



Influence of Free Shipping, Discounts, and Online Customer Reviews on Purchasing Decisions at The Twin Date Event (Study on Shopee Online Shopping Community in Bandar Lampung)

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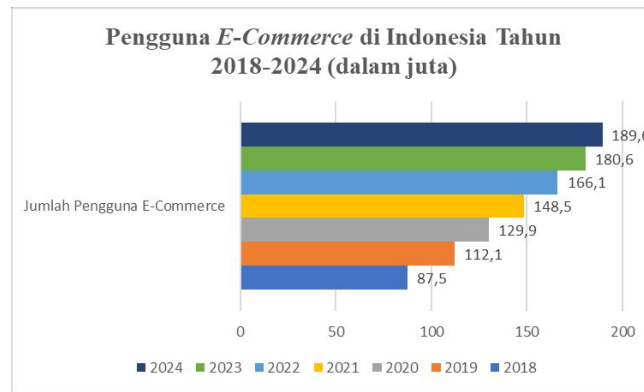
Abstract

The advancement of digital technology has greatly influenced the commercial sector by enabling seamless online transactions through e-commerce platforms. Shopee emerges as one such platform that offers features like free shipping, attractive discounts, and online customer reviews, all of which have the potential to affect consumer purchasing decisions. The target is to test the impact of free shipping, discounts and online customer reviews on purchasing decisions on twin dating events on the Shopee platform. Employing a quantitative approach with an explanatory research design, the study targets consumers who have made purchases on Shopee and are part of the online shopping community in Bandar Lampung. This study employs a purposive sampling, which falls under the category of non-probability sampling, involving 100 respondents. SPSS 26 was used to analyze data collection through online questionnaires. This research shows the results that purchasing decisions at twin date events on the Shopee platform are each positively and partially influenced by the variables free shipping, discounts and online customer reviews. During a promotional event, purchasing decisions are positively influenced by these three variables when analyzed simultaneously.

Keywords: Free Shipping, Discounts, Online Customer Reviews, Purchase Decisions

Introduction

Digital transformation has brought fundamental changes to the global trade landscape, including in Indonesia. The internet, with its interactive and responsive nature, facilitates non face to face transactions through e-commerce platforms, making buying and selling activities more efficient and affordable (Rachmawan, 2024). One form of this development is evident in Indonesia from the rapid growth of electronic commerce in recent years showing a very significant upward trend.

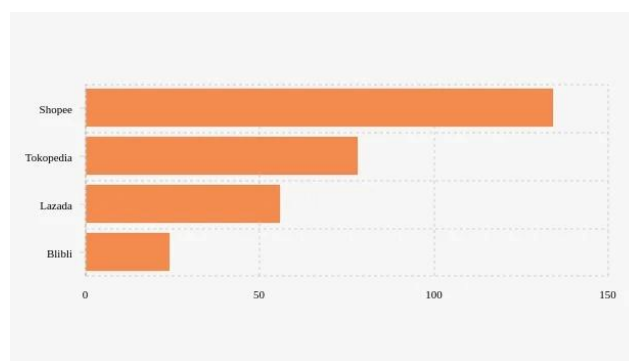


Source: issuu.com

Figure 1 E-Commerce Users in Indonesia Year (2018-2024)

Referring to Figure 1, there has been a significant increase from 87.5 million in 2018 to around 189.6 million e-commerce users in Indonesia in 2024 (Lingga, 2024). This sharp increase was mainly influenced by a shift in consumer shopping habits after the spread of COVID-19, shifting from traditional transactions to digital transactions. The pandemic acted as a catalyst for digital transformation, encouraging both businesses and consumers to adopt online platforms as a safer and more convenient alternative. As a result, e-commerce has become an integral part of everyday life, with increased reliance on mobile applications, digital payments, and logistics services to meet consumer needs efficiently.

Among various e-commerce platforms, Shopee dominates the Indonesian market share. Based on figure 2, below, data from Databoks 2024 shows that Shopee has succeeded in attracting 140 million visitors per month, outperforming its main competitors. This is influenced by a combination of aggressive marketing strategies and attractive promotional offers such as free shipping, big discounts, and twin date event campaigns such as 1.1, 2.2, to 12.12.



Source: databoks.co.id

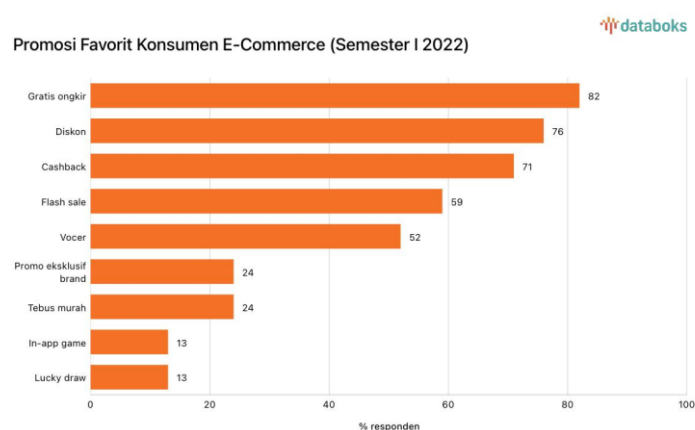
Figure 2 E-Commerce Data with the Most Visitors (August 2024)

Shopee's strategy is not only oriented towards increasing transaction volume, but also creating a pleasant shopping experience through promotions such as flash sales, cashback and limited time discounts. This promotion is considered effective in shaping consumer consumptive behavior, especially when packaged in a "beautiful date" event, which creates a

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perception of exclusivity and urgency (Tawasuli & Kholifah, 2023). These events leverage psychological triggers such as time constraints and social influence to encourage impulsive buying. Additionally, the festive atmosphere and aggressive marketing during these campaigns further stimulate consumer enthusiasm, making them more likely to engage in unplanned purchases and explore new products.

Free shipping, for example, is one of the most popular promotions among consumers because it provides efficiency in total shopping costs. This is proven in figure 3, where 82% of customers stated that they were more interested in shopping if shipping costs were covered by the platform. This indicates that shipping fees are often perceived as an additional burden that can discourage purchases, especially for low-priced items. By eliminating this cost, platforms are able to reduce consumers' hesitation and increase the likelihood of transaction completion. Consequently, free shipping not only enhances consumer satisfaction but also becomes a strategic tool for increasing sales volume and customer loyalty.



Source: databoks.co.id

Figure 3 E-Commerce Consumers' Favorite Promotions

Furthermore, discount promotions are in second place as a favorite strategy because they allow consumers to get the goods they want at lower prices (Wawi, 2020). Discounts are considered capable of influencing price perceptions and purchasing urgency. So, consumers feel more motivated to make purchases when they see the discounts listed, discounts are able to provide suggestions to consumers. In many cases, discounts create a sense of limited-time opportunity, triggering the fear of missing out (FOMO), which further encourages immediate purchasing behavior. Moreover, discounts can also serve as a psychological cue that the product is offering better value, thus reducing consumers' hesitation and accelerating their decision-making process.

In addition to price promotions, online customer reviews serve as a crucial factor in shaping consumer purchasing decisions. This feature allows potential consumers to obtain information from previous consumer experiences increasing transparency and trust in products and sellers (Nuraeni & Irawati, 2021). The greater the number of positive reviews and high ratings a product obtains, consumers are more likely to make a purchase. Online reviews not only reduce uncertainty but also act as a form of social proof, reinforcing consumers'

confidence in their choice. Furthermore, detailed feedback and user-generated content such as photos or videos can provide a more comprehensive evaluation of the product, making it easier for consumers to assess suitability before completing a purchase.

Literature Review

Consumer Behavior

According to Sunyoto & Saksono (2022), consumer behavior is an active relationship between influence and cognition, behavior and events around us in which humans carry out their lives. According to Mowen and Minor in Duha (2021), consumer behavior is defined as the study of purchases (unit purchases) and exchange processes involving income, use and disposal of goods, services, track records and thoughts. The study of consumer behavior is very important for those who wish to influence or change consumer habits, especially in the marketing field. Therefore, it is not surprising that this study is deeply rooted in the discipline of economics, especially marketing. Referring to the description above, it can be concluded that consumers demonstrate their behavior through various activities in owning and utilizing goods or services, including the decision making process that occurs before the action is taken.

Free Shipping

Jumianti (2023) defines free shipping as a program or policy implemented by e-commerce. Tjiptono, as quoted in Lubis et al. (2021), explains that free shipping functions as a persuasive marketing approach by providing attractive incentives aimed at encouraging customers to increase or purchase the number of items they wish to purchase. According to Sadewa et al. (2023) free shipping is the cost of sending goods or services provided free of charge or in part, usually borne by the seller during the buying and selling process. The aim is to attract consumers to buy products by offering free shipping. The above summary states that free shipping serves as an efficient promotional tactic in the e-commerce sector, designed to attract consumer attention by lowering or eliminating shipping costs altogether. This strategy not only enhances the perceived value of a purchase but also reduces consumers' hesitation at the final stage of checkout, which is often triggered by unexpected additional costs.

Discount

Discounts or discounts are promotions for reducing shopping costs ranging from 1% to 100% discounts given by sellers to buyers. Tjiptono (2017) states that discounts are a form of discount offered by sellers to customers as appreciation given for actions that have been carried out by buyers who provide benefits to sellers. According to Kotler (2018), discounts are direct price cuts on products purchased within a certain predetermined time period. A discount is a discount below the standard price given for a certain period of time (Damayanti & Damayanti, 2024). From the statement above, it can be concluded that a discount is defined as a reduction in the price offered by a seller to encourage customers' interest in buying a product within a certain period of time. Discounts not only serve as a financial incentive, but also function as a psychological trigger that increases consumers' perception of gaining added value.

Online Customer Reviews

Online customer reviews can be considered as credible and reliable information by companies to help consumers in choosing products (Banjarnahor et al., 2021). According to Setyani & Azhari (2021), Online Customer Reviews are opinions expressed by consumers as a form of evaluation of a product. Referring to research by Amanda et al. (2024) online customer reviews fall under category Electronic Word of Mouth, as they provide product information to potential buyers through feedback shared by previous customers. Online customer reviews play a significant role in the process ecommerce environment, serving as a key feature that gives potential customers the opportunity to gain knowledge about the quality and performance of a product. By accessing shared experiences and reactions from previous customers, consumers are better equipped to make informed purchasing decisions.

Purchase Decision

Kotler & Armstrong (2018) suggest that the decision to purchase typically involves selecting the most favored brand; however, certain factors may intervene between the intention to buy and the final decision. In line with this, online customer reviews serve as a crucial element in the e-commerce landscape, enabling consumers to assess products more effectively by considering the insights and experiences shared by previous buyers. Purchasing decisions are the stages carried out by consumers in determining, obtaining, utilizing and examining a product or service to fulfill their desires (Handoko, 2023). Meanwhile, Sunyoto (2018) explains that when consumers make purchasing decisions, they are essentially choosing their preferred option from a range of available product or brand alternatives.. From the previous explanation, it can be understood that consumers make purchasing decisions through a thoughtful and logical process, where they compare various options to select the product or service that aligns most closely with their personal needs and desires.

Research Method

This study falls under the category of quantitative research with an explanatory approach. Sugiyono (2017) defines explanatory research as a conducted to understand how variables are connected and to determine the extent to which one variable affects another. Target population is the online shopping community in Bandar Lampung who have shopped at Shopee e-commerce. The research data was collected by administering structured questionnaires based on a Likert scale, which were disseminated via Google Forms this research utilizes purposive sampling as the chosen method, which is classified as a type of non-probability sampling. Then use Cochran instruction and example size was determined, which led to a final count of 96 respondents. The collected data is processed using SPSS version 26 through several statistical techniques, such as validity and reliability test, traditional assumption test, multiple linear regression analysis, and hypothesis testing.

Result

Validity Test Result

Research instrument's validity was assessed through SPSS version 26. where each item of the questionnaire was examined individually for every variable involved in the study. A total of 30 respondents were involved in the validity testing of the study instrument. The r-table values a determined through the computation of degree freedom (df), which is calculated using the formula $n - 2$. With a sample size of 30, the degree of freedom is calculated as 28 (30 - 2). Table 1 displays result of validity tests, where the r-table value at a 5% significance level (0.05) is 0,361.

Table 1 Validity Test Results

Variabel	Item	r_{hitung}	r_{tabel}	Keterangan
Gratis Ongkos Kirim (X_1)	X1.1	0,573**	0,361	Valid
	X1.2	0,642**		Valid
	X1.3	0,672**		Valid
	X1.4	0,642**		Valid
	X1.5	0,561**		Valid
	X1.6	0,702**		Valid
	X1.7	0,596**		Valid
	X1.8	0,702**		Valid
Diskon (X_2)	X2.1	0,563**	0,361	Valid
	X2.2	0,782**		Valid
	X2.3	0,597**		Valid
	X2.4	0,773**		Valid
	X2.5	0,792**		Valid
Online Customer Review (X_3)	X2.1	0,659**	0,361	Valid
	X2.2	0,441*		Valid
	X2.3	0,667**		Valid
	X2.4	0,688**		Valid
	X2.5	0,609**		Valid
	X2.6	0,713**		Valid
Keputusan Pembelian (Y)	Y.1	0,594**	0,361	Valid
	Y.2	0,421*		Valid
	Y.3	0,647**		Valid
	Y.4	0,643**		Valid
	Y.5	0,615**		Valid
	Y.6	0,738**		Valid
	Y.7	0,566**		Valid
	Y.8	0,730**		Valid
	Y.9	0,507**		Valid
	Y.10	0,511**		Valid

Source: Prosessed data (2025)

Referring to the results presented in Table 1, every instrument used in the study has been confirmed to meet the validity criteria utilized in this research are considered valid, since each item's r-count surpasses the r-table value.

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Reliability Test Results

Sugiyono (2018) states that reliability testing aims to evaluate the consistency of a measurement tool when used repeatedly over a certain period. In this study, reliability was tested using SPSS software by calculating the cronbach's alpha coefficient for each variable. A variable is regarded as reliable if its cronbach's alpha exceeds 0,60. The outcomes of the reliability test are shown in Table 2.

Table 2 Reliability Test Results

Variable	Cronbach Alpha	Information
Gratis Ongkos Kirim	0,781	Reliable
Diskon	0,727	
Online Customer Reviews	0,696	
Keputusan Pembelian	0,776	

Source: Prosseed data (2025)

Referring to the reliability test outcomes shown in Table 2, three variables in this study fulfill the reliability criteria, as indicated by cronbach's alpha values exceeding 0.60. Hence, means used in this study are deemed reliable and exhibit adequate consistency, making them suitable for measuring the intended variables.

Multiple Linear Regression Test Results

This regression analysis aims to assess how significantly the independent variables influence consumer purchasing decisions, both when considered together (simultaneously) and separately (partially). The outcomes of the multiple linear regression analysis are displayed in Table 3.

Tabel 3 Multiple Linear Regression Test Results

Coefficients ^a								
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error		Beta			Tolerance	VIF
1	(Constant)	10,947	2,769		3,954	,000		
	X1	,178	,087	,195	2,035	,045	,467	2,141
	X2	,374	,160	,228	2,340	,021	,449	2,225
	X3	,717	,158	,438	4,531	,000	,457	2,187

a. Dependent Variable: Y

Source: Prosseed data (2025)

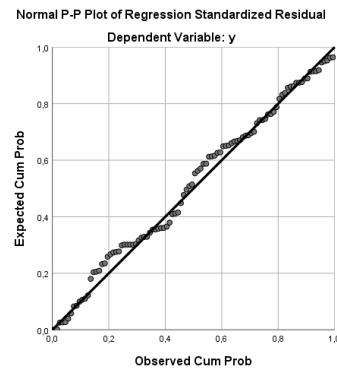
Based on the information shown in Table 3, outcome multiple linear regression analysis reveals a constant value of 10,974. The regression coefficients for the variables free shipping, discount, and online customer reviews are 0,178, 0,374, and 0,717 respectively. These values indicate the extent to which each independent variable affects purchasing decisions, and can be formulated in the following regression equation.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 10,974 + 0,178 X_1 + 0,374 X_2 + 0,717 X_3 + e$$

Normality Test

Figure 2.1 presents the outcome of the normality test conducted in this research.



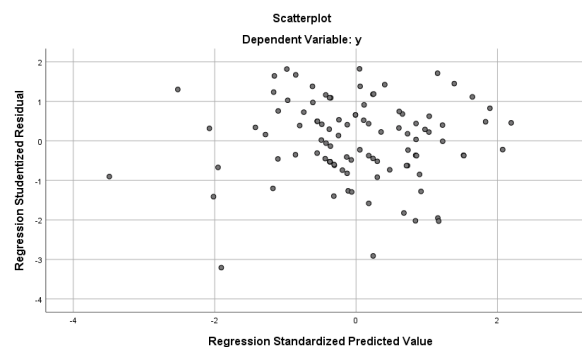
Source: Prosseced data (2025)

Figure 4 Normality Test Results

Referring to the Normal P-Plot of Regression Standardized Residuals in Figure 2.1, the distribution of the data indicates a pattern consistent with normality. This conclusion is supported by the pattern of points that lie near the diagonal line without significant divergence. Thus, it can be inferred that the regression model used in this research meets the normality assumption.

Heteroscedasticity Test

Figure 2.2 displays the outcomes of the heteroscedasticity test conducted in this research.



Source: Prosseced data (2025)

Figure 5 Heteroscedastisity Test Results

Referring to the heteroscedasticity tests result displayed in Figure 2.2, that's possible inferred the variables used in this research do not exhibit any signs of heteroscedasticity. This is evident from the scatterplot, where the data points are randomly and evenly dispersed above and below the Y-axis zero line, without forming any distinct or structured pattern.

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Hypothesis Testing

T-test (Partial Test)

This research utilizes a two-tailed hypothesis test with a significance level of 0.05. The analysis involves a t-test, in which the obtained t-value (t-count) is compared to the critical value derived from the t-distribution table. The degrees of freedom (df) are calculated using the formula $df = (n - k - 1)$, where n represents the total number of observations and k indicates the number of independent variables. Based on the data, the degrees of freedom are determined as $df = (100 - 3 - 1) = 96$. With this value, the corresponding critical value from the t-table is 1.984. The test is used to assess both the null (H_0) and (H_a).

1. The t-test results for the free shipping variable (X_1) indicate that H_{a1} is accepted and H_{o1} is rejected, meaning that free shipping has a significant partial impact on purchasing decisions (Y).
2. The t-test findings for the discount variable (X_2) show that H_{a2} is accepted and H_{o2} is rejected, implying that discounts have a notable individual effect on purchasing decisions (Y).
3. The t-test outcome for the online customer review variable (X_3) reveals that H_{o3} is rejected and H_{a3} is accepted, indicating that online customer reviews significantly influence purchasing decisions (Y) when considered separately.

F Test (Simultaneous Test)

The F-test is carried out by comparing the obtained f-count value with critical value from the f-distribution table (f-table). A simultaneous influence is considered statistically significant if the significance level is less than 0,05 and the f-count exceeds the f-table value. The f-table value is obtained based on the degrees of freedom, where $df_1 = k - 1$ and $df_2 = n - k - 1$, with n representing the total number of respondents and k indicating the number of independent variables. From this calculation, $df_1 = 3-1 = 2$ and $df_2 = 100-3-1 = 96$, resulting in an f-table value of 2,70. The outcomes of the simultaneous F-test are displayed in the following table.

Table 4 F Test (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	866,770	3	288,923	46,133	,000 ^b
	Residual	601,230	96	6,263		
	Total	1468,000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X_1 , X_2 , X_3

Source: Prosseced data (2025)

Based on the data in Table 4, the F-test results show that the calculated f-value is 46.133, which is higher than the f-table critical value of 2.70 used in this study. Since the f-count exceeds the f-table ($46.133 > 2.70$) and the significance level is 0.000 below the 0.05 threshold it can be inferred that free shipping, discounts, and online customer reviews

together have a significant impact on purchasing decisions. As a result, (Ha4) is accepted and (Ho4) is rejected.

Determination Coefficient Test Results (R^2)

The findings of the coefficient of determination (R^2) test carried out in this study are shown in Table 5.

Table 5 Determination Coefficient Test Results (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,768 ^a	,590	,578	2,50256

a. Predictors: (Constant), X1, X2, X3

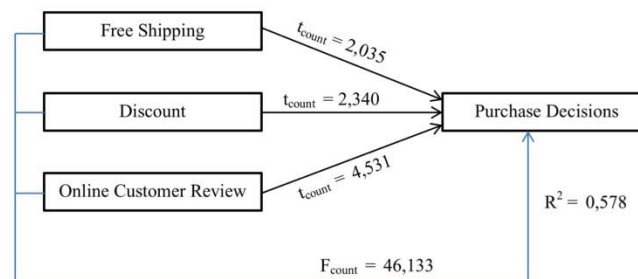
b. Dependent Variable: Y

Source: Prosseced data (2025)

As presented in Table 5, the coefficient of determination (R^2) is 0,578 or 57,8%. This indicates that 57,8% of the variation in purchasing decisions during the twin date event on the Shopee platform (Y) is attributable to the influence of the three independent variables examined in this study free shipping (X1), discounts (X2), and online customer review (X3). and 42.2% was influenced by additional variables not examined in this study.

Discussion

Based on the test results that have been carried out on the independent variables, namely free shipping, discounts, and online customer reviews and the dependent variable, namely purchasing decisions (Y), it is known that all independent variables have a positive and significant effect.



Source: Prosseced Data (2025)

Figure 6 Theoretical Framework

The Effect of Free Shipping on Purchasing Decisions

The partial t-test results indicate that the t-count for the free shipping variable is greater than the t-table value, specifically $2.035 > 1.984$. This implies that free shipping positively influences purchasing decisions. These findings align with the study conducted by Lubis et al. (2021) concluded that free shipping has a significant and positive effect on customer satisfaction. The results of this research are in accordance with what was stated by Kotler and

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Armstrong (2018) that free shipping promos are a promotional strategy that can increase the value of consumers' perceptions of the products or services offered.

The findings of this research are in accordance with the theory proposed by Kotler & Armstrong (2018), which explains that consumer purchasing behavior is influenced by self factor. These elements encompass age, life cycle stage, employment status, financial situation, and way of life. The free shipping feature offered by Shopee provides added value for consumers, especially in reducing total shopping costs. Shopee's strategy of implementing free shipping is very appropriate, because it is able to attract consumer interest and encourage increased transactions, and aims to capture market share from competitors in the e-commerce industry.

The Effect of Discounts on Purchasing Decisions

The results of the partial t-test indicate that the discount variable has a t-count of 2.340, which exceeds the t-table value of 1.984. This indicates positive relationship between discounts and purchasing decisions. These results are consistent with the research by Dehi et al. (2023), found that discounts have a significant impact on consumer buying behavior. Similarly, Santoso & Rosyidi (2024) also discovered that discounts strongly and positively influence purchasing decisions among Shopee users in Rembang Regency.

This demonstrates that offering promotional discounts is an effective approach to boost consumer interest, particularly during special sales events. Discounts not only strengthen purchasing interest, but also create a perception of higher value for the products offered, thus encouraging consumers to immediately make purchases before the promotional period ends. Therefore, the existence of discounts is a special attraction that can encourage purchasing decisions.

The Influence of Online Customer Reviews on Purchasing Decisions

The partial t-test results demonstrate that the t-count for the online customer review variable is 4.531, surpassing the t-table value of 1.984. This signifies that online customer reviews positively impact purchasing decisions. These results are supported by the research of Graciafernandy & Almayani (2023), which found that online customer reviews have a significant and positive influence on consumer buying behavior. These research findings also align with the theory of consumer behavior proposed by Kotler (2018), which suggests that various factors influence consumer decision-making, including psychological factors such as attitudes and behavior.

In this context, consumer attitudes toward online reviews particularly those reflecting genuine user experiences may have a substantial influence role in shaping purchasing decisions. Online customer reviews act as a social reference that is able to shape consumer perceptions, trust and confidence in a product, so that the more and more positive reviews are given, the greater the consumer's possibility of making a purchase. So the more and more positive reviews given, the greater the possibility of consumers making a purchase. This shows

that online customer reviews not only function as a source of information, but are also a tool that shapes the perception of the value and quality of a product in the eyes of consumers.

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Based on the results of the F test carried out, an Fcount value of 46.133 was obtained which was greater than the ftable of 2.70, with a significance level of 0.000 which was smaller than 0.05. These results show that the three independent variables, namely free shipping (X1), discounts (X2), and online customer reviews (X3), together have a positive and significant influence on purchasing decisions. Thus, the fourth hypothesis (Ha4) in this study is declared accepted.

The coefficient of determination test (R^2) results indicate that the R value is 0.768, reflecting a strong relationship between the independent variables free shipping, discounts, and online customer reviews and the dependent variable, namely purchasing decisions. Moreover, the R square value of 0.590, or 59.0%, implies that these three factors together explain 59.0% of the variations in purchasing decisions during the twin date event on the Shopee platform. The other 41.0% is influenced by factors not investigated in this research.

The findings of this research are in line with the consumer behavior theory put forward by Kotler & Keller (2016) in their book Marketing Management, which states that free shipping, promotional discounts, and online customer reviews greatly affect consumer perceptions, decision-making, and overall satisfaction. Together, these three factors contribute to creating a positive shopping experience and serve as key drivers in influencing consumer purchasing decisions.

Conclusion

Based on the findings and discussion in this research, it can be concluded that free shipping, promotional discounts, and online customer reviews significantly influence consumer purchasing decisions during twin date events, especially among Shopee users in the Bandar Lampung area.

1. The results of this research show that free shipping has a partial, yet significant and positive influence on purchasing decisions during the twin date event on the Shopee platform.
2. Individually, discount offerings have a notable and positive effect on purchasing decisions during the twin date promotions on Shopee.
3. Online customer reviews also contribute partially and significantly in shaping consumer purchasing decisions during the twin date campaigns on the Shopee platform.
4. The combined influence of free shipping, discounts, and online customer reviews impacts consumer purchasing decisions during Shopee's twin date events. The study conducted among the Shopee online shopping community in Bandar Lampung reveals that these three factors collectively drive shifts in consumer buying behavior during such promotional periods.

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Suggestions that can be given are for researchers to broaden the scope of this research by including that other factor might impact consumer decision, like customer ratings, price as well as product quality. This aims to provide a higher index value and a broader picture related to the research problem being studied. Apart from that, it is recommended for future researchers to research post-purchase consumer behavior and consumer loyalty towards e-commerce.

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