

The influence of code-check first, online customer reviews and free shipping on the decision to purchase fashion products for Budi Darma University students in shopee market place

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ABSTRACT

One of Shopee's newest programs is COD-Check First, which provides purchasing decisions in the sense of maintaining consumer trust. Regarding the quality of products and services, Shopee also provides a column for reviews or comments from consumers who have used this service. This is also to ensure consumer comfort and consumer confidence in continuing to use this online shop. Shopee also always produces programs that please consumers, such as free shipping. The results of research using SPSS 20 with 100 respondents who came from students at Budi Darma University showed that COD-Check first had no effect on purchasing decisions for Gen Z. Free shipping and customer reviews are what can influence purchasing decisions. The more free shipping and the better the consumer's rating, the higher the decision to purchase fashion products.

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1. INTRODUCTION

In the Industrial 4.0 era, which refers to the industrial revolution currently underway, marked by the emergence of the Internet of Things (IoT), Artificial Intelligence (AI), which aims to make human work easier. Humans are inevitably forced to understand and be able to use technology in their lives, one of which is shopping. The Covid-19 pandemic outbreak indirectly requires humans to use technology in their lives. Starting from communication, studying, working, to fulfilling their daily needs, one of which is shopping. Technology in the 4.0 era makes it easier for humans to carry out various activities. Today's generation Z and millennial generation young people cannot be separated from the internet, including when it comes to shopping. Shopping activities which were originally aimed at fulfilling needs only, but ultimately emerged for the sake of pleasure and lifestyle, thus causing consumptive behavior which was carried out only to fulfill satisfaction and increase social prestige and status and ultimately led to wasteful behavior. Digital 2022 Global Overview Report, notes that Indonesia is ranked 5th as the country with the most frequent online shopping activities with a percentage of internet users who are e-commerce customers at 36% (Cahyani et al., 2023).

Shopee, Tokopedia, Lazada, Bukalapak, and Blibli are the 5 largest e-commerce in Indonesia according to website & social media performance, as well as survey results on platform

usage by respondents, where in the results of internet research and customer surveys, each data shows the same results regarding sequence of ecommerce platforms, both in terms of primary and secondary data collection.(Putri & Zakaria, 2020). During the Covid-19 pandemic, based on research by Reza and Daning, results obtained using the Simple Additive Weighting method calculations proved that Shopee was in first place, Blibli was in second place, Tokopedia was in third place, the next rank was occupied by Lazada, Bukalapak, and finally Jd.id(Furi & Sulistyowati, 2022). Shopee is the application most frequently visited by Indonesian people, competing with Lazada and Tokopedia which have been the kings of the online marketplaces most frequently downloaded on smartphones. This indicates that Indonesian people currently often visit and shop online at Shopee(Ramadhan, Wanda Dwi, Ike Kusdyah Rachmawati, 2023). Shopee is the market place most frequently visited by Indonesian people. Apart from offering various conveniences in shopping, Shopee service products are increasingly attractive. Starting from payments made after receiving the product (Cost on Deliver), COD-Check first, Free shipping, Discounts, SPayLater, Promos, Vouchers, and many more. This is what consumers like, especially students from generation Z.

Cash on delivery (COD) service is a payment method that influences consumer purchasing behavior because it creates a sense of security, guarantee of privacy and trust so that cash on delivery (COD) service is included in the psychological factors of beliefs and attitudes.(Andriani et al., 2022), With the appearance of the newest COD-Check First service type, which means consumers can first open the item in front of the courier and if it is suitable, immediately make a cash payment transaction, but if it is not suitable, the item can be returned to the courier. In the research, Hanifah and friends obtained the results of interviews with informants stating that one of the main reasons they chose the Cash on Delivery system compared to other online payment methods was the ease and security of transactions.(Adilah et al., 2022)

Online customer reviews as information for buyers about products, are reviews given by consumers to sellers or online stores that contain information related to the evaluation of a product after the consumer makes a purchase(Andriani et al., 2022). Online customer reviews are reviews given by customers regarding the evaluation of goods from various aspects such as the quality of the goods or the customer's experience of purchasing goods(Haryanto & Trisunarno, 2021). Reviews are part of Electronic Word of Mouth (eWOM), which is a direct opinion from someone and is not an advertisement. Reviews are one of several factors that determine a person's purchasing decision.(Farki et al., 2016). Online customer reviews consist of analysis and comments generated and posted by people who have spent their money on a product and have actually used it(Joko Susanto & Muljadi, 2022). The indicators of the online customer review variable are: Awareness (Awareness) Frequency (Frequency) Comparison (Comparison) Effect (Influence)(Rahmawati, 2021).

The Free Shipping Promo is free shipping as a promo offered by online business managers to attract buyers. In the online buying and selling process, apart from paying money, consumers usually calculate the agreed number of goods plus transportation costs based on the number, weight, size of the goods and the distance between expedition transportation. It is called postage or postage. These transportation costs will be borne by consumers (Marpaung & Lubis, 2022).

Kottler and Keller argue that purchasing decisions are consumer decisions regarding preferences for brands in a collection of choices(Faozi & Handayani, 2019). The purchasing decision is the stage in the buyer's decision-making process where consumers actually buy(MUKTI & Aprianti, 2021). Purchasing decisions are a process where consumers choose a product offered by the seller, and consumers can consider purchases that suit their needs in the purchasing decision process,(Widayanto et al., 2023)

The results of Nurul and Budi's research show that the free shipping promo at Shopee has an influence on purchasing decisions regarding the buyer's perception Free shipping promos can save you more on expenses as a result of which you will be more enthusiastic about buying or making transactions with the application.(Istikomah & Hartono, 2022).The results of research by Ni Made Rahayu concluded that fashion is the type of product most sought after by millennials. Fashion products offered online also have more affordable prices

compared to selling prices in offline stores. Most consumers use online marketplaces (Repositories & Volumes, 2023). In Mira and Novi's research, it was partially concluded that the Free Shipping Promo had a significant and positive influence on Purchasing Decisions (Istiqomah & Marlana, 2020). In the results of research conducted by Zuwmawati and Ade, it was concluded that partially and simultaneously the Online Cash on Delivery (COD) service had a positive and significant effect on purchasing decisions at (E-commerce) Shopee in Pariaman City, Online Customer Review (OCR) had a positive and significant effect. significant impact on purchasing decisions at (E-commerce) Shopee in Pariaman City. (Zusmawati & Rani, 2023),

Research conducted by Dayat shows that there is a significant and positive influence of cash on delivery services on partial purchasing decisions, consumer online ratings and reviews have a significant and positive influence on partial purchasing decisions, there is a significant and positive influence of cash on delivery services, consumer online ratings and reviews of simultaneous product purchasing decisions. (Hajati, 2022). Research conducted by Asri and Widiartanto obtained results that the Online Customer Review variable had a significant, low and positive influence on purchasing decisions. The Online Customer Rating variable has a significant, very low and positive influence on purchasing decisions. And simultaneously the test results show that Online Customer Reviews and Online Customer Ratings have a significant, low and positive influence on purchasing decisions (Ardianti & Widiartanto, 2019). Research conducted by Suci Diani and friends obtained results based on interviews conducted with consumers regarding the COD system which clearly influences purchasing decisions. However, for consumers who have e-banking, the presence or absence of a COD system has no influence on their purchasing decisions. (Diani et al., 2022). Purchasing decisions are a process where consumers evaluate various alternative choices and choose one or more of the required alternatives based on certain considerations. (Andi Triyono Kbutba, 2023). The gap in previous research, namely research conducted by Zuwmawati, Dayat, obtained the results that COD had an effect on purchasing decisions, but in this research, COD- Cek Dulu had no effect on purchasing decisions. This was confirmed by research conducted by Suci that for e-banking users this program actually did not influence purchasing decisions

2. RESEARCH METHOD

This research model is quantitative using a Likert scale for measurement on 100 Budi Darma University students. The research location was carried out at Budi Darma University, which is from the Faculty of Economics and Business, Department of Retail Management. Research data processing uses SPSS 20. The tests carried out in this research are validity test, reliability test, classic assumption test consisting of normality test, multicollinearity test, heteroscedasticity test, Multiple Linear Regression test, Coefficient of Determination test, partial test and simultaneous test. The following is an overview of the conceptual framework in this research which explains the influence of the COD-Check first, Customer Review online and Free Shipping variables on purchasing decision variables both partially and simultaneously.

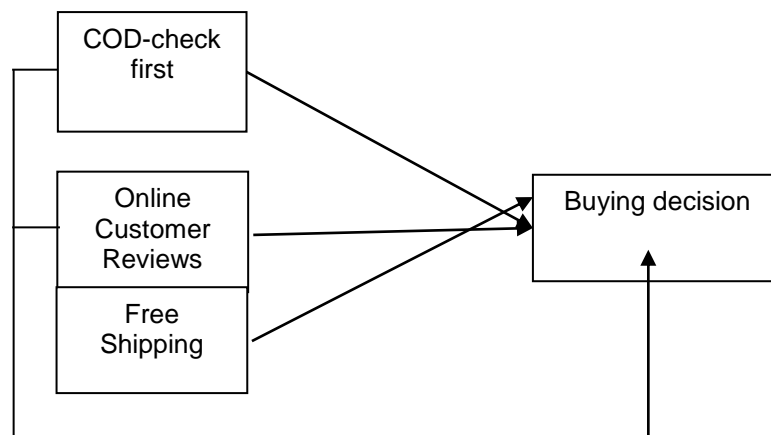


Figure 1. Conceptual Framework

3. RESULTS AND DISCUSSIONS

Validity testing is a technique used to measure the extent to which the measuring instrument used can actually measure what it wants to measure. In research, validity tests are important to ensure that the instruments used can measure what they want to measure correctly.

Table 1 Validity COD-Check First (X1)

Items	Count	r table	Information
COD-Check first 1	0,440	0,195	Valid
COD-Check first 2	0,538	0,195	Valid
COD-Check first 3	0,679	0,195	Valid
COD-Check first 4	0,693	0,195	Valid
COD-Check first 5	0,717	0,195	Valid
COD-Check first 6	0,694	0,195	Valid

Based on the results of the validity test calculation of the COD-Check First variable with 6 question items, it can be seen that all questions for this variable have valid status, because the value of $r_{count} > r_{table}$ is 0,195

Table 2 Validity of Online Customer Review (X2)

Items	Count	r table	Information
Online Customer reviews 1	0,682	0,195	Valid
Online Customer reviews 2	0,838	0,195	Valid
Online Customer reviews 3	0,693	0,195	Valid
Online Customer reviews 4	0,366	0,195	Valid
Online Customer reviews 5	0,320	0,195	Valid
Online Customer reviews 6	0,808	0,195	Valid

Based on the results of the validity test calculation of the online customer reviews variable with 6 question items, it can be seen that all questions for this variable have valid status, because the value of $r_{count} > r_{table}$ is 0,195

Table 3. Validity of Free Shipping (X3)

Items	Count	r table	Information
Free Shipping 1	0,881	0,195	Valid
Free Shipping 2	0,831	0,195	Valid
Free Shipping 3	0,613	0,195	Valid
Free Shipping 4	0,270	0,195	Valid
Free Shipping 5	0,794	0,195	Valid
Free Shipping 6	0,767	0,195	Valid
Free Shipping 7	0,514		

Based on the results of the validity test calculation of the free Shipping variable with 7 question items, it can be seen that all questions for this variable have valid status, because the value of $r_{count} > r_{table}$ is 0,195

Table 4. Validity purchasing Decision (Y)

items	Count	r table	Information
Purchase Decision 1	0,589	0,195	Valid
Purchase Decision 2	0,520	0,195	Valid
Purchase Decision 3	0,462	0,195	Valid
Purchase Decision 4	0,687	0,195	Valid
Purchase Decision 5	0,660	0,195	Valid
Purchase Decision 6	0,653	0,195	Valid
Purchase Decision 7	0,708	0,195	Valid
Purchase Decision 8	0,446	0,195	Valid
Purchase Decision 9	0,454	0,195	Valid

Based on the results of the validity test calculation of the Purchase decision variable with 9 question items, it can be seen that all questions for this variable have valid status, because the value of r count $>$ r table is 0,195

3.1 Reliability Test

Reliability testing is a technique for measuring the extent to which the instrument used can produce consistent results at different times. If Cronbach alpha is above 0.6. So the research data is said to be Reliable.

Variables	Cronbach Alpha	N of items	Information
COD-Check first	0,694	6	Reliable
On Line Customer Reviews	0,768	6	Reliable
Free Shipping	0,803	7	Reliable
Buy Decision	0,681	6	Reliable

From table 5 above, it can be seen that the overall Cronbach alpha for each variable is above 0.60. So the conclusion is that the data from all variables is declared reliable.

3.3 Normality test

The data normality test is a test used to determine and measure whether the data obtained has a normal distribution or not, and whether the data obtained comes from a normally distributed population.

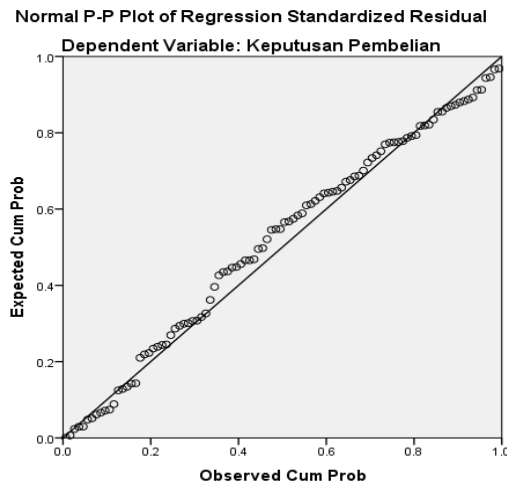


Figure 2. Normality Test

Based on the image above, the research data spreads in a straight line, so it can be concluded that graphically, the model residuals are normally distributed. The fewer points that are away from the line, the more normal the data is. Judging from the picture, at a glance it can be seen that the data is close to the normal line.

3.4 Multicollinearity Test

The multicollinearity test is intended to see the relationship/correlation between each variable. A good regression model should have no correlation between independent variable

Table 6 Multicollinearity Test

Variables	Tolerance	VIF
COD-Check first	0,960	1,042
On Line Customer Reviews	0,415	2,412
Free Shipping	0,410	2,437

The output of the table above shows a VIF value of less than 10 and a Tolerance value of more than 0.1. So it can be concluded that the regression model does not have multicollinearity problems.

3.5 Heteroskedasticity Test

The heteroscedasticity test is a regression model testing tool to determine the inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity.

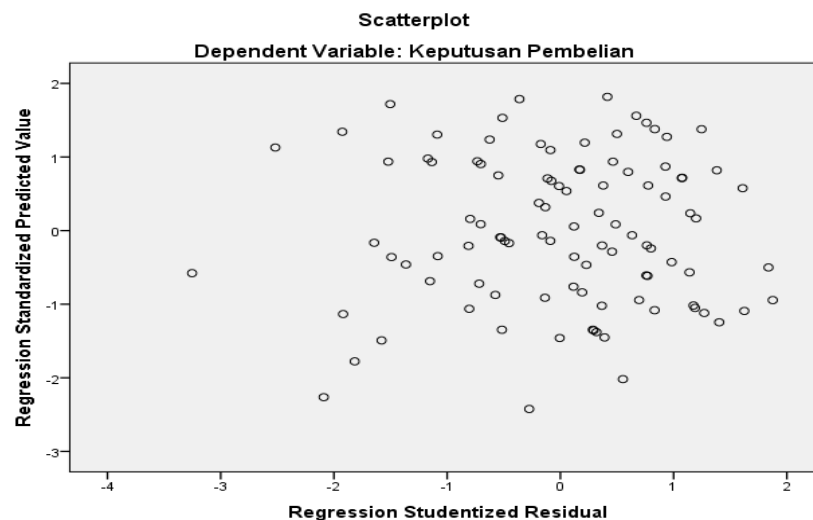


Figure 3 Heteroskedasticity test

Based on the scatterplot graph, it can be seen that the points are spread randomly and are spread both above and below the number 0 on the Y axis. Thus, it can be concluded that in the multiple regression model the influence of COD-Check, First, Online Customer Review and Free Shipping together. The same applies to the decision to purchase fashion on Shopee without heteroscedasticity.

3.6 Multiple Linear Regression Test

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable

Table 7 Multiple Linear Regression Coefficient Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7,371	3,222		5,301	0,000		
COD-check first	0.006	0.112	0.004	0.051	0.959	0.960	1,042
Online Customer Reviews	0.269	0.067	0.457	4,007	0,000	0.415	2,412

Free shipping	0.180	0.073	0.282	2,460	0.016	0.410	2,437
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. Dependent Variable: Purchase decision

$$\text{The regression equation } Y' = a + b_1X_1 + b_2X_2 + b_3X_3 \\ = 7.371 + 0.006X_1 + 0.269X_2 + 0.180X_3$$

3.7 Coefficient of Determination Test (R²)

Table 8 Determination Coefficient Test

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	0,695 ^a	0,691	0,483	2,55019

In R Square it looks 0.403 or 48.3%. This shows that COD-Check first, Online Customer Review and Free Shipping are able to explain 48.3% of purchasing decisions. The rest is influenced outside this research, for example e-banking, online customer rating, brand quality, product information, needs, desires and so on.

3.8 Partial Test (t Test)

Partial tests are carried out to determine whether the independent variables individually influence the dependent variable. The partial test used in this research uses a significance level of 5%

Tabel 9. Partial Test

Variables	t	Sig
COD-Check first	0,051	0,959
On Line Customer Reviews	4,007	0,000
Free Shipping	2,460	0,016

In the table above, the results obtained show that the COD-Check first t hit is 0.051 < t table 1.984 and the sig value is 0.959 > 0.05, so it is said that the COD-Check first variable has no effect on purchasing decisions. If the Online Customer Review t hit is 4.007 > t table 1.984 and the sig value is 0.000 < 0.05, it is said that the On Line Customer Review variable has an influence on purchasing decisions. At t hit price 2.460 > t table 1.984 and sig value 0.016 < 0.05, it is said that the free shipping variable has an influence on purchasing decisions.

3.9 Simultaneous Test (F Test)

The F test is known as the Simultaneous Test or Model/Test testAnova, namely a test to see how all the independent variables together influence the dependent variable. Or to test whether the regression model we created is good/significant or not good/non-significant.

Table 10 Simultaneous Test

Model	Sum of Square	df	Mean Square	F	Sig
Regression	584,308	3	194,769	29,949	0,000 ^b
Residual	624,334	96	6,503		
Total	1208,640	99			

In the simultaneous test table above, the calculated f result is 29.949 and F table is 2.70, so the calculated f is 29.949 > f table 2.70 and the sig value is also seen as 0.000 < 0.05, meaning simultaneously COD-Check first, online customer review, and Free shipping simultaneously influences purchasing decisions. Simultaneously all three variables influence purchasing decisions

4 CONCLUSION

The conclusion of this research is to enter cod-check first, which is the newest program from Shopee. This is what differentiates it from other research which has not included cod-check first. This provides customers with comfort when shopping. The choice of product categories is in accordance with research conducted by Ni Made that fashion is the type of product most sought after by millennials. From research data conducted by Putri, it was recorded that the five most sought after e-commerce levels in Indonesia are Shopee. Looking at the results of the statistical data, it was found that partial Cod-Check first had no effect on purchasing decisions. This is in line with Diani's research which obtained results that for those who have e-banking, the COD system does not influence purchasing decisions, and in general students have e-banking. This is not in line with research conducted by Zuwmawati and Dayat which showed that Cash on Delivery (COD) services had a positive and significant effect on purchasing decisions, but online customer reviews had an effect on purchasing decisions. However, online customer reviews and free shipping simultaneously influence purchasing decisions in line with research conducted by Asri and Mira. The impact of this research is that the COD-Cek program previously did not really influence the decision to purchase fashion among generation Z, but what students were looking for was free shipping and ratings from consumers who had already purchased. Because for students, just COD alone provided them with comfort. The implication of this research is that adding a new program that makes consumers decide to buy is not necessarily a consideration for consumers to buy, especially with almost the same model. The contribution of this research is to provide input that the COD-Cek Dulu program for fashion products among students is not very influential. This means that the program model is almost the same as before and for products whose prices are not too expensive among students do not influence consumers' decisions to buy. The limitation of this research is that COD-Check first, Online Customer Review and Free Shipping are only able to explain 48.3% of purchasing decisions. The remainder is influenced outside of this research, and can be used to develop further research by adding other variables such as e-banking, online customer ratings, brand quality, product information, needs, desires, prices and so on.

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