsi]*. Universitas Lampung.
- Dukalang, R., Taan, H., & Ismail, Y. L. (2022). Pengaruh Model Promosi Flash Sale dan Tagline Gratis Ongkir terhadap Keputusan Pembeli di Tokopedia. *Seiko: Journal of Management & Business*, 5(1), 60–76.
- Istiqomah, M., & Marlina, N. (2020). Pengaruh Promo Gratis Ongkos Kirim dan Online Customer Rating Terhadap Keputusan Pembelian Produk Fashion. *Jurnal Manajemen*, 12(2), 288–298.
- Lenaini, I. (2021). Teknik Pengambilan Sampel Purposive dan Snowball Sampling. *Historis: Jurnal Kajian, Penelitian Dan Pengembangan Pendidikan Sejarah*, 6(1), 33–39.
- Mehta, C. R., & Patel, N. R. (2011). *Useful When Sample Size Is Small*. IBM SPSS Exact Tests.
- Melfaliza, D., & Nizam, A. (2022). Pengaruh Promo Gratis Ongkir, Customer Review dan Diskon Terhadap Keputusan Pembelian Melalui Aplikasi Shopee. *Jurnal Ilmiah Mahasiswa Ekonomi Islam*, 4(2).
- Nadya Rizki Mirella, N., Nurlela, R., Erviana, H., & Herman Farrel, M. (2022). Faktor Yang Mempengaruhi: Kepuasan Pelanggan dan Minat Pembelian: Kualitas Produk, dan Persepsi Harga (Literatur Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 350–363. <https://doi.org/10.38035/jmpis.v3i1.880>
- Rafiah, K. K. (2019). Analisis Pengaruh Kepuasan Pelanggan dan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan dalam Berbelanja melalui E-commerce di Indonesia. *Al Tijarah*, 5(1), 46. <https://doi.org/10.21111/tijarah.v5i1.3621>
- Romla, S., & Ratnawati, A. (2018). Keputusan Pembelian E-Commerce Melalui Kemudahan Penggunaan, Kualitas Informasi Dan Kualitas Interaksi Layanan Web. *Jurnal Ekonomi Dan Bisnis*, 19(1), 59–70.
- Wahyuningtyas, N. T. (2022). *Pengaruh Flash Sale Dan Tagline “Gratis Ongkir” Terhadap Keputusan Pembelian Dengan Kemudahan Transaksi Pembayaran Sebagai Variabel Moderasi Pada E-Commerce Tokopedia (Studi Pada Generasi - Z Di Sidoarjo)* [Skripsi]. Universitas Islam Negeri Sunan Ampel.
- Widodo, R. (2022). *Pengaruh Gratis Ongkir Kirim, Flash Sale dan Cash on Delivery, Terhadap Keputusan Pembelian di Toko Online Shope Pada Masyarakat Kelurahan Simpang Baru Kecamatan Binawidya Kota Pekanbaru* [Skripsi]. Universitas Islam Negeri Sultan Syarif Kasim.
- Winarni, V. S., Pratiwi, N. M. I., & Andayani, S. (2022). Pengaruh Iklan Online Dan Tagline Gratis Ongkos Kirim Terhadap Keputusan Pembelian E-Commerce Shopee Pada Generasi Z Di Surabaya Utara. *Transformasi Digital Dalam Upaya Peningkatan Perekonomian Pasca Pandemi*.