

Impact of Consumer Trust, Campaign Effectiveness, and Free Shipping on Consumer Purchase Decision

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Abstract

Purchase decisions are an important part of marketing, to support consumer purchase decisions it is necessary to have the effectiveness of advertising and consumer trust so that consumer purchase decisions do not become doubtful. This study aims to determine the effect of Advertising Effectiveness Free Shipping and Consumer Trust on purchase decisions. In this study, the emergence of problems in the purchasing decision variables on the time dimension of purchase is because those who use the Shopee online shopping application are not comparable to those who make purchases. This research method uses quantitative methods with an associative method approach. The sampling technique in this study used probability sampling, namely Simple Random Sampling; the samples taken in this study were 270 users of the Shopee online shopping application in Sukabumi City. The data analysis technique used in this research is multiple correlation coefficient, coefficient of determination test, simultaneous test (f test), multiple linear regression, and partial test (t-test). The results showed that there was a positive and significant influence of the Advertising Effectiveness of Free Shipping on the purchase decision variables and a positive and significant influence of the consumer trust variable on the purchase decision variables.

Keywords:

Advertising Effectiveness Free Shipping; Consumer Trust; Purchase Decisions

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1. INTRODUCTION

The development of today's technological era affects people's lives in using the internet. Increasingly, internet users are growing. From the results of a survey conducted by APJII (Internet Service Provider Association), it is stated that internet users in 2020 reached 196.7 million Indonesians using the internet (APJII, 2019). With so many internet users, in 2019 Indonesia became the country with the highest internet income in ASEAN with an income value of 40 billion dollars (Katadata.co.id, 2019). This is used as an opportunity to run a business online. The rapid development of the internet makes it easier for users to shop online (Rostianto et al., 2019).

Given the number of internet users that is increasing rapidly along with current technological advances, the internet can be accessed anywhere and anytime without any time and range limitations. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users always experience an increase every year, which can be seen in Table 1 below:

Table 1. Internet User Penetration in Indonesia

Year	Internet Users (people) (in Million)	Total Population of Indonesia (in Million)
2016	132.7	256.2
2017	143.26	262
2018	171.17	264.16
2019-2020	196.71	266.91

Source: (APJII, 2019)

Based on table 1, it can be seen that the penetration of internet users in 2019-2020 was 196.71 million users, or around 73.7% of the total population of Indonesia of 266.91 million people. Where this number has increased by 8.9% from 2018 with internet users reaching 171.17 million people. From the survey results, it can be seen that more than half of Indonesia's population uses the internet.

Some of the internet users in Indonesia must have done online shopping through the marketplace. The beginning of marketplace became popular in 1995 in America with eBay and Amazon. Meanwhile, in Indonesia, the marketplace began to emerge in 1999 with the establishment of the Kaskus buying and selling forum (Sirclo, 2020). Marketplace trends continue to develop in line with the development of the internet and digital in Indonesia. Approximately 50 marketplaces are present to color online trade in Indonesia (Insights, 2020). This makes it easier for Indonesians to shop online in the marketplace so they don't have to visit other social media like Facebook or Instagram to find the desired item, just search the marketplace, so all the needs they want are there. The wide variety of products and convenience offered by the marketplace are the main keys to why consumers choose to shop online on this platform (William & Aripadono, 2020). Shopping online is currently becoming a trend, especially during the Covid-19 pandemic like today. People tend to choose to shop online to complete their daily needs. shopping online is considered to be the right solution because people don't need to leave the house, so they can avoid the risk of transmission.

Online purchase decisions are formed and arise from a person's curiosity and need for a product, either in the form of goods or services. The purchase decision is a process by which a person decides which product or service to buy. Purchase decisions are thoughts where individuals evaluate various options and make choices on a product from many choices (Puirih et al., 2020). Because consumers have their considerations in deciding to choose the products and services they want. In deciding to buy a product or service carried out by someone, it arises because of a need and several environmental factors consisting of culture, social class, personal influence, family, and situation (Lutfi & Suryadi, 2020). When making a purchase decision, consumers go through several processes, namely information search, product selection according to what they want, cheaper price comparisons, and easy-to-reach locations. The survey states that the average thing that makes consumers make online shopping decisions is promos and price discounts (Rossa & Frizona, 2019).

Purchase decisions are based on the knowledge that consumers get based on information so that consumers are sure of the goods or services needed (Kotler & Armstrong, 2018). The information provided can be conveyed to consumers through advertisements. In its application, advertising is a form of promotion of a product or company to the public (Saputra, 2020). In today's era of booming marketplaces, many companies hold various kinds of promotional activities through television media. Advertising through television that is always played and presented to the audience at any time can make an online marketplace famous and remembered by the public. Advertising is a marketing activity that aims to increase sales by indirectly influencing consumers, which is based on information about the advantages and advantages of a product or service to change one's mind to make a purchase (Saragih, 2017).

Currently, television media is still getting high attention and the most in public consumption. Nielsen Media Research stated that 94% of Indonesians prefer to watch television over other media channels (Wijaya & Dharmayanti, 2014). This advertising effect introduces the public to find out what products or promotions the marketplace is doing. And the effectiveness of advertising with promotion is the existence of free postage promos which make the advertising concept more attractive to consumers. Ramdayani (2017) has examined the effectiveness of television advertising and that there is a positive and significant influence on purchase decisions.

In December 2015 Shopee was present in Indonesia. The important figure behind the success of this

marketplace is Chris Feng, the founder, and CEO of Shopee. Shopee had made various breakthroughs to attract consumer buying interest, such as using Korean artists and Indonesian artists in Shopee commercials. According to App Annie, a mobile application market research and analysis company, the shop was ranked first as the most downloaded marketplace. The review results from Tech in Asia also confirm the shop is the dominating online shopping application in the market today.

Several factors make Shopee the most popular application, one of which is Shopee which has different applications in each country. In addition, Shopee also offers millions of products at affordable prices and also holds free shipping promos (KumparanTech, 2019). This free shipping promo was held in 2016 at Shopee. With this free postage promo, Shopee is an e-commerce site that has been chosen by many people as a place to buy and sell online. The tagline "free shipping" provides information that the shop provides free shipping services throughout Indonesia with a minimum purchase of 30,000-120,000 depending on the conditions of the store that provides free shipping vouchers. Shopee's success in carrying out its promotion has made the marketplace the first place with the highest number of application users. It can be seen from the following table 2:

Table 2. Number of online marketplace users for the third quarter of 2020

No.	Marketplace Name	Number of Users (people)
1	Shopee	96,532,300
2	Tokopedia	84,997,100
3	Bukalapak	31,409,200
4	Lazada	22,674,700
5	Blibli	18,695,000
6	JD ID	4,785,800

Source: (Insights, 2020)

It can be seen from table 2, that the number of Shopee users reaches 96,532,300 million people. Meanwhile, 2.8 million transactions at Shopee per day, if added up per month, it reaches 84,000,000 million people who make transactions. This is not proportional to the number of users and the number who make transactions (Mayasari, 2020). Based on the existing background in this study, this study aims to determine the effect of advertising effectiveness free shipping, and consumer trust on purchase decisions

2. METHODS

This research method uses quantitative methods with an associative method approach. The object of this research is Shopee users in the city of Sukabumi. The population in this study were Shopee users in the city of Sukabumi who had used free shipping. The researcher's sampling technique use is cluster sampling. In this study, the population is unknown, so the authors use table calculations distributed by Isac and Michael according to Sugiyono in Wahyudi (2017) using the attached 10% error rate in the attachment. The sample in this study is Shopee users who have done online shopping at Shopee located in Sukabumi City with a population of as many as 330,691 people. Then the number of samples that can be used for research in as many as 270 respondents. And processed using IBM SPSS version 24 software. The data analysis technique used in this research is multiple correlation coefficient, coefficient of determination test, simultaneous test (f-test), multiple linear regression, and partial test. (T-test) to determine the extent of the influence of the two independent variables studied on the dependent variable.

3. RESULTS AND DISCUSSION

The advertising effectiveness of free shipping is one of the supporting aspects for companies with a form of marketing communication to promote or sell various objects or products that they market. Advertising

effectiveness is a tool that can provide informative and accurate information that aims to convince and attract consumers that the product or service offered is the best. Currently seeing an advertisement not only through television but also through social media as a promotional medium.

To understand the effectiveness of Shopee free shipping advertising which can make consumers will immediately make purchases and be interested in promotions or services available at Shopee, the researchers measure the advertising effectiveness of free shipping from several indicators, namely the same thought, interest, ad comparison, and message delivery. From several indicators, the researcher asked four questionnaire questions to 270 respondents using Google Forms with several indicators in this study. From the overall respondents' responses to the advertising effectiveness of free shipping (X1), the researchers calculated the results of the scores for each question on the advertising effectiveness of free shipping with the following scores:

Table 3. Total Response Score on Respondents Variable Advertising Effectiveness Free Shipping

No	Questions	Score
1	When I saw advertisements on television, I felt the same thoughts as other consumers on the advantages of the Shopee free shipping promo	1,127
2	I was intrigued when I saw the free shipping advert on television	1,164
3	I can distinguish the advantages of Shopee's free postage ads from other e-commerce ads on television	1,127
4	When I see Shopee free shipping ads on television, the messages and impressions conveyed are easier to remember	1,102
Total		4,520

Source: Questionnaire data processing results (2021)

To determine the overall assessment of the advertising effectiveness category, a minimum index is carried out which aims to determine the position of the advertising effectiveness variable using a continuum line with the following conditions:

$$\text{Maximum Value} = (\text{Score Value}) \times (\text{Item}) \times (\text{Respondent})$$

$$= 5 \times 4 \times 270$$

$$= 5,400$$

$$\text{Minimum Value} = (\text{Score Score}) \times (\text{Item}) \times (\text{Respondent})$$

$$= 1 \times 4 \times 270$$

$$= 1,080$$

$$\text{Interval Value} = (\text{Maximum Value}) - (\text{Minimum Value}): 5$$

$$= 5,400 - 1,080: 5$$

$$= 864$$

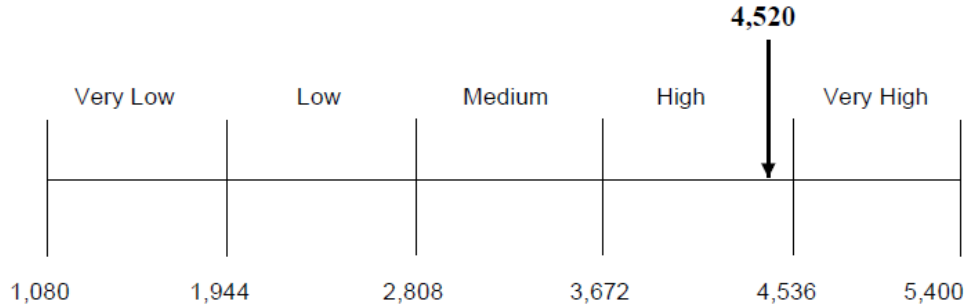


Figure 1. Category Total Score of Advertising Effectiveness Free Shipping
 Source: Questionnaire data processing results (2021)

The results of the figure 1 are calculated categories in the data, it can be concluded that the advertising effectiveness variable has a value of 4,520 which is in the high category with a maximum value of 5,400 and a minimum value of 1,080. These results indicate that the use of Shopee’s free postage advertising effectiveness has a high and good value so that consumers respond positively and can encourage purchasing decisions. However, in the delivery of free advertising messages, Shopee postage has a low value compared to the value of other indicators. This shows that in the free shipping advertisement, Shopee feels that the delivery of the message contained in the advertisement is less innovative so consumers do not understand the content of the message conveyed by Shopee. Consumer trust is the belief that consumers have about an object, service, or product that has been felt by consumers. Trust arises from consumers' perceptions of repeated experiences. Consumers usually definitely believe in the products and services chosen and can provide good benefits for consumers.

To understand consumer trust that can make consumers will immediately make purchases at Shopee, the researchers use the measurements contained in consumer trust which consist of several indicators, namely influence, good behavior, and honesty. From the indicators, the researcher asked three questions to 270 respondents using Google Forms. To find out the responses of the respondents as a whole to the consumer confidence variable (X2), the researchers calculated the scores from several questions on the consumer confidence variable with the following scores:

Table 4. Total Response Score on Respondents Variable Consumer Trust

No	Questions	Score
1	I believe in the satisfaction guarantee at Shopee	1,166
2	I feel that the seller at Shopee is kind when responding to the item I ask	1,097
3	I believe the seller at Shopee always prioritizes honesty in selling their goods	1,117
Total		3,380

Source: Questionnaire data processing results (2021)

To find out the overall assessment of the consumer confidence category, a minimum index is carried out which aims to determine the position of the consumer confidence variable using a continuum line with the following conditions:

$$\begin{aligned}
 \text{Maximum Value} &= (\text{Score Value}) \times (\text{Item}) \times (\text{Respondent}) \\
 &= 5 \times 3 \times 270 \\
 &= 4,050
 \end{aligned}$$

$$\text{Minimum Value} = (\text{Score Score}) \times (\text{Item}) \times (\text{Respondent})$$

$$= 1 \times 3 \times 270$$

$$= 810$$

$$\text{Interval Value} = (\text{Maximum Value}) - (\text{Minimum Value}) : 5$$

$$= 4.050 - 810 : 5$$

$$= 648$$

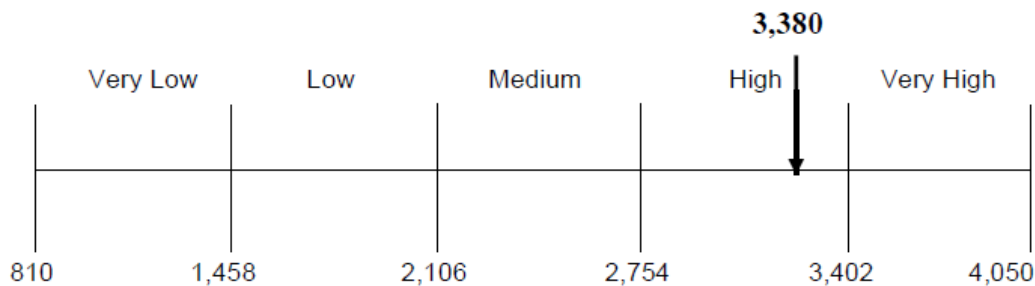


Figure 2. Category Total Score of Consumer Trust
Source: Questionnaire data processing results (2021)

Based on the results of the figure 2, and the calculation of the categories in the data, it can be concluded that the consumer confidence variable has a value of 3,380 which is in the high category with a maximum value of 4,050 and a minimum value of 810. These results indicate that consumer confidence has a high rating and is said to be positively responded to by consumers so that they can encourage purchasing decisions. However, the good behavior indicator has a low value compared to the other indicators. This shows that consumers feel that the seller does not provide good behavior because the site Shopee is an online shopping site. Purchase decisions are problem-solving activities that consumers do in selecting from several alternatives in the decision-making process. In this case, consumers form a preference for various choices, besides that consumers will also form an intention to buy products, goods, or services that are needed or preferred which will lead to purchasing decisions.

To understand purchasing decisions that can make consumers will immediately make purchases at Shopee, the researchers use the measurements contained in the purchasing decisions which consist of several indicators, namely product superiority, brand, location, time of purchase, intensity, and payment method. From the existing indicators, the researcher asked six questionnaire questions to 270 respondents through google forms. To find out the responses from respondents to the Purchasing Decision variable (Y) then the score results from each question from the Purchasing Decision variable (Y) are as follows:

Table 5. Total Response Score on Respondent's Variable Purchase Decisions

No	Questions	Score
1	When purchasing Shopee I see the advantages of the product first	1,160
2	When purchasing Shopee I prioritize the brand first	1,127
3	When purchasing Shopee I choose an online shop with the closest location	1,111
4	In one month, I make purchases at Shopee regularly	1,100
5	I often make purchases using promos on Shopee	1,151
6	I purchased Shopee because there are many choices of various payment methods	1,119
Total		6,768

Source: Questionnaire data processing results (2021)

To find out the overall assessment of the online shopping decision category, a minimum index is carried out which aims to determine the position of the online shopping decision variable using a continuum line with the following conditions:

$$\text{Maximum Value} = (\text{Score Value}) \times (\text{Item}) \times (\text{Respondent})$$

$$= 5 \times 6 \times 270$$

$$= 8,100$$

$$\text{Minimum Value} = (\text{Score Score}) \times (\text{Item}) \times (\text{Respondent})$$

$$= 1 \times 6 \times 270$$

$$= 1,620$$

$$\text{Interval Value} = (\text{Maximum Value}) - (\text{Minimum Value}) : 5$$

$$= 8,100 - 1,620 : 5$$

$$= 1,296$$

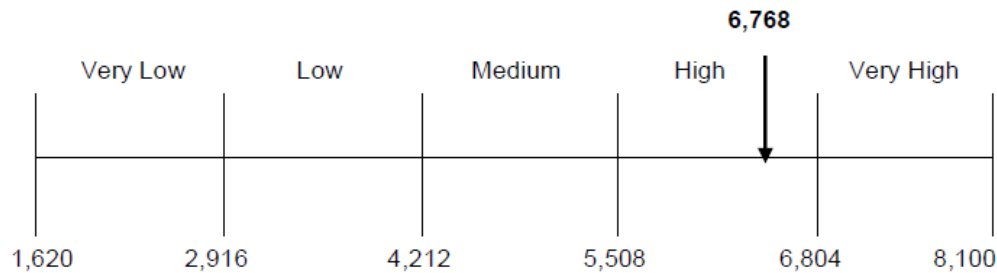


Figure 3. Category Total Score of Purchase Decisions

Source: Questionnaire data processing results (2021)

Based on the results contained in the figure 3, and the calculation of the categories in the data, it can be concluded that the purchasing decision variable has a value of 6,768 which is in the high category with a maximum value of 8,100 and a minimum value of 1,620. These results indicate that purchasing decisions have a high rating and can be said to be good and are responded to positively by consumers so that they can encourage purchasing decisions. However, the brand indicator gets a low value compared to the value of other indicators, it shows that when making a purchase, consumers do not care about what brand to buy.

Researchers used SPSS software to perform correlation analysis techniques. The following are the results of calculations using the SPSS software program, namely:

Table 6. Correlation

Model	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	0.750 ^a	0.562	0.558	1.89537

a. Predictors: (Constant), Consumer Trust, Advertising Effectiveness Free Shipping
b. Dependent Variable: Purchase Decisions

Source: Processed data (2021)

Based on table 6, it can be seen that the relationship between advertising effectiveness of free shipping and consumer trust to improve online shopping decisions of Shopee users has a relationship with a value of 0.750. Meanwhile, the results of a simultaneous contribution of advertising effectiveness free shipping, and consumer trust variables are 56.2% and 43.8% obtained from other variables. Calculations that have been obtained from the data above are given a weak or strong interpretation of the results with the following guidelines:

Table 7. Interpretation of Correlation Coefficient

Coefficient Interval	Relationship Level
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Medium
0.60 – 0.799	Strong
0.80 – 1.000	Very strong

Source: (Sugiyono, 2017)

When consulted with the interpretation table 7, the correlation coefficient r is at a value of 0.750, which is in the position of the coefficient interval from 0.60 to 0.799. So, it can be concluded that the relationship between advertising effectiveness free shipping, and consumer trust variables to improve online shopping decisions is included in the strong category. To find out the influence of advertising effectiveness free shipping and consumer trust variables to improve online shopping decisions, the coefficient of determination is calculated using the coefficient of determination formula Riduwan (2018) as follows:

$$KD=r^2 \times 100\%$$

Description:

KD = The magnitude of a determinant coefficient (determination)

r = Correlation coefficient

Is known:

$$r^2 = 0.750$$

$$KD = (0.750^2) \times 100\%$$

$$KD = 0.562\% \times 100\%$$

$$KD = 56.2\%$$

With the following conditions:

If the KD is close to 0 then the influence of the variable X on Y can be said to be weak.

If the KD is close to 1, then the influence of the X variable on Y can be said to be strong.

Based on the results of the above calculation, the KD value is 56.2%, which shows the advertising effectiveness of free shipping and consumer trust can contribute to the dependent variable the purchase decision variable, and 43.8% is influenced by other variables outside of this study, so the contribution of the independent variable and the dependent variable is said to be strong.

The researcher uses multiple linear regression equation calculations because the independent variable used in this study is more than one variable of advertising effectiveness free shipping and consumer trust and the dependent variable used is online shopping decisions. Below is the calculation of the t-test:

Table 8. Partial Hypothesis Test Results

Model		Coefficient ^a		Standardized Coefficient Beta	t	Sig.
		Unstandardized Coefficient	Std. Error			
		B				
1	(Constant)	6.182	1.033		5.983	0.000
	Advertising	1.005	0.092	0.676	10.957	0.000
	Effectiveness Free Shipping, Consumer Trust,	0.165	0.108	0.094	2.529	0.000

a. Dependent Variable: Purchase Decisions

Source: Processed data (2021)

Based on the results contained in table 8 is the calculation of multiple linear regression, and the acquisition of the multiple linear regression equation as follows:

$$a = 6.182$$

$$b_1 = 1.005$$

$$b_2 = 0.165$$

Then the results obtained from the multiple linear regression equation of the two independent variables, namely the advertising effectiveness of free shipping and consumer trust are as follows:

$$\hat{Y} = a + b_1X_1 + b_2X_2$$

$$\hat{Y} = 6.182 + 1.005X_1 + 0.165X_2$$

Based on the results of the multiple linear regression equation above, it can be concluded that there is a positive influence between the variables of advertising effectiveness free shipping and consumer trust. The result of the regression of the advertising effectiveness free shipping variable is 1.005 and the result of the regression value of the consumer confidence variable is 0.165. Based on the results of these questions, it is concluded that the effectiveness of advertising and consumer trust has a positive effect on online shopping decisions. Therefore, if the Shopee online shopping company can improve and implement the effectiveness of

advertising and consumer trust better, then it is very easy for consumers to make online shopping decisions.

Based on the result in table 8, the tcount shows a value of 10.957 and the value of ttable is 1.65. It can be said that Ho is rejected and Ha is accepted. So, the variable of the effectiveness of free shipping advertising has a positive and significant influence on the purchase decision variables of Shopee users. This means that the variable effectiveness of free shipping advertising can increase the purchase decision variable, in the following research (Atiqoh, 2020). From the results above, Shopee is obliged to build advertising effectiveness on free shipping so that it can develop consumer purchasing decisions. And based on the calculation results above, the tcount value shows a result greater than ttable where the tcount value is 2.529 and the value of Ttable is 1.65. So, it can be rejected Ho is rejected and accepted, namely the consumer trust variable has a positive and significant influence on the purchase decision variable of Shopee users.

To find out the magnitude of the influence of each advertising effectiveness variable (X1) and consumer trust (X2) to increase the online shopping decision variable (Y) simultaneously by carrying out hypothesis testing using the F test formula (Riduwan, 2018), namely:

$$F = \frac{\frac{R^2}{k}}{\frac{(1-R^2)}{n-k-1}}$$

Information:

F = Fcount which will then be compared with Ftotal

R = Multiple correlation coefficient values

k = Number of independent variables

n = Number of samples

R² = Predefined multiple correlation coefficient

Note = If Fcount ≥ Ftable then H1 is accepted and H0 is rejected and vice versa.

Based on the respondent's data obtained, the F test was then tested using the SPSS program with the following results:

Table 9. Simultaneous Hypothesis Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	1229.619	2	614.810	171.140	0.000 ^b
	Residual	959.181	267	3.592		
	Total	2188.800	269			

a. Dependent Variable: purchase decisions

b. Predictors: (constant), consumer trust, advertising effectiveness free shipping

Source: Processed data (2021)

Based on the results from table 9, it can be concluded that the variable value of the effectiveness of free shipping advertising (X1) with the variable of consumer confidence (X2) to increase the online shopping decision variable (Y) is 171,140. The error rate used is 1% or 0.1 and db = (n-k-1) (db = 270-2-1=267). The

result is the acquisition of F_{table} as much as 2.67.

Furthermore, the meaning of significant testing according to (Riduwan, 2018) is:

If $F_{count} > F_{table}$ the results are significant.

If $F_{count} < F_{table}$ the results are not significant.

It can be seen that F_{table} is accelerated and $db=n-1$ with a significance error level of 0.01.

Based on the results of the existing calculations, the value of F_{count} is greater than F_{table} , it shows that the value of F_{count} is 171.140 and the value of F_{table} is 2.67. So, it can be concluded that the variable effectiveness of free shipping advertising and consumer trust variables have a very significant influence simultaneously on the purchase decision variables of Shopee users.

4. CONCLUSION

It can be concluded from the partial test results that the effectiveness of Shopee free shipping advertising can provide a positive and significant value, and can have a high influence on purchasing decisions for Shopee users. This can be seen and proven based on the results of the partial test (t-test). Companies use the effectiveness of advertising by promoting through television in the right way. based on the existing results the effectiveness of these ads can be used and improved so that purchasing decisions among Shopee users can increase. The highest value that can be applied to the effectiveness of a good advertisement is advertising interest. Furthermore, the advertisement with the lowest acquisition that must be increased again is the message delivery indicator.

Based on the consumer confidence variable, the results of the questionnaire from consumer confidence can be concluded that Shopee user consumer trust can provide positive and significant values, and has a high influence on decisions. Shopee users online shopping. This can be seen and evidenced by the results of the partial test (t-test). The results of consumer trust can be applied and can be improved so that the online shopping decisions of Shopee users are increasing. The highest value that deserves to be maintained in the application of good consumer trust is an indicator of influence and the lowest value that must be improved is good behavior.

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