

THE EFFECT OF FREE SHIPPING PROMOTION STRATEGIES AND PRODUCT AVAILABILITY ON PUBLIC PURCHASE FREQUENCY GOLAMBANUA II VILLAGE ON THE SHOPEE APPLICATION

by

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ABSTRACT

This research is motivated by the increasing use of the Shopee application among the people of Golambanua II Village, which is thought to be influenced by the free shipping promotion strategy and product availability. The purpose of this study is to analyze the influence of these two factors on the frequency of purchases on Shopee. This study uses a quantitative approach with an associative method. The research sample consisted of 63 respondents selected through a purposive sampling technique with the criteria of having used the Shopee application in the last three months. Data were collected using a Likert scale questionnaire and analyzed through validity tests, reliability tests, classical assumption tests, and multiple linear regression with the help of SPSS version 27 software. The results showed that the free shipping promotion ($\beta = 0.449$; Sig. = 0.000) and product availability ($\beta = 0.810$; Sig. = 0.000) had a positive and significant effect on the frequency of purchases, both partially and simultaneously (F count = 238.512; Sig. = 0.000). The coefficient of determination (R^2) of 0.888 indicates that 88.8% of the variation in purchase frequency can be explained by these two variables. The conclusion of this study confirms that free shipping promotions and product availability play a strategic role in increasing purchase frequency, with product availability being the dominant influence.

Keywords: Promotion, Free, Product Availability, Purchase Frequency, Shopee

PENGARUH STRATEGI PROMOSI GRATIS ONGKIR DAN KETERSEDIAAN PRODUK TERHADAP FREKUENSI PEMBELIAN MASYARAKAT DESA GOLAMBANUA II DI APLIKASI SHOPEE

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan aplikasi Shopee di kalangan masyarakat Desa Golambanua II, yang diduga dipengaruhi oleh strategi promosi gratis ongkir dan ketersediaan produk. Tujuan penelitian ini adalah untuk menganalisis pengaruh kedua faktor tersebut terhadap frekuensi pembelian di Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Sampel penelitian berjumlah 63 responden yang dipilih melalui teknik purposive sampling dengan kriteria pernah menggunakan aplikasi Shopee dalam tiga bulan terakhir. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis melalui uji validitas, uji reliabilitas, uji asumsi klasik, serta regresi linear berganda dengan bantuan perangkat lunak SPSS versi 27. Hasil penelitian menunjukkan bahwa promosi gratis ongkir ($\beta = 0,449$; Sig. = 0,000) dan ketersediaan produk ($\beta = 0,810$; Sig. = 0,000) berpengaruh positif dan signifikan terhadap frekuensi pembelian, baik secara parsial maupun simultan (Fhitung = 238,512; Sig. = 0,000). Koefisien determinasi (R^2) sebesar 0,888 mengindikasikan bahwa 88,8% variasi frekuensi pembelian dapat dijelaskan oleh kedua variabel tersebut.

Kesimpulan dari penelitian ini menegaskan bahwa promosi gratis ongkir dan ketersediaan produk memiliki peran strategis dalam meningkatkan frekuensi pembelian, dengan pengaruh ketersediaan produk yang lebih dominan.

Kata kunci: *Promosi, Ongkir, Ketersediaan Produk, Frekuensi Pembelian, Shopee*

INTRODUCTION

The development of information and communication technology has driven a significant transformation in Indonesian consumption patterns. Shopping activities previously carried out conventionally have now shifted to online platforms through e-commerce systems. E-commerce has become a key pillar of the digital economy due to its ability to provide easy access, product diversity, and relatively competitive prices. Data shows that the number of e-commerce users in Indonesia will reach 65.65 million by the end of 2024 and is projected to increase to around 99 million by 2029 (Data, 2024). This increase confirms that digitalization has structurally changed people's consumption preferences. Competition among e-commerce platforms in Indonesia is also intensifying. According to SimilarWeb data reported by edot.id (2024), Shopee ranked first with 235.9 million visits in February 2024, followed by Tokopedia (100.3 million), Lazada (28.9 million), Blibli (16.3 million), and Bukalapak (10.3 million). Shopee's dominance demonstrates the effectiveness of its digital marketing strategies in attracting and retaining consumers.

In terms of transaction value, Bank Indonesia reported that e-commerce transaction value increased from IDR 205.50 trillion in 2019 to IDR 487.01 trillion in 2024, despite experiencing a contraction in 2023. This growth reflects increased public trust and adoption of online shopping. Furthermore, data from the PCMI Asia Pacific E-Commerce Data Repository (2024) shows that clothing and accessories (16.3%), health and beauty (14.3%), and household appliances (10%) are the most frequently purchased products online. This pattern demonstrates that e-commerce is no longer merely an alternative but has become an integral part of people's lifestyle needs. In a marketing context, promotional strategies play a crucial role in influencing purchasing decisions. Elliott, Rundle-Thiele, and colleagues (2020) define promotion as a marketing communication activity aimed at building awareness and encouraging purchases through various channels. An effective promotional strategy must provide added value to consumers to foster long-term relationships. One popular form of promotion in e-commerce is free shipping. According to Scientific and Educational Research (2023), free shipping promotions aim to reduce transaction barriers by eliminating shipping costs, thereby increasing purchase attractiveness.

Theoretically, perceived value plays a crucial role in driving repeat purchases. Nasution et al. (2023) stated that consumers who perceive added value from a transaction are more likely to make repeat purchases, especially when accompanied by incentives such as free shipping promotions. Findings by Hidayat and Amanda (2022) also indicate that free shipping promotions have a positive effect on increasing purchase interest and decisions. This means that cost incentives can reduce consumers' psychological resistance to online purchases. Besides promotions, product availability is a crucial factor in shaping purchase frequency. Kotler and Keller (2016) emphasized that product availability is a crucial element in building customer satisfaction. A product available at the right time and place increases the likelihood of purchase, while unavailability can lead to disappointment and drive consumers to other alternatives. Weissmann and Hock (2021) also found that high product accessibility increases consumer confidence and satisfaction in transactions.

From a consumer behavior perspective, purchasing decisions are influenced by personal, social, and cultural factors (Kotler & Keller, 2016; Nugraha et al., 2021). Consumers seek to maximize satisfaction with limited resources, so they tend to choose platforms that offer convenience, efficiency, and comfort (Widodo, 2020). In the context of e-commerce, product availability and free shipping promotions can be viewed as factors that increase utility and reduce transaction costs. This phenomenon becomes relevant when studied in rural communities such as Golambanua II Village. Although digital infrastructure in rural areas is not as optimal as in urban areas, internet penetration has driven changes in shopping behavior. Widhianingrum and Octavia (2024) stated that technological developments require people to adapt to digital systems, including in consumption activities. Limited access to shopping centers and high transportation costs encourage rural communities to utilize e-commerce as a more efficient alternative.

Previous research has shown that promotions and discounts significantly influence purchasing decisions (Fitri et al., 2024; Yang & Widiyanto, 2023). However, most of these studies focused on purchasing decisions, rather than on purchase frequency as an indicator of repeat behavior. Purchase frequency is, in fact, an important measure in assessing loyalty and consumption intensity (Nasution, 2018). Thus, there remains a research gap regarding how free shipping promotional strategies and product availability simultaneously influence purchase frequency, particularly in rural communities. Based on this description, this study aims to analyze the influence of free shipping and product availability promotional strategies on the frequency of

purchases made by residents of Golambanua II Village on the Shopee app. This study is expected to provide theoretical contributions to the development of digital marketing and consumer behavior literature, as well as provide practical implications for formulating more adaptive and inclusive e-commerce strategies in rural areas.

LITERATURE REVIEW

Marketing strategy

A marketing strategy is a series of planned efforts designed to achieve organizational goals by identifying target markets and implementing an appropriate marketing mix. Haque et al. (2022) define marketing strategy as a systematic approach to marketing products or services through the planning and implementation of specific tactics to optimize sales results. In the digital era, marketing strategies are undergoing a transformation toward the use of technology, online platforms, and interactive communications. According to Kotler and Keller (2016), promotion is a key element in the marketing mix, serving to inform, persuade, and remind consumers about a product or service. In the context of e-commerce, digital promotions such as discounts, flash sales, and free shipping are important instruments in influencing purchasing decisions.

Free Shipping Promotion Strategy

A free shipping promotional strategy is a form of marketing incentive aimed at reducing transaction barriers by eliminating shipping costs. On e-commerce platforms like Shopee, this program is a major draw because shipping costs are often a significant consideration in purchasing decisions. Operationally, a free shipping promotional strategy is measured through consumer perceptions of the promotion's frequency, attractiveness, and influence on purchasing decisions. Vernandi, as cited in Fitri and Fahrizal (2024), explains that free shipping promotional indicators include the ability to attract attention, create attraction, arouse purchase intention, and encourage purchase action.

Research by Prasetyo and Arifin (2021) and Nasution et al. (2023) shows that free shipping promotions have a positive effect on increasing consumer purchasing interest. Wijianto et al. (2024) found that free shipping coupons and flash sales significantly increase impulse purchases. Furthermore, Tarigan et al. (2022) demonstrated that discounts, free shipping, and product variety simultaneously contribute significantly to purchasing decisions. These findings suggest that eliminating shipping costs acts as a psychological stimulus that lowers perceived risk and

increases transaction likelihood.

Product Availability

Product availability refers to the condition in which goods can be found and obtained by consumers easily, quickly, and in sufficient quantities to meet their needs. Kotler and Keller (2016) emphasize that product availability is not only related to stock availability but also includes ease of access, speed of distribution, and the assurance that the product will be available when needed. Product availability indicators in this study include:

1. Product stock availability,
2. Ease of searching for products in the application,
3. Timeliness of delivery, and
4. Assurance that products are available when needed.

Weissmann and Hock (2021) stated that high product accessibility increases consumer satisfaction and confidence in making purchases. Ulfa and Fikriyah (2022) and Nasution et al. (2025) also emphasized that consistent and easily accessible product availability positively impacts purchase frequency and customer loyalty. In rural communities, product availability becomes even more crucial due to limited access to physical shopping centers. If products are consistently available online, consumers are more likely to make repeat purchases. Conversely, lack of stock can decrease purchase frequency and loyalty.

Consumer Behavior

Consumer behavior is the study of how individuals or groups select, purchase, use, and evaluate products to meet their needs. Alma and Priansa (2014) define consumer behavior as the act of searching for, acquiring, using, and disposing of goods or services to satisfy needs and desires. Kotler and Keller (2016) explain that consumer behavior encompasses the processes of consideration, selection, purchase, and post-purchase evaluation. This process consists of five main stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. From a behavioral economics perspective, consumers seek to maximize satisfaction with limited resources such as time and money. Therefore, free shipping promotions can reduce transaction costs, while product availability increases search efficiency, both potentially encouraging repeat purchases.

Purchase Frequency

Purchase frequency refers to how often a consumer makes a transaction within a given period.

This variable reflects not only momentary decisions but also habits and recurring consumption patterns. Theoretically, purchase frequency is influenced by the combination of promotional and distribution elements in the marketing mix. The integration of promotional aspects (promotion) and product availability (place) plays a crucial role in increasing purchase intensity. Empirical findings indicate that both variables simultaneously contribute significantly to explaining variations in purchase frequency, with product availability tending to have a more dominant influence than free shipping promotions.

RESEARCH METHODS

This study uses a quantitative approach with an associative approach. This approach was used to determine the effect of free shipping promotional strategies and product availability on consumer purchase frequency. The study was conducted among residents of Hilizihono Village who use the Shopee e-commerce platform. The population was all villagers who had Shopee accounts and had made purchases. The sample was determined using a purposive sampling technique, selecting respondents who met the following criteria: having a Shopee account, having made a purchase, and knowing about or using the free shipping promotion.

The data used consists of primary and secondary data. Primary data was obtained through questionnaires distributed to respondents, while secondary data was obtained from books, journals, and other literature relevant to the research. The research instrument used a questionnaire with a five-point Likert scale. The free shipping promotional strategy variable was measured using promotional appeal, promotional frequency, ease of obtaining vouchers, and its impact on purchases. The product availability variable was measured using stock availability, ease of finding products, delivery accuracy, and product availability assurance. Purchase frequency was measured using purchase intensity and repeat purchase habits. Data analysis was conducted using validity and reliability tests to ensure the instrument's suitability. Multiple linear regression analysis was then conducted to determine the effect of the independent variables on the dependent variable, along with a t-test for partial effects, an F-test for simultaneous effects, and a coefficient of determination (R^2) to determine the extent of the independent variables' contribution to purchase frequency.

RESULTS AND DISCUSSION

Result

This study analyzes the influence of Free Shipping Promotion Strategy (X_1) and Product Availability (X_2) on Purchase Frequency (Y) of Golambanua II Village residents on the Shopee platform. The analysis was conducted using SPSS 27 through a series of instrument tests and classical assumption tests before hypothesis testing.

Validity Test

The results of the validity test show that all statement items in the research variables have a calculated r-value greater than the r-table (0.250), so they are declared valid. For the Product Availability (X_2) variable, all eight indicators had correlation values above 0.250, making them suitable for use as measuring instruments. Similarly, for the Purchase Frequency (Y) variable, the eight statement items showed calculated r-values ranging from 0.410 to 0.648, all exceeding the table r-value of 0.250, making them valid.

Reliability Test

Reliability testing was conducted using Cronbach's Alpha. All variables had values above the minimum threshold of 0.60, thus declaring the instrument reliable.

- Free Shipping Promotion Strategy (X_1): 0.788
- Product Availability (X_2): 0.795
- Purchase Frequency (Y): 0.615

This value shows that all instruments have good internal consistency and are suitable for use in research.

Classical Assumption Test

1. Normality Test

The results of the Kolmogorov-Smirnov test show a significance value of Asymp. Sig. (2-tailed) of 0.200 and a Monte Carlo Sig. of 0.404, both of which are greater than 0.05. Thus, the residual data is normally distributed and the assumption of normality is met.

2. Multicollinearity Test

The tolerance value for each variable was 0.998 (>0.10) and the VIF value was 1.002 (<10). This indicates that there is no multicollinearity between the independent variables in the regression model.

Multiple Linear Regression Analysis

The regression estimation results show that both independent variables have a positive influence

on purchase frequency.

- 1) The Beta Coefficient of the Free Shipping Promotion Strategy (X_1) is 0.449 with a significance level of 0.000 ($p < 0.05$). This means that each increase in the free shipping promotion strategy will increase the purchase frequency by 0.449 units, assuming other variables are constant.
- 2) The beta coefficient for product availability (X_2) was 0.810 with a significance level of 0.000 ($p < 0.05$). This indicates that product availability has a stronger influence than free shipping promotions in increasing purchase frequency.

These findings indicate that the ease of finding and obtaining products on the platform plays a very dominant role in shaping people's purchasing habits.

Simultaneous Significance Test (F Test)

The F-test results show a calculated F-value of 238.512 with a significance level of 0.000 ($p < 0.05$). Because the significance value is less than 0.05, both independent variables simultaneously have a significant effect on purchase frequency. This means that the combination of free shipping promotional strategies and product availability can simultaneously explain changes in consumer purchasing behavior.

Coefficient of Determination (R^2)

The R value of 0.942 indicates a very strong relationship between the independent and dependent variables. The R Square (R^2) value of 0.888 indicates that 88.8% of the variation in purchase frequency can be explained by the free shipping promotional strategy and product availability simultaneously. Meanwhile, the remaining 11.2% is influenced by other factors outside the research model.

Summary of Key Findings

1. The free shipping promotion strategy has a positive and significant effect on purchase frequency ($\beta = 0.449$; $p < 0.05$).
2. Product availability has a positive and significant effect on purchase frequency ($\beta = 0.810$; $p < 0.05$) and is the most dominant variable.
3. Simultaneously, both variables have a significant effect ($F = 238.512$; $p < 0.05$).
4. The research model has very high explanatory power ($R^2 = 0.888$).

Thus, the research results show that the increase in the frequency of purchases by the people of Golambanua II Village is largely determined by the combination of the effectiveness of free

shipping promotions and the consistency of product availability on the Shopee platform, with product availability being the most determining factor.

Discussion

The discussion in this study focuses on interpreting the results of the hypothesis test regarding the influence of Free Shipping Promotion Strategy and Product Availability on Purchase Frequency on the Shopee platform, by linking it to the theories and references listed in the research manuscript.

The Influence of Free Shipping Promotion Strategy on Purchase Frequency

The results showed that the free shipping promotional strategy had a positive and significant effect on purchase frequency. A significance value of less than 0.05 and a positive regression coefficient indicate that the more attractive and accessible the free shipping promotion, the higher the consumer's purchase intensity. Theoretically, promotion is part of the marketing mix that serves to communicate a product's value and encourage purchasing decisions. According to Philip Kotler and Kevin Lane Keller, promotion is an activity undertaken by a company to inform, persuade, and remind consumers about the products or services offered. Free shipping is a form of sales promotion that provides short-term incentives to encourage purchases.

These findings also align with consumer behavior theory, which states that economic incentives, such as shipping discounts, can lower perceived risk and cost burden, thereby increasing purchase likelihood. In the context of e-commerce, shipping costs are often a primary consideration for consumers. Free shipping reduces this barrier, thus encouraging consumers to make a purchase. Thus, the results of this study strengthen the view that appropriate promotional strategies, particularly in the form of direct financial incentives, can increase consumer purchasing frequency.

The Effect of Product Availability on Purchase Frequency

The analysis results show that product availability has a positive and significant effect on purchase frequency, with a coefficient even greater than that of the free shipping promotion variable. This indicates that product availability is the most dominant variable influencing purchase frequency. According to marketing management theory, product availability is related to distribution and inventory management. Consistently available products increase consumer confidence and convenience in transactions. Conversely, limited stock can lead to disappointment and discourage repeat purchases. From a consumer behavior perspective, ease of

finding and obtaining products is part of the utilitarian value consumers seek. When consumers perceive that a platform can provide the products they need quickly and reliably, satisfaction levels increase and the likelihood of repeat purchases increases. The results of this study align with marketing literature, which states that product availability is a key determinant of purchasing decisions and consumer loyalty. In other words, promotions can entice consumers to purchase, but consistent product availability is what maintains high purchase frequency.

The Effect of Free Shipping Promotion Strategy and Simultaneous Product Availability

Based on a simultaneous test (F-test), both variables together significantly influence purchase frequency. A high coefficient of determination (R^2) indicates that the combination of promotional strategy and product availability can explain most of the variation in purchase frequency. Conceptually, this can be explained through the integration of the marketing mix, where promotion and distribution are two complementary elements. Promotion creates initial appeal, while product availability ensures consumer needs are met. If either is suboptimal, overall marketing effectiveness will decline.

Thus, the results of this study indicate that increased purchase frequency depends not only on promotional intensity but also on consistent product availability. E-commerce platforms like Shopee need to strike a balance between aggressive promotional strategies and effective inventory management to maintain repeat consumer purchasing behavior.

CONCLUSION

Based on the research results on the Shopee platform, it can be simply concluded that:

1. Free shipping promotions have a positive and significant effect on purchase frequency.
The more attractive and easy to obtain free shipping promotions are, the more often consumers make purchases.
2. Product availability has a positive and significant effect on purchase frequency and is the most dominant factor.
This means that stock certainty and ease of finding products have a stronger influence than promotions.
3. Together, free shipping promotions and product availability significantly influence purchase frequency. Both complement each other in increasing consumer purchasing intensity.

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