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The Effect of Free Shipping Promos and Customer Reviews on Purchasing Decisions of Shopee E-Commerce Users in the City of Bandung on Twin Date Events

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Abstract: The competitive e-commerce market drives platforms like Shopee to understand the factors that influence users' purchasing decisions. Special events such as twin dates create their own opportunities and challenges. This study aims to analyse the impact of free shipping promos and customer reviews on the purchasing decisions of Shopee users in Bandung City during the twin dates event. Using Nonprobability Sampling technique and purposive sampling sub-technique, this study found that free shipping promos and customer reviews have a significant effect on purchasing decisions. The findings are expected to provide insights for Shopee and other e-commerce platforms in optimising their marketing strategies, increasing competitiveness, and responding more effectively to the growing demand from online consumers.

Keyword: e-commerce, Free Shipping Promo, Customer Reviews, Purchasing Decisions

INTRODUCTION

In an increasingly advanced digital era, e-commerce has become one of the fastest growing industries (Taher, 2021; Tian & Stewart, 2006), especially in Indonesia. This rapid growth is driven by widespread internet penetration and consumer behaviour shifting to online shopping. One e-commerce platform that has gained high popularity in Indonesia is Shopee. To maintain its competitiveness, Shopee consistently uses various marketing strategies, including free shipping promos and customer reviews, which are important factors in consumer purchasing decisions (Nuraeni & Irawati, 2021; E. Sari, 2022).

Free shipping promo is one of the main attractions for e-commerce users in Indonesia. Shipping costs are often a barrier for consumers to complete transactions, especially for low to medium value product purchases. Reducing or discounting shipping costs can encourage increased purchases and influence consumer loyalty (Nurdiansah & Widyastuti, 2022). This is especially relevant in the context of twin date events, such as 9.9, 10.10, 11.11 and 12.12, which are often utilised by Shopee with various massive promotions.

On the other hand, customer reviews have become one of the important elements in the product evaluation system on e-commerce platforms. Positive reviews increase consumer confidence, while negative reviews can slow down or hinder purchasing decisions. Consumers tend to seek other people's opinions before deciding to buy a product, especially when they shop online (Hutagaol, 2019). With the higher number of reviews available, consumers have more information to use in their decision-making.

This phenomenon is particularly relevant in Bandung City, which is one of the major cities with a high e-commerce adoption rate. During twin date events, there is an increase in online shopping activity, which is influenced by promotional strategies such as free shipping and customer reviews. Bandung, with its high technology penetration rate and dynamic consumer population, provides an ideal landscape to examine the impact of these factors on consumer purchasing decisions.

This study aims to analyse how free shipping promos and customer reviews influence the purchasing decisions of Shopee users in Bandung City, especially during the twin dates event. This understanding is expected to make an important contribution to businesses and marketers in designing more effective marketing strategies.

LITERATURE REVIEW

Purchasing Decisions

Decisions generally refer to 'a decision is the selection of an option from two or more alternative choices' this includes when someone makes a decision by choosing one option from several available choices (Schiffman & Kanuk, 2007). Purchasing decisions are steps taken by consumers to identify preferences among existing brands in a particular category and choose to buy the product they are most interested in (Kotler, 2003). The definition of a purchasing decision is an integration process that combines attitudes and knowledge to evaluate two or more alternative behaviours and finally choose one of them (Nugroho, 2003).

Purchasing decisions are a form of action from consumers to want to buy or not the product that is being needed and wanted. In deciding on a purchase, there is an evaluation process, consumers assess brand ratings and form purchase intentions. Consumer purchasing decisions are also influenced by two main factors. The first factor involves other people's views on the product or brand. While the second factor includes unexpected situations that can arise and affect changes in purchase intentions (Kotler & Keller, 2016)

Free Shipping Promo

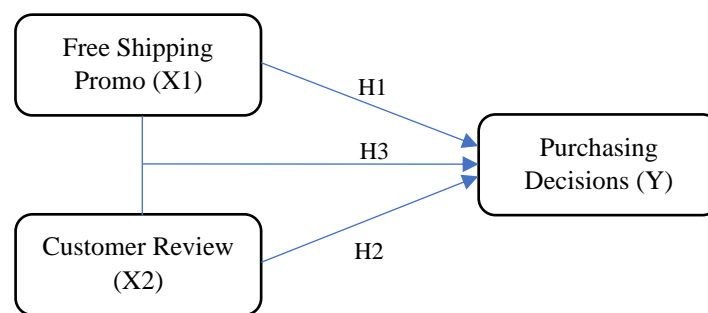
Postage is a fee charged to consumers as compensation for the delivery of goods from the seller to the buyer. Shipping costs include transportation, packaging, and logistics management costs in the process of distributing goods to consumers (Kotler & Keller, 2016). Meanwhile, according to Rushton et.al. (2022), shipping costs are transport costs charged to consumers by logistics companies or couriers in the process of delivering goods. This cost is influenced by the distance, weight, and volume of the goods, as well as the shipping method used (Rushton et al., 2022). In the online buying and selling process, sellers will differentiate shipping costs to their buyers according to the weight and dimensions of the product purchased. So, the buyer will pay money for the product and plus shipping costs. The term shipping cost is commonly referred to as postage. Meanwhile, free shipping is defined as an online business manager's offer to provide free shipping as a form of promotion to attract buyers. Free shipping promo is a promotional strategy used by e-commerce companies to reduce purchase barriers caused by shipping costs (Yao & Zhang, 2012). These offers often increase consumer interest in making a purchase, especially when shipping costs are a major consideration in the purchase decision.

Customer Review

Customer review is an evaluation or judgement given by consumers about a product or service after they have purchased it (Chevalier & Mayzlin, 2006). Meanwhile, according to Zhang et al. (2010), customer reviews are reviews or opinions provided by consumers about the products or services they buy, usually posted on e-commerce sites or social media. This review is a form of electronic word of mouth (e-WOM) that has a significant influence on purchasing decisions (Zhang et al., 2010). These reviews are usually published on online platforms and have a significant impact on sales and product reputation in the market. Positive reviews can increase the trust of potential customers, while negative reviews can decrease purchase intention. Correspondingly, high product quality is a key factor in making it easier for consumers to choose a brand that suits their preferences and needs.

Conceptual Framework

To clarify the implementation of research and facilitate understanding, a framework is needed as a basis for understanding. The framework or framework of thought is the rationale for research that is synthesised from facts, observations, and literature reviews (Mulyadi, 2012). The framework can be described as follows (Figure 1):



Source: Research Results

Figure 1. Conceptual Framework

Hypothesis:

Based on the formulation of the problem, the framework, and studying various existing data, the authors make three research hypotheses, namely as follows:

1. H1: It is suspected that the free shipping promos has a significant effect on purchasing decisions at Shopee e-commerce for users in Bandung City on twin date events.
2. H2: It is suspected that customer reviews have a significant effect on purchasing decisions at Shopee e-commerce for users in Bandung City on twin date events.
3. H3: It is suspected that free shipping promos and customer reviews significantly influence purchasing decisions at Shopee e-commerce for users in Bandung City on twin date events.

METHODS

Research method is a scientific approach used to achieve the predetermined research objectives. In general, research methods include research design, data collection procedures, data analysis techniques, and systematic steps taken to answer research questions. According to Sugiyono (2017), a research method is a scientific way to obtain data that is relevant to certain objectives, both in terms of usefulness and accuracy (Sugiyono, 2017). Therefore, this research uses appropriate methods to obtain valid and reliable information and data.

This research is focused on Bandung City, which is one of the major cities in Indonesia with high e-commerce activity. Shopee, as one of the leading e-commerce platforms, often organises attractive promos during twin date events, such as 9.9, 10.10, 11.11, and 12.12. These events are designed to increase sales and attract more consumers. In that context, this study

aims to analyse the influence of free shipping promos and customer reviews on purchase decisions of Shopee users in Bandung City.

This research uses a quantitative approach, which is generally systematic, planned, and clearly structured from the beginning to the end of the research. Quantitative research aims to produce findings that can be explained statistically or through other quantification methods (Sujarweni & Utami, 2019). Data collection is carried out using valid research instruments, and the results of data analysis will be used to test the hypothesis that has been formulated. The sampling technique in this study was carried out randomly (random sampling) to ensure data representation from the population.

The population in this study consisted of Shopee users in Bandung City during the twin date event. Population refers to a general domain consisting of objects or subjects with certain qualities and characteristics that have been identified by researchers to be investigated and then evaluated to obtain conclusions (Sugiyono, 2017). Given that the population size is not known with certainty, the determination of the sample size was carried out using the Bernoulli formula, which resulted in a total sample of 96 respondents, then rounded up to 100 samples. The sampling technique used was probability sampling with the simple random sampling method, which ensures each element in the population has an equal chance of being selected.

The data collection technique in this study was an interview, which was conducted with the help of a questionnaire. The questionnaire in the form of a checklist has provided various alternative answers, so respondents only need to choose the answers available. Data were analysed using descriptive and quantitative methods. Descriptive analysis was used to provide an overview of free shipping promos, customer reviews, and their impact on purchasing decisions at shopee's twin date event. Meanwhile, quantitative analysis is used to examine certain samples numerically and to test predetermined hypotheses.

The answers from respondents in this study used answer choices with a Likert scale of 1-5, consisting of 1 (strongly disagree), 2 (disagree), 3 (disagree), 4 (agree), and 5 (strongly agree). To find out that the instrument used is valid and reliable, it is tested using validity and reliability tests. The validity test uses product moment (r count), while the reliability test uses Cronbach Alpha (α). Meanwhile, the data analysis technique uses the Classical Assumption Test in the form of normality, multicollinearity, and heteroscedasticity tests. This study also uses multiple linear regression analysis techniques. In this analysis, there is a coefficient of determination (R^2) test to see the model's ability to explain the variation in the dependent variable. Meanwhile, to prove the research hypothesis, using the t test (partial test) and F test (simultaneous test).

Research Variable Indicators

In research, indicator variables play an important role as measuring tools to determine the extent to which research variables can be observed and measured empirically. Each variable, both independent and dependent variables, requires specific and relevant indicators to ensure the validity and reliability of the data collected. Variable indicators are used to translate abstract concepts into measurable data, making it easier for researchers to carry out analysis. In this research, the indicators for each variable were selected based on previous literature and adapted to the research context.

Free Shipping Promo (X1) variable consists of several indicators as follows: gives attention, has attractiveness, provoke purchase desire, and encourages to make a purchase (V. N. Sari & Nugroho, 2019). Customer Review (X2) variable also consists of several indicator as follows: perceived usefulness, source credibility, argument quality, volume of online reviews, and valence of online consumer review. (Putri & Wandebori, 2016), While purchasing decisions (Y) variable consists of 5 indicators, namely: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2009),

RESULTS AND DISCUSSION

Validity test

The following validity test results use IBM SPSS Statistics version 23:

Table 1. Summary of Validity Tests per indicator X1, X2, Y.

Variable	Item Variable	r count	r table	Conclusion
Free Shipping Promos (X1)	X1.1	0.734	0.1966	Valid
	X1.2	0.783	0.1966	Valid
	X1.3	0.792	0.1966	Valid
	X1.4	0.735	0.1966	Valid
Customer Reviews (X2)	X2.1	0.724	0.1966	Valid
	X2.2	0.635	0.1966	Valid
	X2.3	0.835	0.1966	Valid
	X2.4	0.824	0.1966	Valid
	X2.5	0.817	0.1966	Valid
Purchasing Decisions (Y)	Y1	0.724	0.1966	Valid
	Y2	0.635	0.1966	Valid
	Y3	0.835	0.1966	Valid
	Y4	0.824	0.1966	Valid
	Y5	0.817	0.1966	Valid

Source: IBM SPSS 23 Data Processing Results

Based on Table 1 above, where all the values of $r \text{ count} > r \text{ table}$, it can be concluded that all research instruments on the variable free shipping promos (X1), customer reviews and purchasing decisions (Y) have been declared valid so that they can be continued for the next test.

Reliability Test

The following reliability test results use IBM SPSS Statistics version 25:

Table 2. Reliability Test

Variable	Cronbach Alpha (α)	Minimum Value	Conclusion
Free Shipping Promos (X1)	0.947	0.6	Reliable
Customer Reviews (X2)	0.962	0.6	Reliable
Purchasing Decisions (Y)	0.951	0.6	Reliable

Source: IBM SPSS 25 Data Processing Results

Based on Table 2, it can be concluded that all instruments on the variables of free shipping promos, customer reviews, and purchasing decisions have met the reliability criteria because the Cronbach's Alpha value is greater than 0.6. So that the classic assumption test can be continued.

Classical Assumption Test Results

Normality Test

Normality test results using IBM SPSS Statistics version 25:

Table 1. Normality Test Results

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.112	100	.006	.976	100	.088

a. Lilliefors Significance Correction

Source: IBM SPSS 25 Data Processing Results

Based on Table 3, it can be concluded that the variables of free shipping promos, customer reviews, and purchasing decisions in this study are normally distributed because the Sig (2-tailed) value is $0.088 > 0.05$.

Multicollinearity Test

The following table shows the results of the multicollinearity test using IBM SPSS Statistics version 25:

Table 4. Table of Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Free Shipping Promos (X1)	.829	1.206
	Customer Reviews (X2)	.829	1.206

a. Dependent Variable: Purchasing Decisions (Y)

Source: IBM SPSS 25 Data Processing Results

Based on Table 4 above, it is known that the VIF value for free shipping promos (X1) is 1.206, customer reviews (X2) is 1.206. Because the VIF value is less than 10, it can be concluded that the regression model does not have multicollinearity problems.

Heteroscedasticity Test

The following table shows the results of the heteroscedasticity test using IBM SPSS Statistics version 25:

Table 5. Table of Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	11.860	3.356		3.534	.001
	Free Shipping Promos (X1)	-.071	.053	-.147	-1.352	.180
	Customer Reviews (X2)	-.055	.049	-.123	-1.130	.261

a. Dependent Variable: Purchasing Decisions (Y)

Source: IBM SPSS 25 Data Processing Results

Based on table 5 above, it is known that the significance value of the free shipping promos variable is $0.180 >$ the degree of significance (0.05), the significance value of customer

reviews variable is $0.261 >$ the degree of significance (0.05). Of the two variables, there is no heteroscedasticity problem or it can be said to be homoscedasticity. Thus, it can be concluded that there is no heteroscedasticity problem, so that a good and ideal regression model is fulfilled.

Data Analysis Results

Multiple Linear Regression Analysis Test

The following table shows the results of the multiple linear regression analysis test using IBM SPSS Statistics version 25:

Table 6. Multiple Linear Regression Analysis Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	20.320	5.341		3.805	.000
	X1	.564	.084	.538	6.714	.000
	X2	.264	.078	.272	3.391	.001

a. Dependent Variable: Purchasing Decisions (Y)

Source: IBM SPSS 25 Data Processing Results

Based on the table 6 above, it can be seen that the equation model produced in this research is:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$$

$$Y = 20.320 + 0.564X_1 + 0.264X_2 + e$$

Test Coefficient of Determination (R2)

The following table shows the results of multiple linear regression analysis tests using IBM SPSS Statistics version 25:

Table 7. Test Results of the Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.484	.473	5.757

a. Predictors: (Constant), X2, X1

Source: IBM SPSS 25 Data Processing Results

Based on the table 7 above, it can be seen that the value obtained is 0.473. This means that the variation of the two variables, namely free shipping promos (X1), customer reviews (X2) contributes to purchasing decisions (Y) by 47,3% while the other 52,7% can be explained by other variables not included in the study.

Hypothesis Test Results

Test T (partial test)

The following table shows the results of the t test (partial test) using IBM SPSS Statistics version 25:

Table 8. T Test Results

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	20.320	5.341		3.805	.000

X1	.564	.084	.538	6.714	.000
X2	.264	.078	.272	3.391	.001
a. Dependent Variable: Purchasing Decisions (Y)					
T tabel	Df=97, $\alpha=0,05$ hasilnya 1.660				

Source: IBM SPSS 25 Data Processing Results

Based on Table 8 above, it can be seen that the variable free shipping promos (X1) obtained t value > t table ($6.714 > 1.660$) and customer reviews (X2) obtained t value > t table ($3.391 > 1.660$) with a significant level of 0.05 or 5%, H_0 is rejected and H_a is accepted, meaning that the variable free shipping promos (X1) and customer reviews (X2) has a partial influence on purchasing decisions.

F Test (Simultaneous Test)

The following table shows the results of the F test (simultaneous test) using IBM SPSS Statistics version 25:

Table 9. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3014.377	2	1507.188	45.474	.000 ^b
	Residual	3214.933	97	33.144		
	Total	6229.310	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						
F tabel	Df 1 = 2, df 2 = 97, $\alpha = 0.05$ the result = 3.09					

Source: IBM SPSS 25 Data Processing Results

Based on Table 9, it can be seen that the calculated F value is 45.474, while the value of F Tabel is 3.09. Thus, it can be seen that the variable free shipping promos (X1), customer reviews (X2) simultaneously affect purchasing decisions (Y) on shopee's twin date events in a real or significant way, because F count is greater than F table.

Discussion

The Effect of Free Shipping Promos on Purchasing Decisions

The results of the validity test conducted show that all indicators in variable X1, such as giving attention, having attractiveness, provoking a desire to buy, and encouraging to make purchases have an r value greater than r table. If the r value for an item is greater than the r table value, the item is considered valid because it shows a significant correlation with the entire scale. Conversely, if the r value is smaller than the r table, the item is considered invalid. Based on the validity test results, all items from X1.1 to X1.4 have a calculated r value greater than the r table (0.1966) so that the 4 items in X1 are declared valid in measuring variable X1. This indicates that all indicators are valid because they show a significant correlation with the overall scale. The reliability test also shows that variable X1 has a Cronbach's Alpha value of 0.947 for 4 items, which signifies excellent internal consistency. From the measurement results using a continuum line, the free shipping promo variable (X1) obtained an overall average value of 4.39, which indicates that all indicators have a positive effect on purchasing decisions (Y). The t test results also show that variable X1 has a beta coefficient of 0.538 with a t value of 6.714, which is greater than the t table value (1.984), and a significance value of 0.000. This means that the free shipping promo has a positive and significant influence on purchasing decisions. Thus, it can be concluded that the Null Hypothesis (H_0) is rejected and the Alternative Hypothesis (H_a) is accepted, which shows that the free shipping promo has a

significant influence on purchasing decisions on the Shopee e-commerce platform for users in Bandung City during the twin date event. And with the free shipping promo, it will encourage consumers to make purchases in Shopee e-commerce during the twin date event in Bandung City.

The Effect of Customer Reviews on Purchasing Decisions

The results of the validity test conducted show that all indicators of variable X2 such as perceived usefulness, source credibility, argument quality, number of online reviews, and valence of online consumer reviews, have a calculated r value greater than r table. If the r value for an item is greater than the r table value, the item is considered valid because it shows a significant correlation with the entire scale. Conversely, if the calculated r value is smaller than the r table, the item is considered invalid. Based on the validity test results, all items from X2.1 to X2.15 have a calculated r value greater than the r table (0.1966). The customer review continuum line (X2) has an overall average value of 4.57 which shows that all indicators have a positive effect on purchasing decisions (Y). In addition, the reliability test shows a Cronbach's Alpha value of 0.962 for 15 items, which indicates that the X2 variable has excellent internal consistency. The t test results also show that the X2 variable has a beta coefficient of 0.272 with a t value of 3.391, which is greater than the t table value (1.984) with a significance value of 0.001. This shows that customer reviews have a positive and significant effect on purchasing decisions in Shopee e-commerce for users in Bandung City on twin date events. Customer reviews play an important role in encouraging consumers to make purchases on Shopee e-commerce during the twin date event in Bandung City. Thus, it can be concluded that H_0 (Null Hypothesis) is rejected and H_a (Alternative Hypothesis) is accepted.

The Effect of Free Shipping Promos and Customer Reviews on Purchasing Decisions

Based on the results of hypothesis testing, it can be concluded that H_0 (Null Hypothesis) is rejected and H_a (Alternative Hypothesis) is accepted. This shows that free shipping promos (X1) and customer reviews (X2) simultaneously have a significant effect on purchasing decisions in Shopee e-commerce for users in Bandung City on twin date events. Based on the results of the coefficient of determination test and the F test, it can be concluded that free shipping promos (X1) and customer reviews (X2) simultaneously have a significant influence on purchasing decisions (Y) on the Shopee e-commerce platform during the twin date event in Bandung City. The analysis results show that about 47.3% of the variation in purchasing decisions can be explained by the combination of variables X1 and X2. This means that free shipping promos and customer reviews together provide a strong enough impetus for consumers to make purchases. The F test conducted resulted in an F value of 45.474 with a significance of less than 0.001, indicating that the regression model that includes X1 and X2 together makes a significant contribution to the variation in purchasing decisions. This value far exceeds the specified critical value of the F table (3.09), which corroborates the conclusion that free shipping promos and customer reviews play an important role in influencing consumer behaviour. This result is consistent with the finding that free shipping promos add significant value in attracting consumer interest, while customer reviews build trust and positively influence purchase decisions. These findings highlight the importance of marketing strategies that take these factors into account in improving sales performance on e-commerce platforms. As such, companies can use this information to optimise their promotional strategies and online reputation management to increase the appeal of their products and services in the eyes of consumers.

CONCLUSIONS

Based on the results of the research that has been conducted, it can be concluded that free shipping and customer review have a significant influence on purchase decision on

shopee's twin date events in Bandung City. The analysis shows that increasing free shipping is positively associated with increasing purchase decision scores. Meanwhile, customer review also significantly affected purchase decision. Free shipping and customer review also have a simultaneous effect on purchase decision on Shopee's twin date event in Bandung City of PT Pos Indonesia's regular postal services in Bandung City. An increase in these two independent factors tends to be followed by an increase in purchase decision as the dependent factor.

Overall, this study not only confirms the importance of free shipping promos and customer reviews in the e-commerce context, but also fills a knowledge gap by exploring the interaction between these two factors specifically on a twin date promotional event in Bandung City. The practical implication of these findings is that it is important for e-commerce companies to optimise promotional strategies that harness the power of these two factors to improve sales performance and maintain consumer loyalty. As such, this study makes a significant contribution to the theory and practice of digital marketing in the era of e-commerce.

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