

Consumer Perceptions of Discounts and Free Shipping on Purchase Decisions in the Shopee Marketplace: Evidence from College Students in Medan

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Abstract-The rapid development of information and communication technology has encouraged the growth of online shopping activities through marketplace platforms, particularly Shopee. Discounts and free shipping are among the most frequently used promotional strategies to attract consumers and increase transaction activities. This study aims to describe consumer perceptions regarding discounts and free shipping in relation to purchase decisions in the Shopee marketplace. The research employed a quantitative descriptive approach using a survey method. Data were collected through questionnaires distributed to 32 college students in Medan who had experience shopping on Shopee. The collected data were analyzed using descriptive statistical techniques in the form of frequencies and percentages. The results showed that 43.8% of respondents were 19 years old and 71.9% were students. Most respondents agreed that discount programs increase purchase interest and encourage faster purchasing decisions. In addition, respondents perceived free shipping as an attractive promotional program because it reduces shopping expenses and provides additional benefits when making online transactions. The findings indicate that discounts and free shipping are positively perceived by consumers and are considered important promotional programs in online shopping activities through the Shopee marketplace.

Keywords: Discount; Free Shipping; Purchase Decision; Marketplace; Consumer Behavior

1. INTRODUCTION

The development of information and communication technology has brought significant changes to various aspects of life, including trade. The use of the internet allows people to conduct buying and selling transactions more easily, quickly, and efficiently through e-commerce platforms and marketplaces. A marketplace is a form of electronic commerce that brings together sellers and buyers on a single digital platform, simplifying the transaction process without the constraints of distance and time (Ujiyanto et al., 2020). In Indonesia, marketplace growth has increased rapidly in line with the increasing number of internet users and the use of digital devices in everyday life.

The increasingly fierce competition between marketplaces has encouraged companies to implement various marketing strategies to attract and retain consumers. One of the most frequently used strategies is sales promotions through discounts and free shipping (Qazzafi, 2020). Sales promotions are short-term incentives given to consumers to encourage the purchase of a product or service. Attractive promotional programs can increase consumer interest and influence purchasing decisions.

Discounts are a form of promotion that involves a price reduction from the normal price of a product for a specific period. Discount programs are widely used by marketplaces because they are believed to increase product appeal and encourage consumers to make purchases. Consumers tend to perceive greater benefits when receiving a discount, thereby increasing the perceived value of the product they purchase (Vira Mustika et al., 2022). Furthermore, discounts can create a psychological boost that encourages consumers to make purchasing decisions more quickly than when there is no price promotion (Wijoyo et al., 2025).

In addition to discounts, free shipping programs are also a promotional strategy widely used by marketplaces. Free shipping is a facility offered to consumers in the form of partial or complete waiver of shipping costs. Shipping costs are often a primary consideration for consumers when shopping online because they can increase the total transaction costs. Therefore, offering free shipping can increase consumer interest in completing the purchase process (Rafifah et al., 2025). Free shipping programs are also considered to increase consumer satisfaction because they provide direct economic benefits (Rafifah et al., 2025).

Purchasing decisions are the decision-making process consumers undertake when selecting and purchasing a product or service after considering various available alternatives (Buntoro & Hartanti, 2024). Purchasing decisions are influenced by various factors, both internal and external, such as price, promotions, product quality, consumer needs, and shopping experience. In the marketplace context, discounts and free shipping are external factors frequently used by companies to influence consumer behavior.

Several previous studies have shown that discounts have a significant influence on consumer purchasing decisions. (Via & Shop, 2025) showed that discounts have a positive effect on consumer purchasing decisions on e-commerce platforms. The results of this study indicate that the greater the discount offered, the higher the consumer's tendency to make a purchase. (Hartanto et al., 2025) also found that price promotions are one of the most influential factors in increasing consumer interest and purchasing decisions in marketplaces.

Research on the influence of free shipping on purchasing decisions also showed similar results. (Rafifah et al., 2025) found that the free shipping program had a positive and significant influence on consumer purchasing decisions on

the Shopee marketplace. The results of this study indicate that consumers are more interested in making purchases when shipping costs can be reduced or eliminated. This finding is supported by research (Konsumen et al., 2026) who stated that free shipping is one factor that can increase consumer loyalty and purchasing decisions when shopping online.

In addition to the influence of each variable individually, several studies also show that the combination of discounts and free shipping has a greater influence on purchasing decisions. Research (Arya Dimas Nugraha & Santosa, 2025) showed that discounts and free shipping simultaneously significantly influence consumer purchasing decisions on marketplaces. The results of this study indicate that consumers tend to be more interested in making a purchase when they receive two benefits simultaneously: a price cut and reduced shipping costs. Research by (Arie Citra Mardiana & Daris Hikmah, 2024) also showed that discounts and free shipping are the dominant factors influencing students' purchasing decisions on the Shopee marketplace.

Another study by (Firdausyiah & Satoto, 2024) found that promotions in the form of discounts and free shipping can increase consumers' perceived value, thereby increasing the likelihood of a purchase. Meanwhile, research by (Wulandari, 2025) showed that discounts and free shipping have a positive influence on purchasing decisions, both partially and simultaneously. These research results indicate that promotional strategies remain a crucial factor in today's digital business competition. Although numerous studies have examined the influence of discounts and free shipping on purchasing decisions, the results still show differences in respondent characteristics, research regions, and marketplace platforms used. Therefore, this study was conducted to obtain a more specific picture of the influence of discounts and free shipping on marketplace consumer purchasing decisions based on data obtained from the study respondents.

Several previous studies have examined the role of discounts and free shipping in consumer purchasing decisions on marketplace platforms. (ISTIQUOMAH, 2024) found that discount promotions and free shipping encourage consumers to make purchases on Shopee. (Agus Wahyu Ningsih et al., 2024) reported that discounts and free shipping provide economic benefits that increase consumers' willingness to purchase products online. (Damayanti & Damayanti, 2024) revealed that discounts, free shipping, cash on delivery, and online customer reviews contribute to online purchasing decisions. (Febriah & Febriantoro, 2024) also found that discounts and free shipping are important determinants of purchasing decisions in e-commerce transactions. Furthermore, (Aisyiah et al., 2026) stated that discount promotions, free shipping, and COD payment systems significantly influence consumer purchasing decisions.

Based on the background described above, this study aims to describe consumer perceptions regarding discounts and free shipping in relation to purchasing decisions in marketplaces.

2. RESEARCH METHODS

2.1 Research Design

This research uses a quantitative approach with a survey method. This quantitative approach was chosen because the study aims to describe consumer perceptions regarding discounts and free shipping in marketplace transactions. Research data was obtained by distributing an online questionnaire using Google Forms to respondents who met the research criteria. (Alamsyah et al., 2024), quantitative research is research that uses numerical data and is analyzed using statistical techniques.

2.2 Population and Sample

The population in this study was all consumers who had ever made a purchase through the marketplace. The sampling technique used was purposive sampling, which is a technique for determining the sample based on specific criteria established by the researcher.

2.2.1 Sampling Criteria

The respondent criteria used in this study were as follows:

- Have made a purchase through a marketplace.
- Have used a discount or free shipping promotion.
- Willing to complete the research questionnaire.

2.2.2 Respondent Characteristics

Based on the results of distributing the questionnaire via Google Form, 32 respondents met the research criteria.

Table 1. Respondent Characteristics by Age

Age	Number	Percentage (%)
18 Years	5	15,6
19 Years	14	43,8
20 Years	6	18,8
21 Years	2	6,3
22 Years	3	9,4
23 Years	1	3,1

Age	Number	Percentage (%)
25 Years	1	3,1
Total	32	100

Based on Table 1, the majority of respondents were 19 years old, accounting for 43.8% (14 respondents) of the total sample. Respondents aged 20 years represented 18.8% (6 respondents), while respondents aged 18 years accounted for 15.6% (5 respondents). The remaining respondents were aged 21 years (6.3%), 22 years (9.4%), 23 years (3.1%), and 25 years (3.1%). These findings indicate that marketplace users in this study were predominantly young consumers who are familiar with digital technology and online shopping activities.

Table 2. Respondent Characteristics Based on Occupation

Occupation	Number	Percentage (%)
College Students	23	71,9
School Students	1	3,1
Teachers	1	3,1
Laborers	2	6,3
Lawyers	1	3,1
Employees	1	3,1
Unemployed	1	3,1
Others	2	6,2
Total	32	100

Based on Table 2, most respondents were college students, representing 71.9% (23 respondents) of the total sample. Other respondents consisted of laborers (6.3%), school students (3.1%), teachers (3.1%), lawyers (3.1%), employees (3.1%), unemployed respondents (3.1%), and other occupations (6.2%). This result indicates that students are among the most active users of marketplace platforms and are frequently exposed to promotional programs such as discounts and free shipping.

2.3 Research Variables

2.3.1 Independent Variables

- Discount (X1), which is a price reduction offered to consumers within a specific period to increase purchasing interest (Kotler & Keller, 2022).
- Free Shipping (X2), which is a promotional program in the form of free shipping offered to consumers when shopping online (Haryani et al., 2023).

2.3.2 Dependent Variable

Purchase Decision (Y) is a consumer's action in selecting and purchasing a product after considering various available alternatives (Schiffman & Wisenblit, 2021).

2.4 Research Instrument

The research instrument used a questionnaire with a Likert scale of 1–5.

Tabel 3. Skala Likert

Score	Description
5	Strongly Agree (SS)
4	Agree (S)
3	Neutral (N)
2	Disagree (TS)
1	Strongly Disagree (STS)

Table 3 presents the Likert scale used to measure respondents' perceptions regarding discounts, free shipping, and purchase decisions. The scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). This measurement scale allows respondents to express their level of agreement with each statement included in the questionnaire.

2.4.1 Questionnaire Indicators

Table 4. Research Questionnaire Instrument

No	Statement	Variable
1	I was attracted to purchasing products on the marketplace because of the discounts.	Discount
2	The discounts met my expectations.	Discount
3	Discounts made me make purchasing decisions more quickly.	Discount
4	Free shipping programs made me more interested in shopping online.	Free Shipping

No	Statement	Variable
5	Free shipping helps reduce my spending when shopping.	Free Shipping
6	I prefer stores that offer free shipping.	Free Shipping
7	I purchased the product because it met my needs.	Purchase Decision
8	I am confident in my purchasing decision.	Purchase Decision
9	Discounts and free shipping influenced my purchasing decisions.	Purchase Decision
10	I am willing to make repeat purchases if I receive an attractive promotion.	Discount

Table 4 shows the questionnaire indicators used in this study. The discount variable was measured through statements related to consumer perceptions of price reductions and promotional attractiveness. The free shipping variable focused on respondents' perceptions of shipping cost benefits, while the purchase decision variable measured respondents' confidence and willingness to make purchasing decisions based on promotional offers provided by marketplace platforms.

2.5 Research Framework

The research framework describes the relationship between variables as follows: This study describes consumer perceptions regarding discounts, free shipping, and purchase decisions in marketplace transactions.

2.6 Data Analysis Technique

The data obtained were analyzed using descriptive analysis to illustrate respondents' responses to the research variables. The results are presented in tables and percentages to illustrate the influence of discounts and free shipping on consumer purchasing decisions in the marketplace.

3. RESULTS AND DISCUSSION

3.1 Respondent Characteristics

This study involved 32 respondents who had made purchases through marketplaces and used discount or free shipping promotions. The majority of respondents (14 respondents) were 19 years old, followed by 6 (18.8%) 20-year-olds, and 5 (15.6%) 18-year-olds.

Table 5. Respondent Characteristics Based on Age

Age	Number	Percentage (%)
18 Years	5	15,6
19 Years	14	43,8
20 Years	6	18,8
21 Years	2	6,3
22 Years	3	9,4
23 Years	1	3,1
25 Years	1	3,1
Total	32	100

Table 5 indicates that respondents aged 19 years dominated the sample with a percentage of 43.8%. This finding confirms that young consumers are the primary users of marketplace platforms. Their familiarity with digital technology makes them more responsive to promotional programs such as discounts and free shipping. The majority of respondents (23 people) were students (71.9%). This indicates that marketplace users in this study are predominantly young and actively use digital technology.

Table 6. Respondent Characteristics Based on Occupation

Occupation	Number
Student	23
School Student	1
Teachers	1
Laborers	2
Lawyers	1
Employees	1
Not Working	1
Others	2
Total	32

Based on Table 6, college students were the dominant respondent group, totaling 23 respondents. This finding suggests that students frequently engage in online shopping activities and are highly influenced by promotional programs offered by marketplace providers. Consequently, they represent an important market segment for digital businesses.

3.2 Descriptive Analysis

Descriptive analysis was conducted to determine the trends in respondents' responses to the research variables. Based on the questionnaire results, the majority of respondents agreed and strongly agreed with the statements regarding discounts and free shipping. This indicates that both promotional programs are considered effective in increasing consumer interest and purchasing decisions in the marketplace.

Table 7. Summary of Respondent Responses

Answer Category	Dominant Frequency
Strongly Agree	Tall
Agree	Tall
Neutral	Currently
Disagree	Low
Strongly Disagree	Very Low

Table 7 summarizes respondents' answers regarding the research variables. The majority of respondents selected the categories "Agree" and "Strongly Agree," indicating positive perceptions toward discounts and free shipping programs. These findings suggest that promotional strategies implemented by marketplaces are effective in attracting consumer interest and influencing purchasing decisions. These results indicate that the majority of respondents have a positive perception of the discount and free shipping programs offered by marketplaces.

3.3 Discussion of Discount Variable (X1)

Based on the questionnaire results, the majority of respondents agreed that discounts influence their purchasing decisions. Respondents felt that price cuts offered by marketplaces can increase interest in purchasing a product. Furthermore, discounts also encourage consumers to make purchases more quickly than when there were no promotions. This finding aligns with marketing theory, which states that price promotions can increase consumers' perceived value, thus encouraging purchasing decisions (Kotler & Keller, 2022).

3.4 Discussion of Free Shipping Variable (X2)

The results show that the majority of respondents agreed that free shipping programs provide significant benefits in online shopping activities. Respondents felt that free shipping can reduce the total purchase cost, making transactions more economical. Furthermore, many respondents stated that they prefer stores that offer free shipping over those that do not. This finding indicates that shipping costs remain an important factor considered by consumers when shopping online. The results of this study align with research by Haryani et al. (2023), which states that free shipping programs have a positive influence on consumer purchasing decisions in marketplaces.

3.5 Discussion of Purchase Decision Variable (Y)

Regarding the purchase decision variable, most respondents agreed that product purchase decisions are based on need and are influenced by promotions such as discounts and free shipping. Respondents also indicated a tendency to make repeat purchases if the marketplace continues to offer attractive promotional programs. This indicates that discounts and free shipping not only influence initial purchase decisions but also have the potential to increase customer loyalty to the marketplace.

3.6 Overall Discussion

Based on the research results, it can be concluded that discounts and free shipping are factors influencing consumer purchasing decisions in marketplaces. The majority of respondents responded positively to both promotional programs. Discounts provide the benefit of reducing product prices, while free shipping helps reduce shipping costs borne by consumers. The combination of discounts and free shipping creates a higher perceived value, thereby increasing consumer purchase intention and purchasing decisions. This finding supports previous research which states that promotional strategy is an important factor in increasing sales on marketplace platforms.

4. CONCLUSION

Based on the results of a study on the influence of discounts and free shipping on consumer purchasing decisions in marketplaces involving 32 respondents, it can be concluded respondents generally perceive discounts and free shipping as attractive promotional programs that encourage purchasing activities. when shopping online. The results show that the majority of respondents responded positively to discount programs offered by marketplaces. Discounts are considered to increase consumer interest in products, provide economic benefits, and encourage consumers to make purchasing decisions more quickly. With price cuts, consumers perceive they are receiving greater value from the products they purchase. Furthermore, free shipping programs also have a positive influence on consumer purchasing decisions. Most respondents stated that free shipping helps reduce expenses when shopping online and is a primary consideration when choosing a store or product in a marketplace. This program provides direct benefits to consumers, thus increasing their

interest in making purchases. Overall, the combination of discounts and free shipping can improve consumer purchasing decisions in marketplaces. Both promotional strategies provide economic benefits that can increase purchasing interest and encourage consumers to make repeat purchases in the future. Therefore, marketplaces and businesses are advised to continue developing attractive promotional strategies that align with consumer needs to increase sales and maintain customer loyalty.

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