

The Influence of Shopee Free Shipping Vouchers on User Purchase Decisions: A Case Study of Rengas Pulau Subdistrict

Muhammad Wahyudi¹, Muhammad Syahputra Novelan^{2,*}

^{1,2}Magister Teknologi Informasi, Universitas Pembangunan Panca Budi, Medan, Indonesia

Email: ¹muhammadwahyuditkj1@gmail.com, ^{2,*}putranovelan@dosen.pancabudi.ac.id

(*Email coresponding author: putranovelan@dosen.pancabudi.ac.id)

Received: 20 May 2025. | Revision: 20 May 2025 | Accepted: 21 May 2025

Abstract

The rapid development of e-commerce has made promotional strategies increasingly vital, with free shipping vouchers standing out as one of the most effective tools to enhance consumer engagement. Shopee, as a leading player in the digital marketplace, has effectively utilized this strategy to boost user transactions by consistently offering free shipping vouchers. This study aims to analyze the influence of such vouchers on consumer purchasing decisions, focusing on users in Kelurahan Rengas Pulau. A quantitative research approach was adopted using a descriptive associative method. Data collection was carried out through the distribution of questionnaires to 200 respondents, selected using purposive sampling techniques. The data were then analyzed using regression analysis to determine the relationship between the use of free shipping vouchers and consumer purchasing behavior. The results of the regression analysis showed a strong and statistically significant relationship, with a regression coefficient of 0.620 and a p-value of 0.000. This suggests that the presence of free shipping vouchers substantially increases the likelihood of consumers making purchases. These findings confirm that free shipping promotions are a key factor in shaping consumer behavior, especially in suburban areas like Kelurahan Rengas Pulau. In conclusion, free shipping vouchers not only attract potential customers but also contribute to an increase in sales transactions. Businesses and e-commerce platforms should consider incorporating similar promotional tactics to maintain competitiveness and enhance customer satisfaction. This study affirms the positive and significant effect of Shopee's free shipping incentives on user purchasing decisions, highlighting their strategic importance in today's competitive digital marketplace.

Keywords : *Free Shipping Vouchers, Purchasing Decisions, E-commerce Marketing, Consumer Behavior, Shopee Strategy*

1. INTRODUCTION

The advancement of digital technology has triggered significant changes in consumer behavior, particularly in online purchasing practices. E-commerce is a rapidly growing market, with Shopee emerging as a leading platform in Indonesia. E-commerce platforms employ various marketing strategies to attract consumer attention, one of which is offering free shipping vouchers. This method has proven effective in increasing consumer interest in the products being offered. It serves as a promotional tool that offers direct benefits to customers by reducing additional costs in online purchases. According to research [9], discounts and free shipping have a significant and positive influence on customers' purchasing decisions in Bandar Lampung. This indicates that customers are more likely to make a purchase when offered additional benefits, such as free shipping. Furthermore, a study conducted by [1] showed that free shipping promotions and online customer reviews significantly influence purchasing decisions for fashion items on Shopee. Consumers demonstrate increased confidence and motivation to make purchases when presented with favorable information from customer evaluations and the benefit of free shipping. Conversely, study [6] revealed that discounts and free shipping significantly affect purchasing decisions for MS Glow products on Shopee.

This confirms that promotional tactics, such as free shipping, can enhance customer interest in purchasing certain products. However, not all studies yield comparable results. Research conducted by [4] revealed that while flash discounts significantly influence impulsive buying behavior, free shipping slogans do not have a notable impact. This suggests that the effectiveness of promotional methods may fluctuate depending on context and customer attributes. Research by [7] indicated that online customer reviews and free shipping together have a favorable and substantial influence on purchasing decisions within the Shopee e-commerce platform. The combination of positive evaluations and financial incentives, such as free shipping, can increase customer trust and purchasing tendencies.

A study by [13] showed that price, free shipping promotions, and online customer reviews collectively have a significant impact on purchasing decisions on Shopee. This indicates that these variables synergistically influence customer behavior. Research conducted by [10] supports these findings, revealing that lifestyle, discounts, product reviews, and free shipping—both collectively and individually—have a favorable and substantial influence on shopping choices on Shopee. This reinforces the notion that free shipping is a significant element influencing customer purchasing decisions. A study by [11] in Tanjungpinang demonstrated that Shopee's free shipping offers have a significant effect on shopping choices, as indicated by an R^2 value of 66.6%. This suggests that although findings may vary across studies, free shipping generally remains a significant factor in customer purchasing decisions.

Based on the above explanation, it can be concluded that free shipping vouchers play an important role in influencing consumer purchasing decisions on e-commerce platforms such as Shopee. However, their effectiveness may be influenced by various factors such as product type, consumer characteristics, and other promotional strategies. Therefore, this study aims to analyze the influence of Shopee's free shipping voucher usage on user purchasing decisions, with a case study in Rengas Pulau Subdistrict.

2. RESEARCH METHODOLOGY

This study employed a quantitative approach using a descriptive associative method, aiming to determine the influence of the independent variable (use of Shopee free shipping vouchers) on the dependent variable (user purchasing decisions) [2]. Data collection was conducted through questionnaires distributed to 200 respondents who are residents of Kelurahan Rengas Pulau and known to use the Shopee application. Based on population data, the number of Shopee users in Kelurahan Rengas Pulau is estimated to be around 20,000 people. Respondents were selected using a non-probability sampling technique with a purposive sampling approach, specifically targeting individuals who actively use the Shopee application and have previously used free shipping vouchers in their purchases [8].

The research instrument was developed based on indicators aligned with digital marketing theory and consumer behavior. The variable of Free Shipping Voucher Usage (X) was measured using several indicators, such as frequency of use, ease of use, and perceived benefits. Meanwhile, the Purchase Decision variable (Y) was measured using purchase intention, final purchase decision, and purchase satisfaction indicators. The questionnaire used a Likert scale with five levels of agreement: “strongly disagree,” “disagree,” “neutral,” “agree,” and “strongly agree.” To ensure the validity and reliability of the data, validity and reliability tests were conducted using SPSS software [5]. The data were then analyzed using a simple linear regression analysis method to determine the extent to which free shipping vouchers influence purchasing decisions. In addition, a t-test was conducted to examine the partial effect, and the coefficient of determination (R^2) was used to assess how well the independent variable explains the dependent variable.

3. RESULTS AND DISCUSSION

Based on the validity test results, all statement items on the variables of Free Shipping Voucher Usage (X) and Purchase Decision (Y) were declared valid.

Table 1. Validity Test Results

Variabel	Question Item	Correlation Value (r Calculate)	Limit Value (r Table)	Information
Use of Free Shipping Voucher (X)	P1	,736**	0,138	Valid
	P2	,732**	0,138	Valid
	P3	,723**	0,138	Valid
	P4	,772**	0,138	Valid
	P5	,635**	0,138	Valid
Purchase Decision (Y)	P6	,732**	0,138	Valid
	P7	,601**	0,138	Valid
	P8	,711**	0,138	Valid
	P9	,776**	0,138	Valid
	P10	,742**	0,138	Valid

*) data source Data processing results, 2025

Based on the validity test results in Table 1, all statement items for the Free Shipping Voucher Usage variable (X) and the Purchase Decision variable (Y) are declared valid because the correlation values (r calculated) for each item are greater than the table value of 0.138. For variable X, items P1 to P5 have r calculated values ranging from 0.635 to 0.772, while for variable Y, items P6 to P10 have r calculated values between 0.601 and 0.776. Therefore, all questionnaire items are considered valid and can be used in further analysis as they adequately measure the intended indicators.

Table 2. Reliability Test Results

Cronbach Alpha	Limit Value (r Table)	Information
0,893	0,7	Reliabel

*) data source Data processing results, 2025

Based on the reliability test results in Table 2, the Cronbach’s Alpha value obtained was 0.893, which is above the minimum threshold of 0.7. This indicates that the research instrument used has good internal consistency and can be

categorized as reliable. Therefore, all statement items in the questionnaire can be trusted to consistently measure the variables of Free Shipping Voucher Usage and Purchase Decision.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	0,000
	Std. Deviation	3,476
Most Extreme Differences	Absolute	0,057
	Positive	0,052
	Negative	-0,057
Test Statistic		0,057
Asymp. Sig. (2-tailed) ^c		,200 ^d
a Test distribution is Normal,		
b Calculated from data,		
c Lilliefors Significance Correction,		
d Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000,		

*) data source Data processing results, 2025

The One-Sample Kolmogorov-Smirnov normality test produced a significance value of 0.200, which is above the threshold of 0.05. This indicates that the residual data follow a normal distribution, thus meeting the basic assumption of linear regression. As a result, the data in this study are suitable for valid parametric statistical analysis.

Table 4. Linearity Test Results

ANOVA Table			
Purchase Decision * Using Free Shipping Voucher			Sig.
Between Groups	(Combined)		0,000
	Linearity		0,000
	Deviation from Linearity		0,258

*) data source Data processing results, 2025

Based on the linearity test results between the variables of Free Shipping Voucher Utilization and Shopee Purchase Decision, the significance value for the Linearity test was 0.000, which is less than 0.05. This indicates a significant linear relationship between the two variables. Meanwhile, the significance value for the Deviation from Linearity test was 0.258, greater than 0.05, indicating no deviation from linearity. Therefore, it can be concluded that the relationship between the two variables meets the linearity assumption and is appropriate for further analysis using linear regression.

Tabel 1. Hasil Uji Heteroskedastisitas

Coefficients ^a		
Model		Sig.
1	(Constant)	0,000
	Use of Free Shipping Vouchers	0,625

a Dependent Variable: ABS_RES

*) Data source Data processing results, 2025

The heteroscedasticity test results show that the significance value for the Free Shipping Voucher Usage variable is 0.625, which is above the 0.05 threshold. This indicates that there is no heteroscedasticity in the regression model used. Therefore, the regression model meets the assumption of homoscedasticity, indicating that the error variance remains constant, making the model suitable for further analysis.

Tabel 2. Hasil Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580a	0,336	0,333	3,485
a Predictors: (Constant), Use of Free Shipping Vouchers				
b Dependent Variable: Buying decision				

*) Data source Data processing results, 2025

The coefficient of determination test results show an R Square value of 0.336, indicating that 33.6% of the Purchase Decision variable can be explained by the Free Shipping Voucher Usage variable. The remaining 66.4% is influenced by factors outside the scope of this research. The Adjusted R Square value of 0.333 suggests that the model demonstrates a reasonable fit with the data. Therefore, it can be concluded that the use of free shipping vouchers has a significant impact on consumer purchasing decisions in Kelurahan Rengas Pulau.

Tabel 3. Hasil Uji Hipotesis

	Model	Sum of Squares	df	Mean Square	F	Sig,
1	Regression	1219,051	1	1219,051	100,376	.000b
	Residual	2404,668	198	12,145		
	Total	3623,719	199			

a Dependent Variable: Buying decision

b Predictors: (Constant), Use of Free Shipping Vouchers

*) Data source Data processing results, 2025

Based on the hypothesis testing results presented in Table 7, the influence of the independent variable, namely Free Shipping Voucher Usage, on the dependent variable, User Purchase Decision in Kelurahan Rengas Pulau, can be analyzed. This test utilized regression analysis to determine whether a significant relationship exists between the two variables. The regression analysis results indicate a significant influence of free shipping vouchers on user purchase decisions. The F value of 100.376 with a significance level (Sig.) of 0.000 demonstrates that the regression model is statistically significant overall, meaning that the use of free shipping vouchers has a significant effect on user purchasing decisions. Therefore, the "Free Shipping Voucher Usage" variable contributes significantly to purchase decisions.

To test the hypothesis, reference can be made to the Null Hypothesis (H_0) and the Alternative Hypothesis (H_a) proposed:

1. **H_0 (Hipotesis Nol)** : There is no significant influence between the use of free shipping vouchers and user purchase decisions.
2. **H_a (Hipotesis Alternatif)** : There is a significant influence between the use of free shipping vouchers and user purchase decisions.

With a significance value (Sig.) of 0.000, which is less than the significance level ($\alpha = 0.05$), H_0 is rejected and H_1 is accepted. This means that the use of free shipping vouchers has a significant effect on user purchase decisions. A large F value (100.376) indicates that the regression model used in this study is capable of explaining the variation in purchase decisions well. The larger the F value, the stronger the relationship between the independent and dependent variables. Additionally, the significance value (Sig.) of 0.000 shows that this test result is statistically highly significant, confirming that the relationship between the use of free shipping vouchers and purchase decisions is not due to chance.

This study confirms that the use of free shipping vouchers is one of the factors influencing purchase decisions. In the context of your research focusing on Kelurahan Rengas Pulau, this finding is relevant to how discounts or special offers such as vouchers can increase consumer interest in making purchases. The results of this study align with previous research findings that show free shipping promotions have a significant impact on purchase decisions. Research [12] found that free shipping vouchers partially have a significant effect on purchase decisions and customer loyalty. Furthermore, a study conducted by [9] revealed that free shipping has a positive influence on consumers' purchase decisions on Shopee. In addition, research [3] showed that free shipping vouchers significantly affect the purchase decisions of UIN SMH Banten students on the Shopee platform. Therefore, the results of this study indicate that the use of free shipping vouchers from Shopee has a significant impact on user purchase decisions in Kelurahan Rengas Pulau. This is consistent with findings from various previous studies that emphasize the importance of free shipping promotions in encouraging consumer purchase decisions on e-commerce platforms.

Tabel 4. Hasil Hasil Regresi Sederhana

Coefficients ^a					
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Constant)	3,618	1,134		3,189	0,002
1 Use of Free Shipping Vouchers	0,620	0,062	0,580	10,019	0,000

a Dependent Variable: Buying decision

*) Data source Data processing results, 2025

Table 8 presents the findings from the simple linear regression analysis, which aims to determine the extent to which the use of Free Shipping Vouchers (independent variable) influences the Purchase Decision (dependent variable) of Shopee customers in Kelurahan Rengas Pulau. The results indicate that the use of free shipping vouchers significantly affects shopping choices. The constant value is 3.618, indicating that if no free shipping voucher is used, the average purchase decision score is 3.618. The regression coefficient for the Free Shipping Voucher variable is 0.620, which means that each one-unit increase in voucher usage raises the purchase decision score by 0.620 units.

The beta value (Standardized Coefficient) of 0.580 shows that the use of free shipping vouchers has a substantial impact on shopping choices. The t-value of 10.019 with a significance level of 0.000 indicates that this relationship is statistically highly significant. The regression findings demonstrate that the utilization of free shipping vouchers has a significant and positive effect on the purchase decisions of Shopee consumers in Kelurahan Rengas Pulau. The very low p-value (0.000) confirms that this influence is not due to chance and is statistically significant. The findings in Table 8 reinforce the idea that increased usage of free shipping vouchers correlates with higher purchase decisions among consumers. The substantial regression coefficient provides empirical support that Shopee and MSMEs using this platform may rely on free shipping incentives as an effective marketing strategy, especially in areas like Kelurahan Rengas Pulau.

4. CONCLUSION

This research highlights the significant influence that free shipping coupons have on the purchasing behavior of Shopee customers in Rengas Pulau Village. Through the application of a simple linear regression analysis, the study revealed a regression coefficient of 0.620 and a significance value of 0.000, indicating a strong and statistically significant positive relationship between the use of free shipping coupons and consumers' likelihood to make purchases. This means that as the frequency or intensity with which consumers utilize these free shipping vouchers increases, their propensity to complete a purchase correspondingly rises. The findings strongly support the idea that promotional strategies involving free shipping incentives play a crucial role in shaping consumer buying decisions on e-commerce platforms. Free shipping serves not only as a cost-saving benefit for consumers but also as a psychological trigger that encourages more frequent and higher-value transactions. For e-commerce businesses such as Shopee, as well as micro, small, and medium enterprises (MSMEs) that rely on these digital marketplaces, integrating free shipping coupons into their marketing efforts can prove to be an effective way to attract and retain customers. This promotional approach is particularly relevant in areas like Rengas Pulau Village, where consumers may be more price-sensitive or influenced by incentives that reduce overall transaction costs. By leveraging the power of free shipping vouchers, sellers can enhance their competitive advantage, stimulate demand, and ultimately increase their sales volume. Therefore, the study emphasizes the importance of maintaining and optimizing such promotional tools as part of a comprehensive marketing strategy aimed at maximizing consumer engagement and purchase decisions in increasingly competitive e-commerce environments.

REFERENCES

- [1] Febria, M. F., Setiawan, F., & Sulaeman, E. (2022). Pengaruh Promo Gratis Ongkos Kirim dan Online Customer Rating Terhadap Keputusan Pembelian Produk Fashion (Studi pada Pengguna Marketplace Shopee di Indonesia). *Jurnal Pendidikan Dan Konseling (JPDK)*, 04(06), 12703–12711. <https://doi.org/10.31004/jpdk.v4i6.10605>
- [2] Hardani, Auliya, N. H., Helmina Andriani, R. A. F., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2022). Buku Metode Penelitian Kualitatif & Kuantitatif. In *LP2M UST Jogja* (Issue March).
- [3] Kohar, A. W., Pebriani, A., Jumaedi, J., Hidayat, W., & Ibrahim, Z. (2024). Pengaruh Voucher Gratis Ongkir terhadap Keputusan Pembelian Mahasiswa UIN SMH Banten di Platform Shopee. *SANTRI: Jurnal Ekonomi Dan Keuangan Islam*, 02(04).

<https://doi.org/10.61132/santri.v2i4.735>

- [4] Mentang, V. T. N., Ogi, I. W. J., & Wangke, S. J. C. (2024). Pengaruh Flash Sale Dan Tagline “Gratis Ongkir” Shopee Terhadap Keputusan Pembelian Impulsif Secara Online (Studi Kasus pada Mahasiswa Pengguna Aplikasi Shopee di Universitas Sam Ratulangi). *Jurnal EMBA*, 12(03), 1574–1584. <https://ejournal.unsrat.ac.id/v3/index.php/emba/article/view/58207>
- [5] Napitupulu, R. B., Simanjuntak, T. P., Hutabarat, L., Damanik, H., Harianja, H., Sirait, R. T. M., & Tobing, C. E. R. L. (2021). Penelitian Bisnis : Teknik dan Analisa Data dengan SPSS - STATA - EVIEWS. In *Madenatera* (Vol. 1). https://scholar.google.co.id/citations?view_op=view_citation&hl=id&user=T1nJQ0cAAAAJ&citation_for_view=T1nJQ0cAAAAJ:D03iK_w7-QYC
- [6] Ningsih, N. A. W., Erida, E., & Yuniarti, Y. (2024). Pengaruh Diskon dan Gratis Ongkir terhadap Keputusan Pembelian Produk MS Glow Pada Marketplace Shopee. *Jurnal Dinamika Manajemen*, 12(03), 138–146. <https://doi.org/10.22437/jdm.v12i03.33278>
- [7] Niswaningtyas, R. A., & Hadi, M. (2022). Pengaruh Online Customer Review Dan Gratis Ongkir terhadap Keputusan Pembelian Di Platform E- Commerce Shopee pada Pengguna Aplikasi Shopee (Studi pada Mahasiswa Program Studi D-IV Manajemen Pemasaran di Politeknik Negeri Malang). *Jurnal Aplikasi Bisnis*, 08(02), 175–179. <https://doi.org/10.33795/jab.v8i2.442>
- [8] Nofianti, L., & Qomariah. (2017). *Ringkasan Buku Metode Penelitian Survey* [Universitas Islam Negeri Sultan Syarif Kasim]. [https://repository.uin-suska.ac.id/16745/1/Buku Metode Penelitian Survei Leny ringkas.pdf](https://repository.uin-suska.ac.id/16745/1/Buku%20Metode%20Penelitian%20Survei%20Leny%20ringkas.pdf)
- [9] Pamungkas, F. P., & Anggarini, D. R. (2024). Pengaruh Diskon dan Free Ongkir terhadap Keputusan Pembelian melalui E-Commerce (Studi Kasus Shopee) di Bandar Lampung. *Jurnal Ekonomi Efektif*, 06(04), 571–580. <https://doi.org/10.32493/JEE.v6i4.43302>
- [10] Purnomo, W. A., Siregar, Z. M. E., & Rafika, M. (2024). Pengaruh Gaya Hidup, Diskon, Ulasan Produk dan Gratis Ongkir terhadap Keputusan Pembelian di Shopee. *YUME: Journal of Management*, 07(03), 673–681. <https://doi.org/10.37531/yum.v7i3.7235>
- [11] Urfia, N. (2021). *Pengaruh Promosi Gratis Ongkir Shopee terhadap Keputusan Pembelian di Tanjungpinang* [STIE Pembangunan Tannjungpinang]. <https://repo.stie-pembangunan.ac.id/id/eprint/1303/>
- [12] Widjanarko, W., Saputra, F., & Hadita. (2023). Analisis Keputusan Pembelian dan Loyalitas Pelanggan terhadap Voucher Gratis Ongkos Kirim E-Commerce Shopee Indonesia. *Jurnal Ilmu Manajemen Terapan*, 04(05), 678–685. <https://doi.org/10.31933/jimt.v4i5>
- [13] Yang, V., & Widiyanto, G. (2023). Pengaruh Harga, Promo Gratis Ongkir, dan Online Customer Review terhadap Keputusan Pembelian pada Situs Marketplace Shopee. *Prosiding: Ekonomi Dan Bisnis*, 03(02). <https://jurnal.buddhidharma.ac.id/index.php/pros/article/view/2536>.