


## Analysis Of Digital Marketing, Free Shipping, And Consumer Reviews On Purchase Decisions On Shopee (Case Study On Students Of Dian Nusantara University, Jakarta)

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Article Info	ABSTRACT
<b>Keywords:</b> Digital Marketing, Free Shipping, Consumer Reviews, Purchase Decisions on Shopee	This research aims to determine the positive influence of Digital Marketing, Free Shipping, and Consumer Reviews on purchasing decisions at Shopee: Case Study of Dian Nusantara University Students, Jakarta. Data collection in this research was carried out using a survey method by distributing 100 questionnaires using the sampling technique used in this research using accidental sampling technique. The accidental sampling technique is the withdrawal of a sample size if the exact population size is not known. This research uses multiple regression analysis with the SPSS version 26 program as a tool for processing and analyzing research results. Hypothesis test results show that Digital Marketing Variables have a significant effect on Purchasing Decisions at Shopee. The Free Shipping variable has no significant effect on purchasing decisions at Shopee. The Consumer Review variable has a significant influence on purchasing decisions at Shopee. And the digital marketing variables, free shipping and consumer reviews together (simultaneously) have a significant effect on purchasing decisions on Shopee.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Achmad Tarmizi Tanjung Duren Barat II Street No. 1, Tanjung Duren, Grogol, Petamburan, West Jakarta 11470, Jakarta, Jakarta. Indonesia. <a href="mailto:achmad.tarmizi@undira.ac.id">achmad.tarmizi@undira.ac.id</a>

### INTRODUCTION

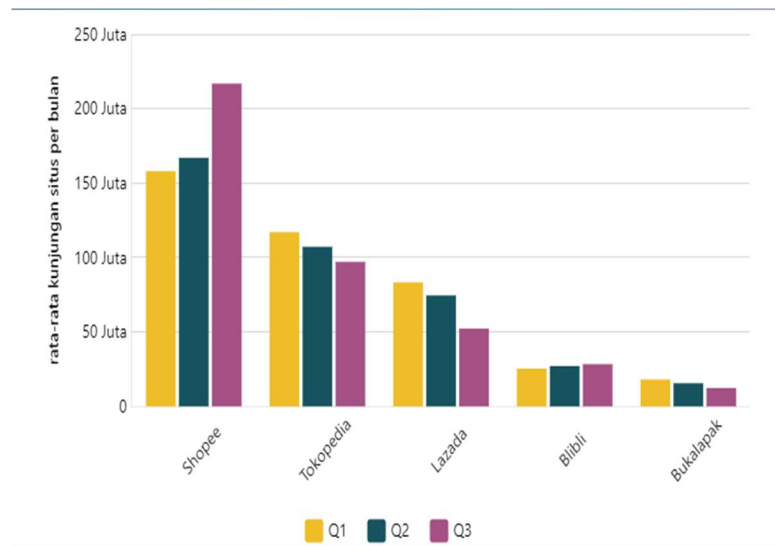
The rapid advancement of information and communication technology has transformed the way consumers shop, especially in the digital era today. E-commerce platforms, such as Shopee, have become one of the main choices for consumers to search for and purchase products. The progress of technology and access to information have heightened competition in the market (Auli, 2021). Online shopping activities are closely linked to the development of information technology, which has also given birth to new media (Lestari, 2022). The increase in internet users has impacted various activities, including trade, where the rise in online shopping is inseparable from technological advancements that have brought about the existence of other new media (Sazali, 2021).

According to Akbar & Alam (2020), e-commerce refers to the buying, selling, and marketing of goods and services through electronic systems such as television, radio, and the

internet. Riswandi (2019) further defines e-commerce as a dynamic set of economic applications and business processes that connect companies, consumers, and specific communities through electronic transactions, involving goods, services, or information.

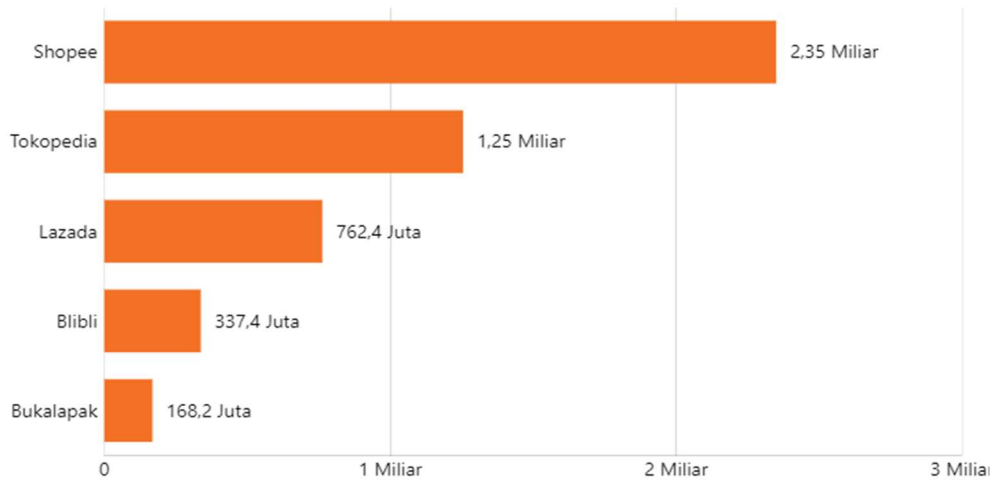
In Indonesia, C2C-based online marketplaces are abundant, with Shopee being one of the most prominent. Trisantosa (2022) explains that C2C refers to consumer-to-consumer behavior involving the transaction of goods or services. Consumer-to-consumer (C2C) transactions occur between consumers, where a business provides an environment or creates a space for consumers to trade their products or services with each other (Harmayani, 2020).

Shopee, an e-commerce company under SEA Group, a Southeast Asian internet company, was first introduced in Singapore in 2015, later expanding to countries like Malaysia, the Philippines, Taiwan, Thailand, Vietnam, and Indonesia. Similar to other C2C-based online shopping platforms, Shopee offers a space for consumers to sell products to other consumers, allowing anyone to open an online store and serve potential buyers throughout Indonesia (Mudambi and Schuff, 2020).



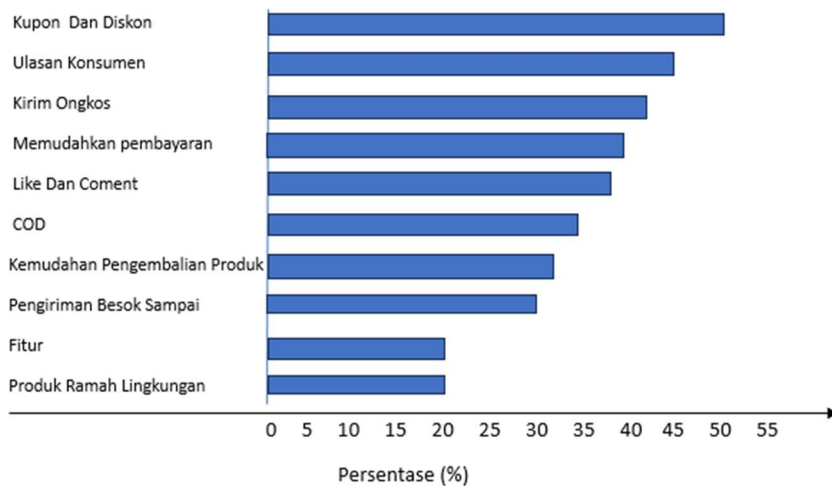
**Figure 1.** Number of Visits to the 5 Largest E-Commerce Sites in Indonesia

According to the data from Katadata.co.id in Q3 2023, the five largest e-commerce sites in Indonesia by visitor count were Shopee, Tokopedia, Lazada, Bilibli, and Bukalapak. Among these, only Shopee and Bilibli saw an increase in visits, while the others experienced a decline. Shopee achieved an average of 216 million visits per month throughout Q3 2023, a 30% increase from Q2 2023. During the same period, Bilibli saw a 5% increase in visits, while Tokopedia dropped 9%, Lazada fell 30%, and Bukalapak declined by 21%.



**Figure 2.** E-Commerce Site with the Most Visits in Indonesia 2023

As shown in cumulative data for 2023 (Katadata.co.id), Shopee garnered around 2.35 billion visits, far surpassing its competitors. This remarkable achievement positioned Shopee as the most popular e-commerce platform in Indonesia, with total visits exceeding those of Tokopedia, Lazada, Blibli, and Bukalapak. Furthermore, according to Webretailer (2019), Shopee has become the marketplace with the highest number of visitors in Southeast Asia.



**Figure 3.** Data on Driving Factors for Online Shopping in Indonesia 2024

Based on Figure 3, it is explained that the Katadata.co.id report for January 2024 shows that respondents aged 16–24 revealed that more than half of internet users in Indonesia, or 52.3%, shop online due to the availability of coupons and discounts. Coupons and discounts offered by e-commerce platforms are a significant consideration for buyers because they make the products more affordable. The second reason why internet users in Indonesia engage in online shopping is the ease of payment, or checkout, at 48.2%. This convenience

makes transactions efficient, as consumers only need to transfer money to the seller. The third reason, with a percentage of 47.4%, is free shipping, which has become one of the main factors for online shopping among Indonesian internet users. According to Hidayat (2022), Shopee is one of the most preferred e-commerce platforms due to its innovative features introduced on various occasions.

According to Jannah (2019), discounts are a sales strategy that can attract consumer interest, and providing discounts ensures that consumers are more interested in purchasing products. Dirgantaran (2019) defines discounts as price reductions offered by sellers to buyers for actions such as quick payments, bulk purchases, or purchases during non-peak seasons. Indriani et al. (2020) describe discounts as direct price reductions during a specific time frame.

From these definitions, Azizi (2021) concludes that discounts quickly attract consumer attention because consumers prioritize discounted products over those sold at regular prices. Research by Suwinovia & Widuri (2020) shows that discounts have a positive and significant effect on purchase decisions, supported by findings from Jannah et al. (2022) indicating similar results.

Melati & Dwijayanti (2020) define customer reviews as information provided by consumers about products, evaluating them after purchase. Syah & Indriani (2020) refer to online customer reviews as a form of word-of-mouth communication where potential buyers receive information from consumers who have benefited from the product. Rizka (2019) describes online reviews as evaluations provided by consumers about various aspects of a product, helping others assess quality based on shared experiences.

Indiyani (2020) concludes that online reviews are honest opinions that also serve as promotional tools. Research by Hidayati (2019) and Kurniawan et al. (2022) confirms that consumer reviews have a positive and significant impact on purchase decisions. This aligns with the study by Nafingatunisak & Hirawati (2022), which found that customer reviews and online ratings positively influence purchase decisions on Shopee.

Amalia & Wibowo (2019) state that free shipping is another form of sales promotion that encourages immediate purchases and increases the quantity of products bought. Istiqomah & Marlana (2020) also emphasize that free shipping promotions stimulate faster purchasing behavior. Istikomah & Hartono (2022) found that Shopee's free shipping promotion positively impacts buyer perceptions of savings, influencing purchase decisions.

From these definitions, Kurniadi (2023) concludes that free shipping increases purchase interest as customers perceive additional benefits from product delivery. Research by Febria et al. (2022) also confirms the positive and significant impact of free shipping on purchase decisions. While previous studies focused on all Shopee users in Indonesia, this research targets students in Yogyakarta.

According to Sudaryanto et al. (2021), a decision involves choosing an action from multiple alternatives, while Eshra & Beshir (2019) define purchase decisions as a process where consumers go through several stages before making a purchase. Hari (2020) explains that purchase behavior refers to the final buying actions of individuals or households for

personal consumption. Previous studies have extensively explored purchase decisions on Shopee, finding that discounts, customer reviews, and free shipping significantly influence purchase decisions (Jannah et al., 2022). Research by Niswaningtyas & Hadi (2022) also confirms that customer reviews and free shipping, both partially and simultaneously, have a positive and significant impact on purchase decisions on Shopee.

This study aims to further investigate the factors driving the influence of discounts, customer reviews, and free shipping on online purchase decisions on Shopee. Additionally, it seeks to understand the effects of these factors on purchasing behavior. Shopee continues to focus on developing its digital platform to make shopping, selling, and product searches easier directly through mobile devices (Sari, 2019).

## METHODS

The data used in this study are divided into primary and secondary data sources. Primary data is obtained directly from the research subjects, which in this case are the students of Universitas Dian Nusantara, Jakarta. According to Sugiyono (2018:456), primary data refers to sources that provide data directly to the data collector, meaning the researcher gathers the data personally from the primary source or the location where the research object is being studied. On the other hand, secondary data is data that the researcher obtains through literature, previous research journals, and other relevant sources related to the research problem. This type of data also includes information gathered from books that help provide a theoretical framework for the issue being researched. Sugiyono (2018:456) describes secondary data as sources that do not directly provide data to the data collector, such as through other people or documents.

The population in this research consists of students from Universitas Dian Nusantara, Jakarta. The researcher has limited the population to 100 individuals for this study. Sugiyono (2018:130) defines the population as a general area that consists of objects or subjects with specific qualities and characteristics set by the researcher to be studied and from which conclusions are drawn. Populations can be categorized into general populations and target populations. In this study, the population includes all individuals who meet certain criteria related to the research problem. Sekaran refers to population as the entire group of people, events, or objects of interest that the researcher wishes to investigate. Furthermore, Ridwan, as cited in Buchari Alma (2015), defines population as the entire set of characteristics or measurement units that become the object of research. Based on this, it can be concluded that the population for this study is the students of Universitas Dian Nusantara, Jakarta.

Since the exact size of the population is unknown, the sampling technique used is accidental sampling. Accidental sampling is used when the researcher is unable to determine the exact number of individuals in the population. As Malhotra (2009) suggests, the sample size should be at least four to five times the number of items in the questionnaire. This research uses 20 questions, so the sample size for this study is set at 100 (20 questions multiplied by 5). A sample is a subset of the population expected to represent the entire population in the research. Sugiyono (2016:118) explains that a sample is part of the total

number and characteristics of the population. According to Sugiyono (2017:81), a sample is a portion of the population that serves as the source of data in the research. Malhotra (2009) defines a sample as a subgroup of elements selected from the population to participate in the study. In this study, because studying the entire population is impractical due to its size, a sample is chosen from the population. The accidental sampling method is appropriate in this case because the population size is not precisely known. The study is conducted using a quantitative research method to formulate the required data and analysis.

## RESULTS AND DISCUSSION

### Characteristics of Respondents

The gender distribution reveals that the majority of respondents are female, accounting for 65.4% of the total, while male respondents make up 34.6%. This demographic insight reflects the significant participation of female respondents in this research. In terms of age, the data show that most respondents are within the 20–30 year age group, representing 78.2% of the total. A smaller proportion falls under the age of 20 (11.3%), followed by those aged 30–40 (9.8%), and a minimal number above 40 years of age (0.8%). This indicates that the study predominantly involves individuals in their early adult years.

When considering occupation, a significant majority of respondents, at 84.6%, are private employees. Other occupational groups include entrepreneurs (9.2%), professionals (2.3%), laborers (2.3%), and civil servants (1.5%). This reflects a strong representation of private-sector employees in the data. Regarding income, the majority of respondents earn between Rp. 1 million and Rp. 5 million per month, accounting for 56.1%. This is followed by respondents with monthly earnings between Rp. 5 million and Rp. 10 million (30.3%). Smaller groups of respondents earn less than Rp. 1 million or more than Rp. 10 million, each comprising 6.8% of the total. These findings highlight the income diversity among participants while emphasizing the dominance of the middle-income group in this study.

### Validity and Reliability Tests

**Table 1.** Validity Tests

Variable	Number of Statements	R Calculated	R Table	Description
Digital Marketing (X1)	X1.1	0,696	0,196	Valid
	X1.2	0,752	0,196	Valid
	X1.3	0,775	0,196	Valid
	X1.4	0,671	0,196	Valid
	X1.5	0,780	0,196	Valid
Free Shipping (X2)	X2.1	0,596	0,196	Valid
	X2.2	0,664	0,196	Valid
	X2.3	0,556	0,196	Valid
	X2.4	0,723	0,196	Valid

Variable	Number of Statements	R Calculated	R Table	Description
Consumer Reviews (X3)	X2.5	0,687	0,196	Valid
	X3.1	0,814	0,196	Valid
	X3.2	0,745	0,196	Valid
	X3.3	0,809	0,196	Valid
	X3.4	0,761	0,196	Valid
Purchase Decisions on Shopee (Y)	X3.5	0,840	0,196	Valid
	Y1	0,712	0,196	Valid
	Y2	0,834	0,196	Valid
	Y3	0,814	0,196	Valid
	Y4	0,863	0,196	Valid
	Y5	0,838	0,196	Valid

It can be concluded that the calculated r-value is greater than the r-table value, indicating that the statements are proven to be valid. Therefore, it can be stated that all the statements can effectively measure the variables of Digital Marketing, Free Shipping, and Consumer Reviews in relation to Purchase Decisions on Shopee.

**Table 2.** Reliability Tests

Variable	Cronbach's Alpha	Description
Digital Marketing	0,785	Realibel
Free Shipping	0,637	Realibel
Consumer Reviews	0,845	Realibel
Purchase Decisions on Shopee	0,868	Realibel

Since the calculated r-value (Cronbach's Alpha) overall is greater than the r-table value (0.60), each variable used in this study is deemed reliable, as all variables have Cronbach's Alpha values exceeding 0.60. Therefore, it can be concluded that all respondents' answers are consistent in responding to each statement item measuring the variables of Digital Marketing, Free Shipping, and Consumer Reviews in relation to Purchase Decisions on Shopee.

### Descriptive Statistics

**Table 3.** Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Pemasaran Digital	100	15	25	2169	21.69	.240
						Std. Error
						2.402

Gratis Ongkir	100	14	25	2097	20.97	.248	2.480
Ulasan Konsumen	100	15	25	2249	22.49	.234	2.342
Keputusan Pembelian di Shopee	100	16	25	2172	21.72	.247	2.470
Valid N (listwise)	100						

The descriptive statistics table provides a comprehensive overview of the variables analyzed in the study, which include Digital Marketing, Free Shipping, Consumer Reviews, and Purchase Decisions on Shopee. The analysis is based on 100 valid responses for each variable, offering insights into how these factors influence purchase behavior. For Digital Marketing, the scores range from a minimum of 15 to a maximum of 25, with a total score of 2,169 across respondents. The mean score of 21.69 indicates that respondents generally perceive Digital Marketing positively. The standard deviation of 2.402 shows moderate variability in responses, while the standard error of 0.240 suggests that the sample mean is a reliable representation of the population. Free Shipping has scores ranging between 14 and 25, with a total score of 2,097. The mean score of 20.97 reflects a favorable perception of this factor, though slightly lower than Digital Marketing. The standard deviation of 2.480 indicates a level of response variability similar to that of Digital Marketing, supported by a standard error of 0.248.

Consumer Reviews emerge as the most influential factor, with a mean score of 22.49, the highest among the variables. Scores range from 15 to 25, with a total of 2,249. The standard deviation of 2.342 is the lowest, indicating minimal variability, while the standard error of 0.234 underscores the consistency of responses. For Purchase Decisions on Shopee, scores range from 16 to 25, with a total score of 2,172 and a mean of 21.72. This suggests a positive influence of the studied factors on purchase behavior. The standard deviation of 2.470 indicates moderate variability, with a standard error of 0.247 confirming reliability.

**Classical Assumption Test**

**Normality Test**

The linear regression model is considered normal or normally distributed if the data points on the normal probability plot scatter around the diagonal line and the significance value of the one-sample Kolmogorov-Smirnov Test is considered. Residuals are normally distributed if the significance value is > 0.05. (Imam Ghozali

**Table 4.** One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000

	Std. Deviation	1.78359894
Most Extreme Differences	Absolute	.127
	Positive	.113
	Negative	-.127
Test Statistic		.127
Asymp. Sig. (2-tailed)		.148 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results above, it can be seen that the Asymp. Sig. (2-tailed) value is 0.148. This indicates that  $0.148 > 0.050$ , so it can be concluded that the data is normally distributed.

### Multicollinearity

**Table 5.** Multicollinearity test results

Model		Coefficients <sup>a</sup>		t	Sig.	Collinearity Statistics		
		Unstandardized Coefficients				Standardized Coefficients	Tolerance	VIF
		B	Std. Error					
1	(Constant)	2.822	2.035	1.386	.169			
	Digital Marketing	.261	.094	.254	2.768	.648	1.544	
	Free Shipping	.107	.095	.107	1.125	.598	1.672	
	Consumer Reviews	.489	.093	.464	5.258	.698	1.433	

a. Dependent Variable: Purchase Decisions on Shopee

The table results show that the Digital Marketing variable has a tolerance value of 0.648 and a VIF of 1.544, the Free Shipping variable has a tolerance value of 0.598 and a VIF of 1.672, and the Consumer Reviews variable has a tolerance value of 0.698 and a VIF of 1.433. It can be concluded that the tolerance value is  $> 0.10$  and the VIF value is  $< 10.00$ , so each research variable is considered free from or not experiencing multicollinearity symptoms.

### Heteroscedasticity

The heteroscedasticity test can be seen in the scatterplot graph, where the distribution of points is random and their spread occurs both above and below 0 on the Y-axis. This indicates that heteroscedasticity does not occur.

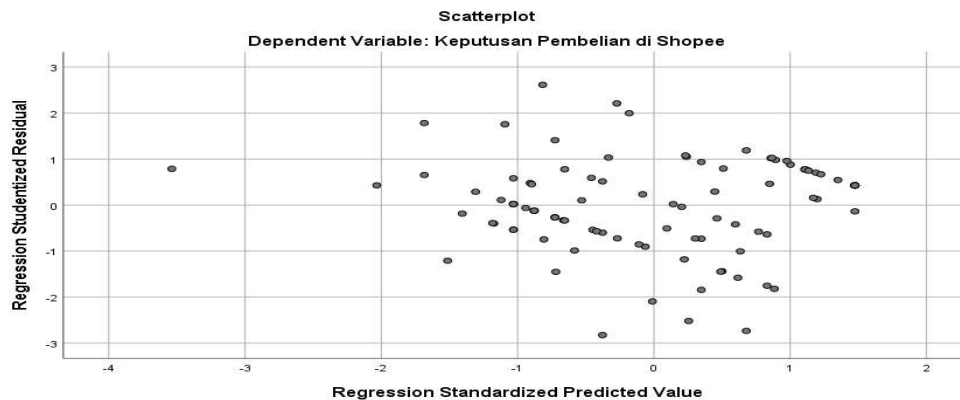


Figure 4. Heteroscedasticity test results

It can be concluded that the points spread below the 0 on the Y-axis or do not form a specific pattern. Therefore, this proves that heteroscedasticity does not occur.

### Autocorrelation

Autocorrelation testing is conducted using the Durbin-Watson test by comparing the Durbin-Watson (d) value with the Durbin-Watson table values, which are the upper limit (dU) and the lower limit (dL). There is no autocorrelation symptom if the Durbin-Watson value lies between (dU) and (4 - dU).

Table 6. Autocorrelation test results

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.692 <sup>a</sup>	.514	.462	1.811	1.896

a. Predictors: (Constant), Ulasan Konsumen, Pemasaran Digital , Gratis Ongkir  
 b. Dependent Variable: Keputusan Pembelian di Shopee

From the analysis above, it can be concluded that the Durbin-Watson statistic was assessed using the Durbin-Watson table based on the number of independent variables (k = 3) and the sample size (N = 100) with a significance level of 5% or 0.05. The calculated value of the Durbin-Watson statistic (1.896) falls within the range where no autocorrelation is detected, specifically between the upper bound (dU = 1.736) and 4 minus the upper bound (4 - dU = 2.264). Thus, it can be concluded that the model does not exhibit autocorrelation issues, ensuring the validity of the regression analysis results.

### Linear Regression Analysis

Table 7. Linear Regression Analysis

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.822	2.035		1.386	.169
	Digital Marketing	.261	.094	.254	2.768	.007
	Free Shipping	.107	.095	.107	1.125	.263
	Consumer Reviews	.489	.093	.464	5.258	.000

a. Dependent Variable: Purchase Decisions on Shopee

**Table 8.** F Test

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.219	3	96.406	29.386	.000 <sup>b</sup>
	Residual	314.941	96	3.281		
	Total	604.160	99			

a. Dependent Variable: Purchase Decisions on Shopee  
 b. Predictors: (Constant), Consumer Reviews , Digital Marketing , Free Shipping

The results of the hypothesis tests indicate the following:

- For H1, the Digital Marketing variable has a t-value of 2.768, which is greater than the t-table value of 1.660, and the significance value is 0.007, which is less than 0.050. Therefore, it can be concluded that Digital Marketing significantly influences Purchase Decision on Shopee.
- For H2, the Free Shipping variable has a t-value of 1.125, which is less than the t-table value of 1.660, and the significance value is 0.263, which is greater than 0.050. Hence, it can be concluded that Free Shipping does not significantly affect Purchase Decision on Shopee.
- In H3, the Consumer Reviews variable has a t-value of 5.258, which is greater than the t-table value of 1.660, and the significance value is 0.00, which is less than 0.050. This shows that Consumer Reviews significantly influence Purchase Decision on Shopee.
- Finally, in the F-test, the calculated F-value is 29.386, which is higher than the F-table value of 2.70, and the probability value is 0.00, which is less than 0.05. Therefore, the regression model can be used to predict the variables influencing Purchase Decision on Shopee, meaning that Digital Marketing, Free Shipping, and Consumer Reviews collectively have a significant impact on Purchase Decision on Shopee.

## CONCLUSION

After analyzing primary data regarding Digital Marketing, Free Shipping, and Consumer Reviews on Purchase Decisions on Shopee (a case study on students at Universitas Dian Nusantara, Jakarta), several conclusions can be drawn. The findings indicate that Digital Marketing has a significant effect on purchase decisions, confirming the acceptance of the first hypothesis. Conversely, Free Shipping does not significantly influence purchase

decisions, leading to the rejection of the second hypothesis. Meanwhile, Consumer Reviews show a significant effect on purchase decisions, supporting the acceptance of the third hypothesis. Furthermore, the F-test results reveal that the regression model is valid for predicting purchase decisions on Shopee, indicating that Digital Marketing, Free Shipping, and Consumer Reviews collectively have a significant impact. Based on these conclusions, recommendations for improvement include enhancing Shopee's digital marketing strategies by focusing on high-quality advertisements, leveraging social media, and engaging influencers to attract more consumers. Although Free Shipping does not significantly affect purchase decisions, it remains a potential area for improvement through innovative promotions tailored to customer preferences. Additionally, strengthening the Consumer Reviews feature is crucial, as it plays a significant role in influencing purchasing decisions. Shopee can encourage consumers to provide reviews by simplifying the review process and offering incentives. Lastly, using advanced analytical models to explore the combined impact of these variables could enable Shopee to design more targeted and effective strategies, ultimately improving the consumer shopping experience and boosting purchase decisions.

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