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The influence of shipping and online consumer reviews on purchase decisions on Shopee e-commerce among economics education students at Nusa Cendana University

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ABSTRACT

In the current digital era, the Internet has provided convenience for many parties to market products through online media. However, several factors continue to influence consumers' choices when shopping online. Therefore, this study focuses on examining consumer behavior in making purchases, considering consumer reviews and free shipping. The objective of this study was to understand how each element affects purchasing decisions in the Shopee online marketplace, both partially and simultaneously. The approach used was survey-based and quantitative. The population of this study comprised all 485 students of the Economics Education program at Undana, with a sample of 220 respondents determined through probability sampling using a simple random sampling technique based on Slovin's formula. A questionnaire containing 24 statements that had undergone validity and reliability tests was used as the research instrument. With the assistance of SPSS version 27, the data analysis was conducted using multiple linear regression, complemented by t-tests, F-tests, and the coefficient of determination. The findings indicate that online consumer reviews and free shipping have a positive and significant impact on consumers' purchasing decisions. With an F-value of 169.693 and a significance level of 0.000, these two factors also have a significant combined effect. The results show that these elements significantly influence the purchasing decisions of Economics Education students at Universitas Nusa Cendana on Shopee e-commerce platforms.

Keywords: customer; free shipping; online customer reviews; purchase decision

1. INTRODUCTION

Rapid technological advancements in the 21st century have greatly enhanced the fields of information and technology, which have had a profound impact on many aspects of human life. Currently, the Internet significantly influences people’s daily lives. Through the Internet, individuals can easily obtain various types of information, access social media, communicate with others, and conduct online transactions. The convenience of accessing and using the internet allows people to stay connected anytime and anywhere, resulting in a consistently increasing number of internet users

In 2023, Indonesia had 221,563,479 internet users out of a total population of 278,696,200 people, according to the report (APJII, 2024). The internet has developed into an important role in modern society, directly influencing changes in consumer behavior. An increasing number of individuals use the internet to conduct various online transactions because of its convenience and broad access. Therefore, the rising number of internet users in Indonesia significantly contributes to the growth of online transaction activities and positions it as a primary alternative for fulfilling daily needs.

Thus, society is highly dependent on the internet, which facilitates access to information, communication, and online shopping activities. Advancements in technology and information have had a significant impact on the economy, in which businesses utilize the internet to market their products through e-commerce. Through this system, sellers can reach a wider range of consumers, while consumers gain the convenience of shopping anytime and anywhere. This shift in shopping behavior indicates a transition from physical stores to online transactions, influenced by factors such as price, product quality, promotion, and ease of access

One of the platforms that plays an important role in the development of online transactions is Shopee, which strengthens the marketplace sector through mobile devices. Shopee functions as an e-commerce platform that connects sellers and buyers, allowing transactions to occur more easily through a mobile application (Nuraeni & Irawati, 2021). The ease of use and accessibility it offers make Shopee a primary platform choice for the public, in line with the expanding use of the Internet in Indonesia.

E-commerce increases sales volume, revenue, and public interest in entrepreneurship, all of which contribute significantly to economic growth. Business actors, particularly micro, small, and medium-sized enterprises (MSMEs), have the opportunity to expand their market reach internationally without geographical limitations thanks to these digital platforms. In addition, the ease of access and relatively low operational costs encourage the emergence of new entrepreneurs with more manageable risks. Therefore, e-commerce not only increases profits for businesses and individuals but also strengthens the national economy through the creation of innovation and a competitive business environment. The economic growth resulting from the utilization of e-commerce encourages business actors to continue innovating and leveraging digital technology as a means of business development (Sumardana & Damayanti, 2024).

Referring to the above discussion, there are several aspects that require attention, particularly regarding free shipping policies and online consumer reviews. These two factors influence product sales performance. In addition, the data reveal that sales of skincare products, particularly Hanasui Serum, experienced significant fluctuations from 2020 to 2024. This condition reflects market dynamics that are likely influenced by these two factors.

Table 1. Sales Data of Hanasui Serum for the Period 2020–2024

No.	Year	Sales	
		Average per year	Average per month
1.	2020	2.400 pcs/Year	200 pcs/month
2.	2021	1.000 pcs/Year	80 pcs/month
3.	2022	1.800 pcs/Year	150 pcs/month
4.	2023	1.700 pcs/Year	140 pcs/month
5.	2024	600 pcs/Year	50 pcs/month

Source: E-commerce platform (2025)

As shown in [Table 1](#), the highest sales occurred in 2020, with monthly sales reaching 200 pieces, whereas the lowest sales were recorded in 2024, with only 50 pieces per month.

Based on the explanation above, efforts to improve purchasing decisions on e-commerce platforms can be carried out by examining various expert perspectives. According to a study by [Khasanah et al. \(2024\)](#), purchasing decisions on the Shopee e-commerce platform are influenced by free shipping, trust, and online customer evaluations.

According to the aforementioned perspectives, one factor encouraging more people to shop on e-commerce platforms is free shipping. The implementation of a free shipping policy is driven by efforts to reduce the additional costs that consumers typically bear when making online transactions, allowing them to shop more comfortably and without concern about shipping fees. This is in line with the findings of [Istikomah and Hartono \(2022\)](#), who state that free shipping policies have a positive effect on e-commerce customer behavior because they can reduce hesitation to shop and increase interest in making purchases. Furthermore, [Rabbani's et al. \(2023\)](#) findings validate this result by stating that by reducing or eliminating shipping costs, free shipping policies can help customers who feel burdened by the total purchase amount, thereby encouraging purchase transactions. [Febria et al.'s \(2022\)](#) findings also show that free shipping policies can overcome consumer dissatisfaction with total purchase costs, allowing consumers to feel more satisfied and less burdened when making transactions.

In addition to free shipping, online consumer reviews play a significant role in shaping purchasing decisions. These reviews function as an information source that provides insights into product quality and previous user experiences, thereby influencing the perceptions and confidence of potential buyers toward a product. These findings are consistent with the study presented by Mirza (in [Suryani et al., 2022](#)) which explains that online consumer reviews play a role in helping potential buyers obtain and gather relevant information, thereby influencing purchasing decisions on e-commerce platforms. A similar explanation is also provided by [Banjarnahor \(in Shafwah et al., 2024\)](#) that online consumer reviews are expected to shape positive expectations for potential buyers, which in turn can encourage an increase in purchasing decisions. According to [Zed et al. \(2023\)](#), customer reviews reduce the likelihood of post-purchase dissatisfaction and help potential customers make more informed decisions.

Based on the findings from the description above, the results of the study conducted by [Alawiyah \(2023\)](#) show that free shipping has an impact on purchasing decisions (0.000) and positive (0.366). This result shows the importance of shipping cost methods in increasing customer interest in e-commerce platforms. The same study was also explained by [Marpaung and Lubis \(2022\)](#), who found that free-shipping promotions have a positive (0.345) and significant (<0.001) effect on purchasing decisions. In line with the previous findings, [Khasanah et al. \(2024\)](#) explained that positive reviews contribute to increasing consumer trust in product quality, thereby strengthening their confidence and motivation to make a purchase. In line with [Latief and Ayustira \(2020\)](#) found comparable results, showing that online consumer reviews have a significant (0.001) and positive (0.140) influence on purchasing decisions.

This study focuses on active undergraduate students aged 18–24 years who have a high intensity of social media use. This focus provides research novelty in the form of a deeper understanding of how students with intensive social media exposure perceive free shipping and online consumer reviews, as well as how these two factors specifically influence purchasing decisions.

This study is expected to serve as a reference for consumers to be more aware and discerning when making purchasing decisions through e-commerce platforms. In addition, the researcher suggests that future studies incorporate other variables, such as loyalty programs, influencer marketing, and customer service, which may also influence purchasing decisions, thereby enabling a more comprehensive analysis of the factors affecting consumer purchase decisions. Based on the discussion above, this research is entitled: “The Influence of Free Shipping and Online Consumer Reviews on Purchasing Decisions on Shopee Among Economics Education Students at the University of Nusa Cendana.”

2. RESEARCH METHOD

The survey method served as the foundation for the quantitative methodology in this study. The research population comprised students enrolled in the Economics Education study program, and a questionnaire was used as the primary instrument. The research sample was determined using a probability sampling method through a simple random sampling technique based on Slovin ’sformula. A total of 220 respondents participated in this study out of a total population of 485 students. The questionnaire used in this study consisted of 24 statements covering two independent variables—free shipping and online consumer reviews—and one dependent variable, namely, purchase decision. To ensure measurement consistency, the research instrument underwent validity and reliability testing prior to use.

Table 2. Operational Definitions

Operational Definition	Indicator
Free shipping is a policy that eliminates delivery fees, so consumers are not charged any additional costs for the shipping process (Azlin et al., 2022)	a) Attention b) Interest c) Desire d) Action
Online consumer reviews are defined as information provided by buyers regarding a product, containing assessments or evaluations made after a purchase	a) Usefulness of customer reviews b) Review assessment expertise c) Timeliness of customer reviews d) Number of reviews
The final step in the consumer decision-making process is the purchase, which is made after considering a number of variables (Gabriella & Hutauruk, 2023)	a) Problem recognition b) Information search c) Evaluation of alternatives d) Purchase decision

These statements have been tested using the instrument, and the results demonstrate that the instrument is valid and reliable ([the results can be seen at this link](#)). the indicators used to develop the questionnaire are presented in [Table 2](#).

to obtain more comprehensive research results, the researcher conducted a series of statistical analyses, including classical assumption tests ([the results can be seen at this link](#)), multiple linear regression, and hypothesis testing, to ensure the validity and smooth implementation of the study. this analysis was chosen because it is better able to describe the interaction between independent variables and the dependent variable.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

This study utilized primary data obtained from 220 respondents. The respondents were selected using probability sampling with a simple random sampling technique based on Slovin ’sformula. The number of respondents was considered sufficient to represent the population, allowing for further analysis. The respondents’ profiles are presented as follows (see [Table 3](#)).

Table 3. Respondent Characteristics

Characteristics	Respondents (N)	Percentage
Gender		
Male	39	17,73 %
Female	181	82,27 %
Age		
18 - 20	115	52,27 %
21 - 22	75	34,09 %

23 – 24	30	13,64 %
Semester		
1 - 3	90	40,91 %
4 - 6	51	23,18 %
7 – 9	79	35,91 %
Shopping Frequency		
1 - 2 Times	40	18,18 %
3 - 4 Times	25	11,36 %
5 - 6 Times	90	40,91 %
7 - 8 Times	30	13,64 %
> 9 Times	35	15,91 %
E-commerce Platform Used		
Shopee	220	100 %
Tiktok shop	220	100 %
Lazada	126	56,82 %
Tokopedia	100	45,45 %
Blibli	70	31,82 %
Bukalapak	65	29,55 %
Zalora	40	18,18 %

Based on the research findings, the survey results indicated that female respondents dominated participation, totaling 181 individuals (82.27%), while male respondents numbered 39 (17.73%). A total of 115 respondents (52.27%) were within the 18–24-year-old age range, and the majority were students in semesters 1–3 (40.91%). Regarding shopping frequency, 40.91% of the respondents made purchases 5–6 times per month (40.91%).

3.1.2. Descriptive Analysis

The results of the descriptive analysis related to the Shopee e-commerce platform are as follows:

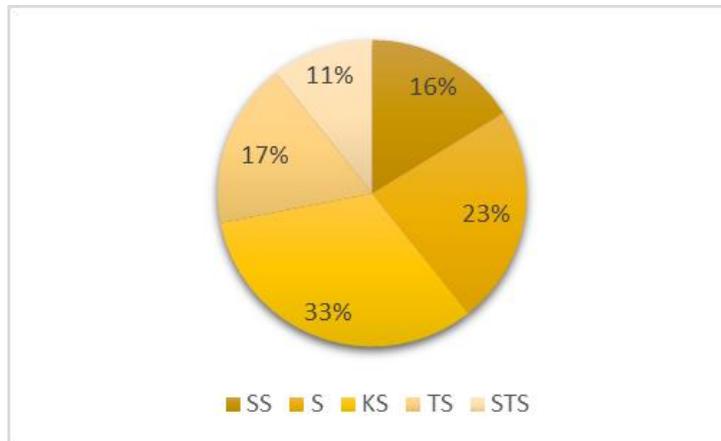


Figure 1. Descriptive Analysis of the Free Shipping Variable

Source: Researcher-processed data

As shown in Figure 1, 42% of respondents tended to agree or strongly agree that the presence of free shipping encourages an increase in purchasing decisions.

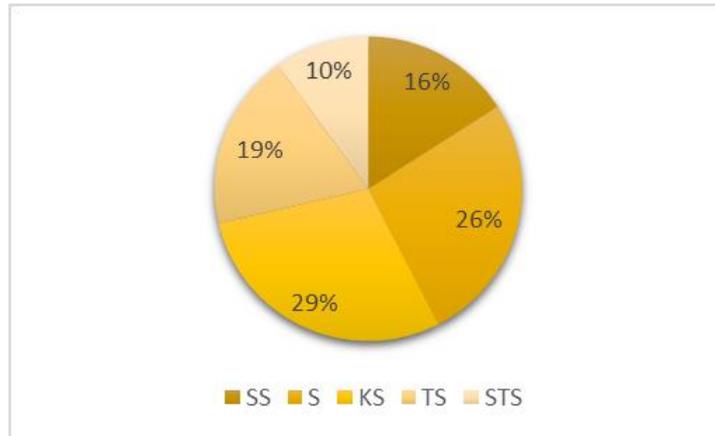


Figure 2. Descriptive Analysis of Online Consumer Reviews

Source: Researcher-processed data

As shown in Figure 2, 42% of respondents tended to strongly agree or agree that online consumer reviews could enhance purchasing decisions.

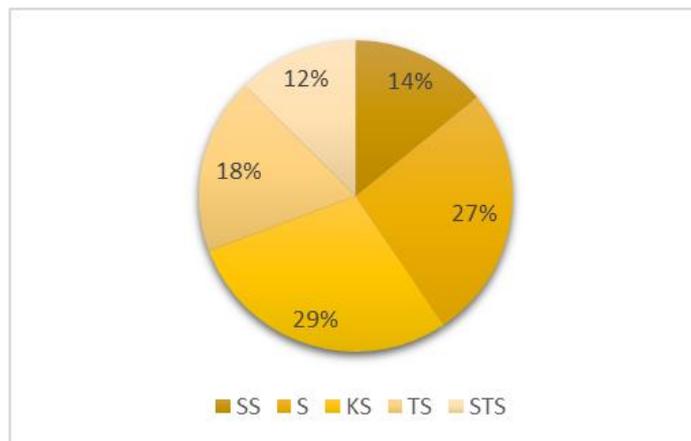


Figure 3. Descriptive Analysis of Purchasing Decisions

Source: Researcher-processed data

Based on Figure 3, 41% of respondents tend to agree or strongly agree that purchasing decisions increase due to the presence of free shipping and consumer reviews

3.1.3. Data Analysis Techniques

The following Table 4 illustrates one of the factors used in the analysis in this study.

Table 4. Results of Multiple Linear Regression Analysis

		coefficients				
Model	Term	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	-3.276	1.559		-2.102	0.037
1	X1	0.531	0.048	0.481	11.055	0.000
1	X2	0.585	0.049	0.518	11.914	0.000

a. Dependent Variabel: Purchase Decision

Source: Data processed with SPSS 27

Based on the results, X1 has a positive effect of 0.531 and is significant at 0.000, whereas X2 has a positive effect of 0.585 and is significant at 0.000. Based on these values, the following equation can be derived:

$$Y = -3,276 + 0,531X_1 + 0,585X_2.$$

This study concludes that both factors positively and significantly contribute to consumers' purchasing decisions.

3.1.4. Hypothesis Testing

A partial (t) test for the first and second hypotheses was conducted, based on the illustration in the following table.

Table 5. Results of the t-Test

coefficients						
Model	Term	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-3.276	1.559		-2.102	0.037
	X1	0.531	0.048	0.481	11.055	0.000
	X2	0.585	0.049	0.518	11.914	0.000

a. Dependent Variabel: Purchase Decision

Source: Data processed with SPSS 27

As shown in Table 5, both variables have significance values below 0.05, and the calculated t-values are greater than the t-table value (1.971). To determine the extent to which both variables simultaneously affect purchasing decisions, the next step is a simultaneous test (F-test), as shown in the table below (see Table 6).

Table 6. Results of the F-Test

ANOVA						
Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	660.35	2	3300.675	169.693	0.000 ^b
1	Residual	4220.831	217	19.451		
1	Total	10822.182	219			

a. Dependent Variabel: Y
b. Predictors: (Constant), X2, X1

Source: Data processed with SPSS 27

The calculated F-value is greater than the F-table value (169.693 > 1.40) with a significance level of 0.000 < 0.05, indicating that both variables simultaneously affect purchasing decisions. Next, an R-squared (R²) test was conducted to evaluate the model's ability to predict the dependent variable, as shown in the table below (see Table 7).

Table 7. Results of the Coefficient of Determination Test

Model summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0.781 ^a	0,610	0,606	4.410	

a. Predictors: (Constant), X2, X1

Source: Data processed with SPSS 27

3.2. Discussion

3.2.1. The Effect of Free Shipping on Purchasing Decisions

According to the data analysis results, the free shipping variable (X1) has a positive effect of 0.531 with a significance value of 0.000 on the purchasing decisions of economics education students. The t-test result, showing a t-value of 11.055, which is higher than the t-table value of 1.971, supports this conclusion; therefore, H1 is accepted.

Based on the above, implementing free shipping is one of the most effective marketing techniques to attract consumer interest. The success of this strategy depends on the timing and scheduling of the promotion, particularly for consumers aged 18–24 years, who are active social-media users. This age group plays a crucial role in the effectiveness of the program. Therefore, e-commerce platforms need to leverage specific occasions to package promotions on special dates, encouraging consumers to make purchases. These findings are in line with [Rachmawan's \(2024\)](#) opinion that consumers must meet certain requirements to receive free-shipping coupons, including minimum purchase amounts, special “double-date” events, and offers valid at the time. In addition to selecting the right dates, the availability of free shipping also increases the desire to shop. This shopping desire motivates students to remain interested in making purchases, even outside of specific promotional dates. Consistent with this, [Andriani et al. \(2023\)](#) state that free shipping generally encourages consumer desire when making online purchase transactions.

This is in line with [Auli \(2021\)](#), this study found that free shipping promotions have a significant (0.000) and positive (0.397) impact on purchasing decisions on the Shopee e-commerce platform, consistent with the research conducted by [shopee \(Maulana & Asra, 2019\)](#). They found that the free shipping variable has a positive (0.453) and significant (0.019) effect on purchasing decisions on e-commerce among Generation Z in rural areas. In contrast to these studies, variables such as consumer trust, product quality, and brand image were not the focus of this study, even though these factors also have the potential to influence purchasing decisions on e-commerce platforms. Although consistent with previous studies, the results of this study indicate a stronger effect of free shipping. This can be attributed to students' high intensity of social media and e-commerce platform usage, which makes them more responsive to free shipping promotions. Therefore, free shipping is an important factor in encouraging students' purchasing decisions in terms of cost efficiency and the convenience of online shopping.

Based on the above description, it is evident that an important aspect of developing a free shipping strategy is selecting the right promotional dates and adjusting to consumers' shopping desires and interests to enhance purchasing decisions.

3.2.2. The Effect of Online Consumer Reviews on Purchasing Decisions

The data analysis results revealed that online consumer reviews (X2) have a positive effect (0.585) with a significance of 0.000 on the purchasing decisions made by economics education students. This finding is supported by the t-test results, which show that X2 has a partial effect on Y of 11.914, greater than the t-table value of 1.971; therefore, H2 is accepted.

Thus, online consumer reviews are a marketing strategy that influences purchasing decisions. In this context, reviews are those continuously updated by consumers after use. Such reviews are particularly helpful for students in making purchase decisions, as they provide a realistic insight into the product experience. This is especially true for students aged 18–24, who are active on social media and tend to regard consumer reviews as one of the main sources of information before making online purchases. [Abdillah and Pramesti \(2024\)](#) states that post-use reviews are a form of feedback that encompasses the level of satisfaction with the product, changes experienced after use, and user reactions. These reviews can help prospective buyers understand the emotional and psychological impact of using the product, while also providing a more realistic picture of users' satisfaction levels. In addition, reviews that highlight both the advantages and disadvantages of a product are considered trustworthy, making them an important reference for consumers before deciding to make a purchase.

This is in line with Akbar et al. (2024) It was found that online consumer reviews have a positive impact (0.333) and are significant (0.000) on purchasing decisions in the Shopee marketplace, according to the research conducted by Martini et al., (2022). It was found that purchasing decisions at ModeliaFashion on the Tokopedia marketplace in Jakarta are positively influenced (0.669) and significantly affected (0.000) by the variable of online consumer reviews. Nevertheless, there are still other factors that have not been the focus of this study, such as price, ease of app use, and customer service, which can also impact consumers' decisions when transacting through e-commerce. Although consistent with previous studies, the findings of this study indicate that online consumer reviews have a strong influence on students, as they tend to use reviews as a primary source of information to evaluate product quality, credibility, and usage experiences before making a purchase. The high intensity of e-commerce usage makes students more selective and cautious, thereby positioning consumer reviews as an important consideration in reducing purchase risk and increasing confidence in decision-making.

Accordingly, reviews that are frequently updated after use and provide a summary of a product's advantages and disadvantages are an effective way to enhance customer convenience when evaluating the quality and condition of a product, which can ultimately lead to an increase in purchasing decisions.

3.2.3. The Effect of Free Shipping and Online Consumer Reviews on Purchase Decisions

Based on the data from the above analysis, the F-test (simultaneous) shows that free shipping and online consumer reviews have a combined beneficial and substantial effect on Shopee e-commerce purchase decisions, as indicated by the calculated F-value of 169.693, which is higher than the F-table value of 1.40. This finding is further supported by the coefficient of determination, which was obtained at 0.610 or 61%. This indicates that 61% of Shopee e-commerce purchases made by students in the economics education program at Undana are simultaneously influenced by free shipping and online consumer reviews, whereas other factors not discussed in this study account for the remaining 39%.

This can be explained by the fact that free shipping offers are part of marketing approach tactics, and choosing certain dates has proven to be one of the best ways to boost shopping motivation. In addition, the presence of consumer reviews also plays an important role in encouraging consumers to make more informed purchase decisions, as these reviews contain relevant information. All of these variables contribute significantly to strengthening purchase decisions, especially among students aged 18–24 who are active on social media. This opinion is in line with Kurniawan's (2025) statement that free shipping encourages an increase in consumer shopping frequency, especially when combined with the selection of appropriate promotional dates. Consumer reviews that include advantages, disadvantages, and testimonials enhance trust and help assess product suitability. Thus, free shipping and online consumer reviews play an important role in strengthening purchase decisions.

The results of this study are consistent with previous research by Utami et al. (2023), which found that online consumer reviews and free shipping incentives have a positive impact (69.973) and are significant (0.000) on purchase decisions on the TikTok Shop e-commerce platform. The findings of this study are also consistent with Niswangingtyas and Hadi's (2022) research, which shows that the variables of free shipping and online consumer reviews simultaneously have a positive and significant effect on purchase decisions on the Shopee e-commerce platform for Shopee app users, with a calculated F-value greater than the F-table value ($30.499 > 3.08$) and a significance probability of $0.000 < 0.05$. The coefficient of determination is 35.1%, indicating that buyers' choices are influenced by free shipping policies and online consumer reviews.

Based on the above discussion, it was evident that implementing free shipping along with selecting appropriate promotional dates can be an effective strategy to increase consumer desire and purchasing decisions. In addition, consumer reviews that provide informative insights regarding a product's advantages and disadvantages, as well as post-use reviews, can instill trust and convenience for prospective buyers when assessing product quality. Thus, the combination of free shipping promotions and relevant consumer reviews can significantly strengthen purchase decisions.

4. CONCLUSION

4.1. Conclusion

Based on the research findings, the purchasing decisions of economics education students at Undana on the Shopee e-commerce platform are positively and significantly influenced by free shipping and online consumer reviews. The results indicate that consumers tend to make purchases when offered free shipping and when positive reviews are available. In addition, the analysis of the coefficient of determination further supports the simultaneous and partial influence of these two variables on purchasing decisions.

4.2. Recommendations

Based on the research findings, free shipping and online consumer reviews have a significant influence on purchasing decisions. Therefore, Shopee should continue optimizing its free shipping programs, for example, by selecting strategic times or specific dates, to increase consumer interest and purchasing decisions. In addition, Shopee is expected to encourage consumers to provide more reviews after making purchases, as these reviews can enhance user trust and loyalty. Shopee also needs to ensure the authenticity and credibility of each review so that they can serve as a reliable source of information for potential buyers, thereby helping to build a transparent and trustworthy platform image.

Consumers are advised to make wise use of free-shipping programs when making purchases on e-commerce platforms. Additionally, consumers are encouraged to be more active in reading and providing reviews based on their real experiences after using products, as this can help other potential buyers make informed decisions and support the creation of an honest and informative e-commerce ecosystem.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

Not Applicable

Disclosure Statement

No potential conflict of interest was reported by the author(s).

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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Notes on Contributors

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