

The Effect of Free Shipping and Timeliness of Product Delivery on Purchasing Decisions on the Shopee Application at Kec.Borbor Kab.Toba

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ABSTRACT

The aim of this research is to determine the effect of free shipping and on time delivery on purchasing decisions on the Shopee application in the Aekunsim Village Community, Borbor District. Toba. The population in this research is the community in Aekusnim Village. The sampling technique uses a survey sampling method with non-probability sampling techniques and distributing questionnaires. The sample in this study was 83 respondents. The research method used is a quantitative method and the data analysis used in this research is multiple linear regression analysis, partial test (t test), simultaneous significance test (F test) and coefficient of determination. Based on the results of the research that has been carried out, the conclusion is obtained: Free shipping has an influence on purchasing decisions with a t value of 3.590 and the resulting significance value of 0.001 is below 0.05, so the hypothesis in this research is accepted. The timeliness of product delivery influences purchasing decisions with a t value of 2.666 and the resulting significance value of 0.009 is below 0.05, so the hypothesis in this research is accepted.

Keywords: *Free Shipping, Timely Delivery, Purchase Decision*

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I. INTRODUCTION

The development of technology today in the era of globalization is able to change human life. One of the changes that is very fast and direct to meet human needs is technological progress, especially in the field of the internet, which is a network that can connect many computers for certain purposes, for example to send news, obtain information, and send files. The rapid development of technology at this



time makes it easier for traders to market the goods and services that consumers want. One of the most striking impacts of this internet development is the emergence of various e-commerce sites that sell various goods. Many advantages are presented by the internet, for example, with the purchase of goods or administration, buyers can now buy by, so that buyers do not need to go to the actual store to get the desired item, only using the application (Dukalang *et al.*, 2022). Therefore, the shopping principles of Indonesian people are currently starting to shift from offline shopping to shopping as a result of the rapid growth of e-commerce in Indonesia. Shopping allows sellers and buyers to conduct buying and selling transactions without meeting face to face. Buyers only need electronic devices such as computers, cellphones, or tablets that are connected to the internet so that they can search and buy the items they want without having to go to the store.

One of the e-commerce among the public is shopee. Shopee is a startup company from Singapore, which entered Indonesia in December 2015. In addition, Shopee is a site in the form of a buying and selling application that sells a variety of products, including sports equipment, cameras, gadgets, cosmetics, clothing, cars, home supplies, vitamins, and drinks. In addition, shopee can also be used to purchase credit, electricity tokens, meal vouchers, and so on. Especially for people who live in locations that are far from urban areas or that are difficult to reach and do not have much time to shop at offline stores because the location is quite far away, shopee is one of the right choices for them to use shopping without having to leave the house.

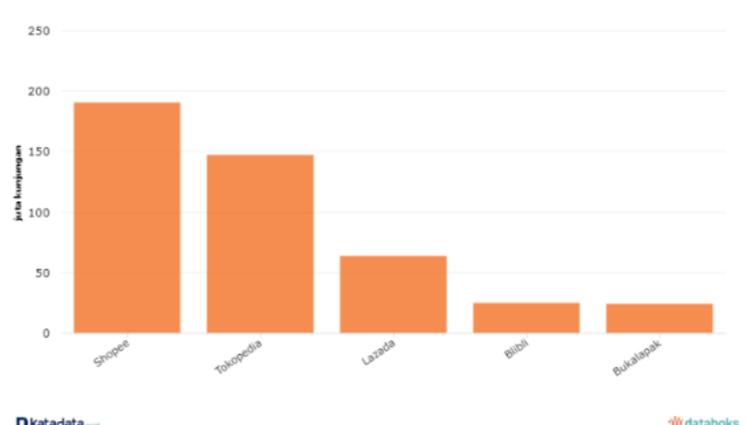


Figure 1
E-Commerce Sites with the Most Visits in Indonesia in August 2022 (cindy Mutia Annur, 2022)

According to figure 1 the emergence of the shopee application has revolutionized the way consumers shop, with factors such as postage and on-time delivery playing an important role in their purchasing decisions. (Muchlisin, 2023) says that purchasing decisions are a consumer decision-making process for purchases that combine knowledge to choose two or more alternative products available influenced by several factors such as the price of shipping costs, and the timeliness of delivery. In the context of the Shopee application, understanding the influence of these factors on consumer behavior is very important for businesses to develop effective marketing strategies and increase consumer purchases. But nowadays, e-commerce is competing to offer different postage prices or varying postage discounts.

The cost or price of postage is one of the things that consumers consider to decide on their purchase. Shipping costs are the costs of delivering these goods which are listed directly on the application (Achmad *et al.*, 2023). High shipping costs can make consumers hesitate to continue purchasing because it can increase the total cost of the product. Conversely, low or even free shipping costs can attract consumers and encourage them to continue with the purchase.

Shopee has made innovations to shipping costs and applies free shipping. Free shipping is part of sales promotion, namely activities that seek to ease the burden of shipping in an online sale, due to the high cost of shipping costs, so consumers can get a discount on shipping costs (Reza , 2022). However, these innovations sometimes do not work properly. This causes many customers to complain because only items with a minimum purchase and certain locations get the free shipping innovation. Especially locations that are far from urban areas or locations that are far from the center of goods delivery services will require expensive shipping costs compared to urban locations. Because of the incompatibility of the free shipping promo, it makes it difficult for consumers from rural areas to make purchasing decisions.

Research conducted by (Batubara *et al.*, 2021) shows that free shipping partially has no significant effect on purchasing decisions. However, this research is not in line with research conducted by (Bahrun *et al.*, 2017) showing that free shipping has an effect and has a correlation with purchasing decisions. In the variable timeliness of product delivery, research conducted by (Haikal *et al.*, 2021). This research is also



supported by research conducted by (Junensih & Ratnawili, 2021) which states that timeliness has a positive and significant influence on purchasing decisions.

II. LITERATURE REVIEW

Definition of Free Shipping

In the buying and selling process, the seller will charge the buyer a shipping fee based on the weight and dimensions of the product, so the buyer will pay for the price of the product plus the shipping fee. This is known as the cost or price of shipping the product which is usually called postage or postage. However, in today's buying and selling, the cost or price of postage can now get a discount or even free. (Damayanti 2024) Free shipping is one of the marketing strategies that aims to stimulate purchases by eliminating shipping costs. This is an attraction for consumers who are often hesitant to shop because they are worried about shipping costs that can be higher than the price of the item itself.

With this free shipping programme, customers do not need to spend additional money on shipping costs, so it is hoped that this promotion will make customers choose to buy goods. This free shipping programme also has a positive effect on the seller, because it increases sales and attracts new customers and free shipping is also used as a form of direct persuasion through the use of various incentives to attract customers to buy goods or increase the number of goods to be purchased by customers (Andina & Primasatria, 2022).

Definition of Delivery Timeliness

Delivery Timeliness is very crucial considering that the accuracy of delivery of products that have been ordered will be one of the important factors in increasing customer satisfaction (Deviana & Desitama, 2023). According to (Eviani & Hidayat, 2021) timeliness of delivery is very important and has a positive effect on customer satisfaction. They explained that if the company adheres to time discipline, customers will feel satisfied and trust the service they receive.

According to (Hafizha *et al.*, 2019) Timeliness in the delivery of ordered products can fulfil customer requests so that customers will feel that their wishes and expectations for using these services are fulfilled, which in turn will result in customer



confidence and satisfaction, this will also have the potential to influence the decision to buy the desired product.

Definition of Purchase Decision

Part of consumer behaviour is purchasing decisions, which include the study of how individuals, groups, and organisations choose, buy, and use goods, services, concepts, or experiences to meet their needs and wants (Tirtayasa *et al.*, 2021).

(Alifa Nur'aini *et al.*, 2024) Purchasing decisions are something where when consumers make purchasing decisions, they will go through five stages, namely: discovering problems, searching for information, assessing options, making purchase decisions, and acting after purchase. This process begins before the purchase is official and lasts long after that. According to (Devi & Fadli, 2023) purchasing decisions are an attitude, an activity, and an action that can be considered by consumers in making decisions from many choices to buy goods or services offered with the aim of meeting consumer needs and desires.

III. METHODS

The approach used in this research is to use a quantitative approach. According to (Wajdi *et al.*, 2024) a quantitative approach is a research approach that prioritises the collection and analysis of quantitative data, namely data in the form of numbers or numerical variables. This approach aims to measure the relationship between variables or to understand phenomena through statistical analysis.

The research method used in this research is the survey method. Survey research is research conducted to find out and study data from samples taken from the population, so that relative events, distributions, and relationships between variables are found, survey research can be carried out on large and small populations (Syahrizal & Jailani, 2023). The data obtained from this survey method comes from respondents or samples that represent the population of the research object through systematically designed questions or questionnaires. Data collected through surveys can be in the form of written answers, interviews or questionnaires. In collecting data, researchers use data collection techniques by conducting interviews with parties related to the topic under study, in addition to interviews, data collection techniques



in this study were also carried out by distributing questionnaires or questionnaires. The questionnaire is a data collection technique consisting of a series of statements (other types of confirmation) for the purpose of collecting information from respondents. The questionnaire allows researchers to collect data from many respondents in an efficient way, so it is one of the most popular methods in quantitative research (Yusri, 2020).

IV. RESULTS

Classical Assumptions

1. Normality Test

One way to see normality is to look at a histogram graph and a normal plot graph that compares two absorptions with a distribution that is close to a normal distribution.

a. Histogram Approach

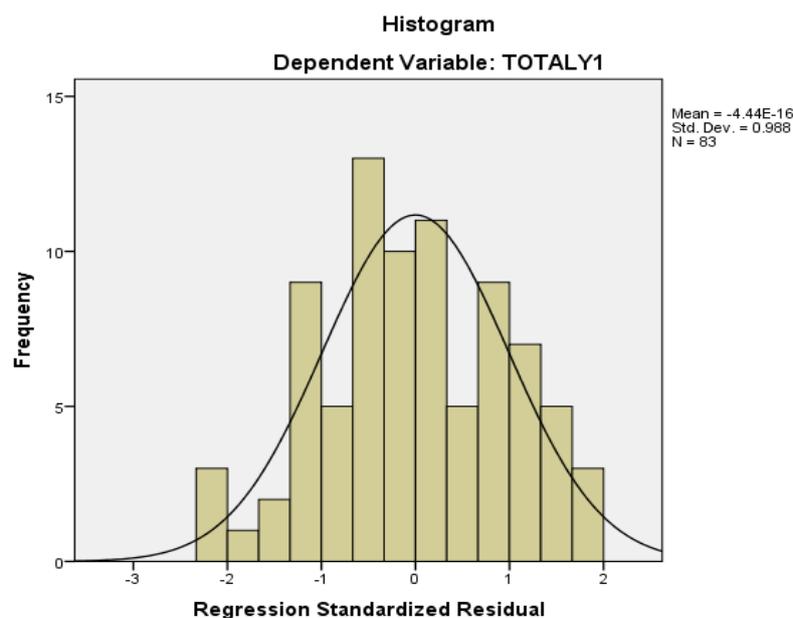


Figure 2

Based on Figure 2, it can be seen that the variables are normally distributed, this is indicated by the bell-shaped distribution of data and does not deviate to the left or to the right.

b. Normal P-P Plot Graph Approach

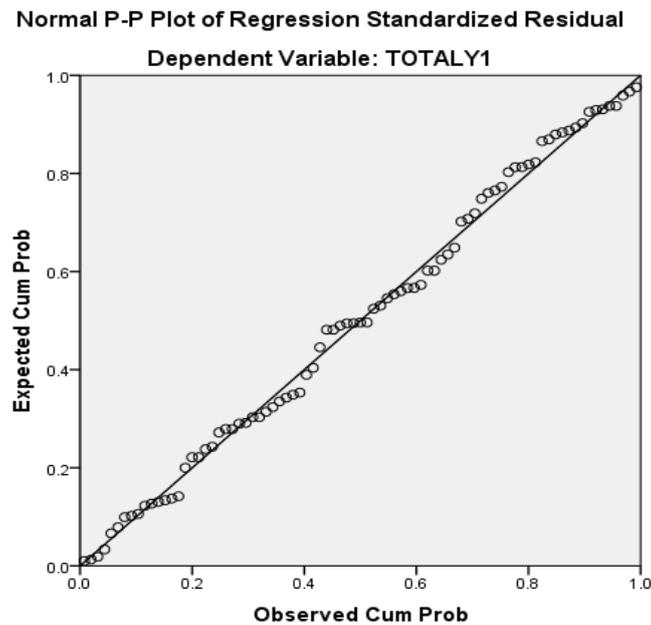


Figure 3

Figure 3 shows that the image shows points that follow the data along the diagonal line. This indicates that the researcher's residuals are normal. However, to further ensure that along the diagonal line is normally distributed, the Kolmogorov-Smirnov test is carried out.

C. Kolmogorov-Smirnov Approach

Table 1
Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		83
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.88934052
Most Extreme Differences	Absolute	.050
	Positive	.046
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c,d}



The table 1 shows that the value of Asymp. Sig. (2-tailed) is 0.2 and above the significant value (0.05) or 5%, so it can be concluded that the residual variable is normally distributed.

2. Multicollinearity Test

Table 2
Tolerance and VIF Value Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.227	6.727		2.709	.008		
	TOTALX1	.578	.161	.359	3.590	.001	.949	1.053
	TOTALX2	.531	.199	.266	2.666	.009	.949	1.053

a. Dependent Variable: TOTALY1

In Table 2, it is known that the tolerance value of the free shipping variable (X1) is 0.949 and the variable on time delivery (X2) is 0.949, this shows that the Tolorence value on both independent variables is greater than the value of the provision of 0.1 and the VIF value on the free shipping variable X1 is 1.053 and the VIF value on the variable on time delivery (X2) is 1.053, this shows that the VIF value on both independent variables is smaller than the value of the provision of 10. Therefore, the data in this study are said not to experience multicollinearity problems.

3. Heteroscedasticity Test

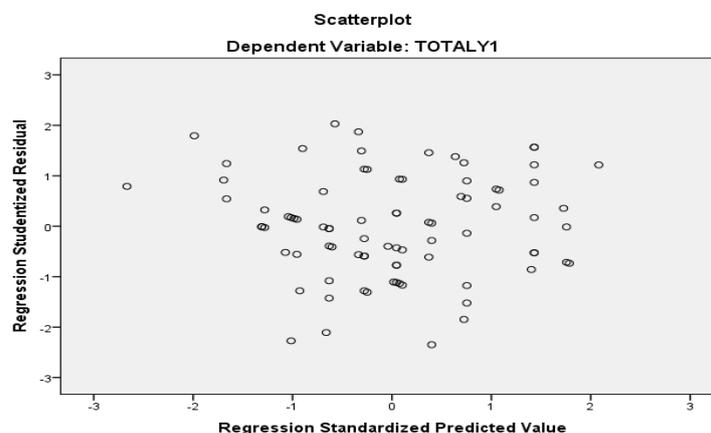


Figure 4

Based on Figure 4, it is known that there is no clear pattern and the dots spread above and below the number 0 on the Y axis, so based on the graphical method there is no heteroscedasticity in the regression model worth using for purchasing decisions based on input variables Free Shipping and Timeliness of product delivery.

Hypothesis Test Results

Test t (Partial Test)

The t-test was conducted to partially test whether X1 and X2 partially or each had an effect on Y1. To test this hypothesis, it is done by comparing tcount with ttable with the following conditions:

H0 is accepted, if $t_{count} \leq t_{table}$ or $\text{sig } t \geq \alpha$ (0.05)

H1 is accepted, if $t_{count} > t_{table}$ or $\text{sig } t < \alpha$ (0.05)

It is known, to find the t table as follows:

Probability = 5% or (0.05)

$df = n - k - 1$

$df = 83 - 2 - 1$

$df = 80$

$t_{table} = \text{probability} \times df$

$t_{table} = 0.05 \times 80$

So, we get $t_{table} = 1.990$

Table 3
Partial Significance Test (t test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.227	6.727		2.709	.008
	TOTALX1	.578	.161	.359	3.590	.001
	TOTALX2	.531	.199	.266	2.666	.009

a. Dependent Variable: TOTALY1

1. The free shipping variable (X1) has a significant effect on purchasing decisions. This can be seen from the significant value (0.001) <0.05 and t-count (3.590) > compared to t-table (1.990).

2. The variable on time delivery (X2) has a significant effect on purchasing decisions (Y1). This can be seen from the significant value (0.009) < 0.05 and t-count (2.666) > compared to t-table (1.990).

F test (simultaneous)

This test is conducted to see together or simultaneously the effect of the free shipping variable (X1) and the timeliness of delivery (X2) on the purchasing decision variable (Y1). It is known, to find the F table as follows:

Probability = 5% or (0.05)

df 1 = k

df 2 = n-k-1

df = 83-2-1

df = 80

F table = probability X (df 1) X (df 2)

F table = 0.05 X 2 X 80

So, we get F table = 3.11

Table 4
Simultaneous Significance F Test Results (F-Test)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2874.297	2	1437.148	26.518	.000 ^b
Residual	5256.943	97	54.195		
Total	8131.240	99			

a. Dependent Variable: TOTALY1

b. Predictors: (Constant), TOTALX2, TOTALX1

Table 4 reveals that the F-count value is 26,518 with a significance level of 0.000. While the F-table at the 95% confidence level ($\alpha = 0.05$) is 3.11. Therefore, in both calculations, namely F-count > F-table and the significance level (0.000) < 0.05 indicates that the effect of independent variables (Free shipping and timeliness) simultaneously is significant on purchasing decisions (Y1).



Test Coefficient of Determination (R²)

Table 5
Test Results of the Coefficient of Determination
 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.514	.502	1.60888

a. Predictors: (Constant), TOTALX2, TOTALX1

Based on the table 5, it can be seen that the Adjusted R Square value of 0.514 means that 51.4% of purchasing decisions (Y1) can be explained by free shipping (X1) and on time delivery (X2). While the remaining 48.6% can be explained by other factors not examined in this study such as; price, discount, product quality.study.

A. The Effect of Free Shipping on Purchasing Decisions

Through regression analysis, it can be seen that free shipping has a positive influence on purchasing decisions with a coefficient of 0.359. The coefficient of free shipping is the highest compared to the coefficient of product delivery timeliness. Thus, free shipping has the greatest influence on purchasing decisions compared to the timeliness of product delivery. In addition, based on the results of hypothesis testing, the t value is 3.590 with a significance of 0.001. This shows that the results of testing hypothesis 1 proposed can be accepted, which means that free shipping is able to improve purchasing decisions.

The high coefficient of free shipping on multiple regression tests can be shown by the mean value of the X1.1 statement which is very high, where the majority of consumers have very high answers or strongly agree with the X1.1 statement, so this can indicate that free shipping really arouses the desire of consumers to buy products at shopee because consumers do not need to pay shipping costs.

In the value of the free shipping coefficient, the mean value of statement X1.3 is lower than the other mean values, where the majority of consumers have the lowest answer to statement X1.3 compared to other statements.

The results of this study are supported by research conducted by Haryani et al., 2023, Ramadhan & Hilwa, 2024, A. Hidayat & Amanda, 2022 which states that free shipping has a positive and significant effect on purchasing decisions.



B. The Effect of Timeliness of Product Delivery on Purchasing Decisions

Through regression analysis, it can be seen that the timeliness of product delivery has a positive influence on purchasing decisions with a coefficient of 0.266. The coefficient of product delivery timeliness is the lowest compared to the free shipping coefficient. Thus, the timeliness of product delivery has the lowest influence on purchasing decisions compared to the timeliness of product delivery. In addition, based on the results of hypothesis testing, the t value is 2.666 with a significance of 0.009. This shows that the results of testing hypothesis 2 proposed can be accepted, which means that the timeliness of product delivery is able to improve purchasing decisions.

The high coefficient of free shipping in the multiple regression test can be indicated by the mean value of the X2.6 statement is very high, where the majority of consumers have very high answers or strongly agree with the X2.6 statement, so this may indicate that long distances often cause delays in product delivery.

In the coefficient of product delivery timeliness, the mean value of the X2.2 statement is lower than the other mean values, where the majority of consumers have the lowest answer to the X2.6 statement compared to other statements.

The results of the study are supported by research conducted by (Deviana & Desitama, 2023), (Haikal Aliftian Nantigiri et al., 2021), (Deviana & Desitama, 2023) which states that timeliness of delivery has a positive and significant effect on purchasing decisions.

C. The Effect of Free Shipping and Timeliness of Product Delivery on Purchasing Decisions

The effect of Free Shipping knowledge (X1) and Delivery Timeliness (X2) on purchasing decisions (Y) together was analysed using SPSS software version 22 for Windows with multiple linear regression methods or commonly known as the F test. The results of the F test analysis show that there is an influence of X1 and X2 together on Y. It is said that there is an influence between X1 and X2 together on Y because the significance value is $0.000 < 0.05$ and reinforced by the next requirement, namely $F_{count} > F_{table}$. F_{table} is obtained from the formula $F_{table} = Probability \times (df1) \times (df2)$



= $0.05 \times 2 \times (83-2-1)$ has an F table of = 3.11. Then the results of Fcount and Ftable are $26.518 > 3.11$.

Then, the results of testing the coefficient of determination simultaneously show that the coefficient of determination (R square) is 0.514 or 51.4%. It means that it can be concluded that 51.4% of purchasing decisions are influenced by shipping gratification and timeliness of delivery while the remaining 48.6% is influenced by other variable variances such as price, discount and product quality.

This research is in line with research conducted by (Andriani et al., 2024), which states that free shipping and delivery timeliness have a positive and significant effect on purchasing decisions.

V. CONCLUSION

Based on the results of the analysis and discussion that has been carried out in this study, the researchers draw the following conclusions:

1. Free Shipping has a positive and significant effect on purchasing decisions in the shopee application in Aekunsim Village, Kec.Borbor Kab.Toba. This is shown in the $t_{count} > t_{table}$ hypothesis test where the t_{count} on the Free shipping variable (X1) is $3.590 > 1.990$, then H_0 is rejected and H_a is accepted.
2. The timeliness of product delivery has a positive and significant effect on the decision to use the shopee application in Aekunsim Village, Kec.Borbor Kab.Toba. . This is shown in the $t_{count} > t_{table}$ hypothesis test where the t_{count} on the Free shipping variable (X1) is $2.666 > 1.990$, then H_0 is rejected and H_a is accepted.
3. Free shipping and product delivery timeliness have a positive and significant effect on the decision to use the shopee application in Aekunsim Village, Kec.Borbor Kab.Toba. This is indicated by the results of the simultaneous hypothesis test showing that $F_{count} > f_{table}$ where the Fcount of the free shipping perception variable and the timeliness of delivery is 26.518 while Ftable is 3.11 then $26.518 > 3.11$ then H_0 is rejected and H_a is accepted.

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