

The Effect of Discounts, Free Shipping, and Product Quality on Lifebuoy Soap Purchase Decisions in Semarang City Through E-Commerce Shopee

*Vita Minkhatul Fahria, Ratna Anisa Salsabila, Felya Meinda Meliana, Purwo Budi Utomo
Semarang University

*E-mail: fahriavita789@gmail.com

DOI:

ABSTRACT

This study aims to determine the effect of discounts, free shipping, and product quality on purchasing decisions for Lifebuoy soap through the Shopee e-commerce platform in Semarang City. The research method used is a quantitative approach with multiple linear regression analysis techniques. Data were collected through questionnaires distributed to 100 respondents who were active Shopee consumers in Semarang City and had purchased Lifebuoy soap. The results showed that the three independent variables, namely discounts, free shipping, and product quality, had a positive and significant effect on purchasing decisions, both partially and simultaneously. The product quality variable is the most dominant factor in influencing purchasing decisions. The adjusted R square value of 0.636 indicates that 63.6% of the variation in purchasing decisions can be explained by these three variables, while the rest is influenced by other factors outside the model. This finding indicates the importance of promotional strategies and product quality consistency in increasing consumer purchasing decisions online.

Keywords: Discounts, Free Shipping, Product Quality, Purchasing Decisions, E-Commerce, Shopee

INTRODUCTION

The development of information technology has brought about major changes in various aspects of human life, including the way people shop. In Indonesia, the growth of the e-commerce sector has increased rapidly, supported by increasingly widespread internet access, high smartphone usage, and changes in people's consumption patterns. Based on data from We Are Social and Hootsuite in 2023, Indonesia is one of the countries with the largest growth in e-commerce users in Southeast Asia. Shopee, one of the largest e-commerce platforms in Indonesia, has succeeded in becoming the main choice for consumers by offering various attractive marketing features and strategies, such as discounts, free shipping programs, and product quality assurance.

On the other hand, Semarang City as the capital of Central Java Province is a center of economic activity that continues to grow. East Semarang, one of the strategic areas in this city, reflects the characteristics of a heterogeneous urban society, ranging from students, workers, to housewives who increasingly rely on e-commerce services to meet their daily needs. Changes in lifestyle and practical demands in shopping have made platforms like Shopee an efficient solution and are in demand by the people of Semarang City.

One of the main strategies used by Shopee to attract consumers is the discount program. Discounts or price promotions such as in big campaigns (Shopee 11.11 or 12.12 Mega Sale) are able to attract consumers' attention by providing added value to the products offered. Consumers, especially those who are highly sensitive to price, make discounts one of the main factors in making purchasing decisions.

In addition, the free shipping program is also a significant attraction. In online shopping, shipping costs are often a barrier for consumers to complete transactions. Therefore, Shopee presents a free shipping program as an additional incentive that encourages consumers to shop more often. For consumers in East Semarang, where access to some products may be limited in physical stores, free shipping is a strong reason to choose online shopping.

However, discounts and free shipping alone are not enough to guarantee the success of a transaction. Product quality also plays an important role in building consumer trust and satisfaction. In e-commerce, product quality is often assessed from reviews, ratings, and product descriptions provided by sellers. Consumers tend to be more selective in choosing products to ensure that the items they buy match their expectations. This shows that consumer purchasing decisions on platforms like Shopee are influenced by a combination of factors, including price, service, and product quality.

METHODOLOGY

This research is explanatory research with a quantitative approach. The quantitative approach aims to explain existing phenomena or symptoms by using numerical data as the main material in conducting the analysis (Sugiyono, 2015). The research was conducted in Semarang City. The main reason for choosing the location as the research location is based on the consideration that many residents of Semarang City have begun to understand the use of e-commerce applications in this case Shopee, where this is a convenience for being able to shop practically considering that the research location is in Semarang City. So the researcher chose residents of Semarang City who buy goods online at Shopee Indonesia. A sample of 100 respondents was obtained, with data collection using a questionnaire analyzed using multiple linear regression.

RESULTS AND DISCUSSION

Description of Respondent

This study involved 100 respondents who were residents of Semarang City and had purchased Lifebuoy Soap through Shopee e-commerce. Respondent characteristics based on gender, age, and frequency of online shopping are shown in Table 1.

Validity and Reliability Test

The results of the validity test show that all question items in the Discount, Free Shipping, Product Quality, and Purchase Decision variables have a Corrected Item Total Correlation value > 0.3 , so that all items are declared valid. The reliability test using Cronbach's Alpha produces the following values in Table 2.

Multiple linear regression test

To determine the effect of independent variables on dependent variables, multiple linear regression analysis is used. The test results are shown in the following table 3.

Table 1. Respondent Characteristics

Characteristics	Category	Number of people	Percentage (%)
Gender	Man	40	40%
	Woman	60	60%
Age	< 20 years	10	10%
	21-30 years	55	55%
	31-40 years	25	25%
	>40 years	10	10%
Frequency Shopping Online	1-2 times a month	28	28%
	3-5 times a month	46	46%
	>5 times a month	26	26%

Source: Processed Data

Table 2. Validity Test Show That All Question

Variable	Number of items	Cronbach's Alpha	informations
Discount	4	0,812	Reliabel
Free Shipping	4	0,799	Reliabel
Product Quality	4	0,845	Reliabel
Purchase Decision	4	0,832	Reliabel

Source: Processed Data

Table 3. Multiple Linear Regression Test

Variabel Independen	Regression coefficient (B)	Say. (p-value)
(Constant)	3,215	0,0000
Discount (X ₁)	0,287	0,021
Free shipping(X ₂)	0,311	0,008
Product quality (X ₃)	0,402	0.000

Source: Processed Data

Table 4. Multiple Linear Regression Test

Source	F Count	Say
Regression	28,761	0,0000

Source: Processed Data

Table 5. Coefficient of determination (R³)

R square	Adjusted R square
0,648	0,636

Source: Processed Data

Based on the table, the multiple linear regression model is as follows.

$$Y = 3215 + 0.287X_1 + 0.311X_2 + 0.402X_3$$

Where

Y = Purchase decision

X_i = Discount

X₂ = Free shipping

X₃ = Product quality

Simultaneous Test (F test)

Source Because the significance value is <0.05 , then simultaneously the variables Discount, Free Shipping, and Product Quality have a significant influence on Purchasing Decisions.

Partial Test (t test)

- a. Discount has a significant effect ($p=0.021<0.05$),
- b. Free shipping has a significant effect ($p=0.008<0.05$).
- c. Product quality has a very significant influence ($p=0.000<0.05$)

CONCLUSION

Based on the results of the data analysis and discussion that has been carried out, several things can be concluded as follows discounts have a positive and significant effect on the decision to purchase Lifebury Soap via Shopee e-commerce in Semarang City. This shows that the more attractive the discount offered, the higher the tendency of consumers to make purchases. Free shipping has a positive and significant effect on purchasing decisions. Consumers feel helped by the free shipping facility because it can reduce additional costs, thus encouraging increased purchasing decisions. Product quality has a positive and significant effect on purchasing decisions, and is the most dominant variable in influencing purchasing decisions. Consumers still place quality as the main factor in choosing a product even though there are price promotions or free shipping. Simultaneously, discounts, free shipping, and product quality have a significant effect on purchasing decisions. This is proven by the significance value of the F test which is smaller than 0.05. The regression model has an Adjusted R. Square value of 63.6%, which means that 63.6% of the variation in purchasing decisions can be explained by the discount, free shipping and product quality variables. The remaining 36.4% is influenced by other factors outside of the research..

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