

THE EFFECT OF HARBOLNAS DISCOUNTS AND FREE SHIPPING ON THE PURCHASE DECISION OF DIGITAL BUSINESS STUDY PROGRAM STUDENTS WITH PURCHASE INTEREST AS AN INTERVENING VARIABLE

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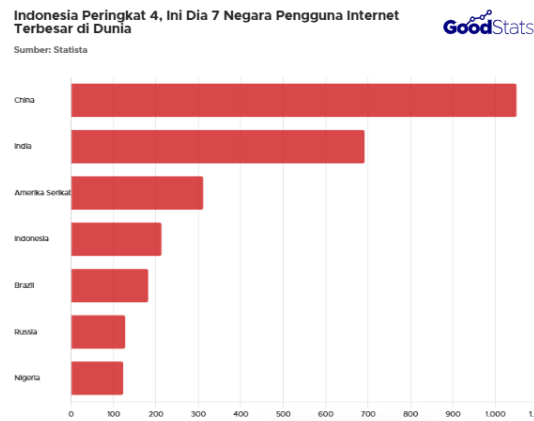
Abstract

The purpose of this study is to examine how Harbolnas discounts (X1) and free shipping (X2) affect the purchase decision (Y) of students enrolled in the Digital Business study program of the State University of Jakarta, with Purchase interest as an intervening variable (Z). Data for this study is gathered using a quantitative methodology based on surveys an online Google Form questionnaire. The research respondents consisted of one hundred active students who also used Shopee. Prior to the analysis utilizing Smart Partial Least Square 4.0 (SPLS), the study instrument underwent validity and reliability testing. The results of the analysis show that the X1 harbolnas discount and free shipping X2 have an effect on consumer purchase decisions. However, the intervening variable in the form of Purchase interest did not affect the purchase decision. These results provide a strategic view for e-commerce to prioritize discount-based promotions during the Harbolnas program to attract consumers more effectively

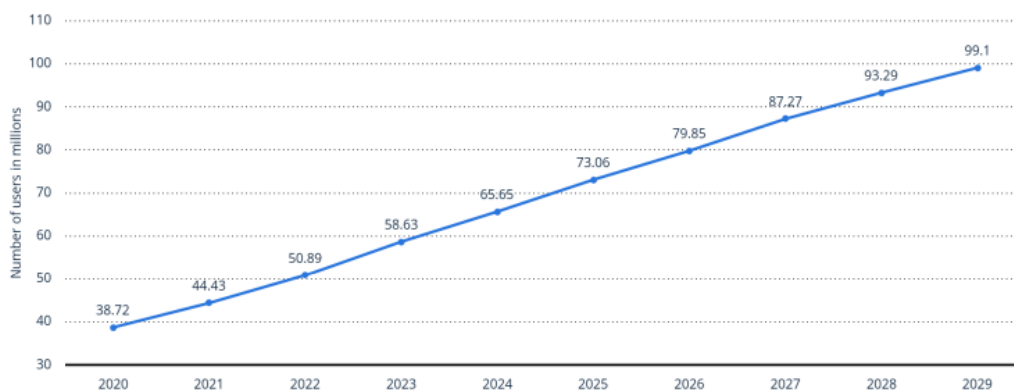
Keywords: *Harbolnas discount, Free shipping, Purchase interest, Purchase decision*

1. Introduction

Rapid technological advancements have encouraged various industries and non-industries to adapt to the digital landscape. The existence of the internet is one clear example of such progress. According to Agnez Z. Yonata in her journal, Indonesia ranks fourth globally in the quantity of people using the internet. Considering the data, as many as 212.9 million Indonesians use



the internet, which covers almost 77% of the entire population of the nation. The Indonesian Internet Service Providers Association (APJII) estimates that by 2024, as many as 221.56 million people, or about 80% of Indonesia's total population, will be internet users. In addition to being useful for watching movies, following the news, playing social media, and looking for a job, the internet also supports various daily activities. Based on data from kumparan.com, internet usage includes communication, access to the latest information, GPS navigation, digital transactions, e-commerce, and entertainment. In addition, the internet also serves as a digital marketing platform that relies heavily on connectivity and information sharing, as explained by Aurelia in her journal article Factors Affecting Online Shopping in E-commerce. With an additional 58.63 million users in 2023, the total number of e-commerce users in Indonesia has grown rapidly, according to data from the Ministry of Trade.



Sumber: Statista (diolah PDSI, Kementerian Perdagangan)

According to previous research, the "HARBOLNAS discount" has a significant influence on consumers' purchasing decisions. For example, research in the city of Medan by Panjaitan and Marpaung (2023) found that these offers increase purchase decisions because consumers feel they are saving money and getting financial benefits, which encourages them to shop more often. Free shipping and "HARBOLNAS discounts" work well together

to attract customers without harming the seller, according to other research (Lestari & Dwijayanti, 2021). In addition, according to Shafinazh (2020) in his journal, Shopee discounts have a big impact on consumer purchase decisions.

In addition to the "Harbolnas Discount," the "Free Shipping" offer also has a significant impact on consumer purchasing decisions. This marketing is often combined with big discounts and limited-time offers to create a sense of urgency and increase customer interest in shopping. "Free Shipping" offers have a simultaneous impact on purchasing decisions, according to research from Raharja University, although the exact effect varies depending on how consumers view the promotion. By using Using interest as an intervening variable in this study seeks to examine how "Harbolnas Discount" and "Free Shipping" affect consumer considerations in choosing products to be purchased on the Shopee e-commerce platform. It is hoped that a deeper understanding of the influence of these two promotions can help business people in designing more relevant and effective marketing plans.

2. Literature Review

2.1 Harbolnas Discounts

Harbolnas discount, is a privilege where many Indonesian e-commerce sites hold big sales with attractive discounts. Usually, Harbolnas takes place on certain dates throughout the year, such as 11.11 or 12.12. Customers are eagerly looking forward to this moment because it provides an opportunity to buy goods at a lower price, as well as offering convenience and a wider selection of goods. Customers can also take advantage of various attractive offers that are difficult to find on weekdays during Harbolnas. Based on research by Noor (2020), harbolnas discount metrics include 1) The number of rebates, 2) Period of price and 3) Product a rebate.

2.2 Free Shipping

When a seller offers free shipping to customers, they cover all the shipping costs of the product. Customers who purchase items with this offer are exempt from additional shipping fees. The offer of free shipping is very attractive and profitable for customers because, in addition to saving money, it also makes it easier to buy online and increases customer satisfaction. Customers tend to buy more items as a result of these offers because they feel their transactions become more valuable. Putri Amalya (2023) mentioned three indicators of free shipping including: 1) Giving attention, 2) Having attraction, 3) Increasing the desire to buy.

2.3 Purchase interest

A person's buying miat is his desire or tendency to buy goods or services. It is an internal impulse that drives a person to take concrete actions, such as buying something, rather than simply wanting it. Purchase intent is a complex phenomenon and depends on a number of variables. By understanding these characteristics, businesses can better meet customer needs and create more effective marketing strategies. Fitri and Basri (2021) also identified indicators of Purchase interest which include: 1) Transactional 2) Referential, 3) Preferential, 4) Exploratory.

2.4 Purchase Decision

Purchasing behavior is a crucial stage in the consumer decision-making process when making buying and selling transactions quoted from the journal *A STUDY ON THE PURCHASE AND POST PURCHASE STAGE OF CONSUMERS' BUYING DECISION MAKING PROCESS*. When customers look at the various options available, they will make a decision to buy. This process involves an in-depth analysis of these choices until the customer finally decides to make a purchase. Consumer purchasing decisions are influenced by various factors such as technology, economics, finance, politics, and culture. In addition, product factors such as price, location, and promotion, as well as other factors such as emotions, environment, and transaction terms also play a role in the final decision of consumers. Thompson (2016:57), quoted by Susanti, Mulyono, & Syamsuri (2021), states four indicators of purchase decisions: 1) What they need, 2) Have benefits, 3) According to their wishes, 4) Repeat purchases.

2.5 Correlation of HARBOLNAS Discount Variables to Purchase interest as an intervening variable.

According to research by Enriza & Putra (2024), the event of twin dates significantly affects people's Purchase interest, because the t-value is calculated at $2.856 >$ the t-table is 1.984. Based on the determination coefficient, this event affected 7.7% of people's Purchase interest, which shows that the Harbolnas discount variable has a positive impact. In addition, the results of Pearson's correlation calculation of 0.446 showed a moderate positive correlation between the two variables, which showed that as the frequency of events increased, people's interest in making purchases also increased.

H1: Harbolnas discount affects Purchase interest

2.6 Correlation of the free postage variable to Purchase interest as an intervening variable.

The alternative hypothesis (H_a) is accepted because the calculated t value for the Free Shipping Promo variable (X) of 5.604 is higher than the table t of 1.671, according to research by Fitri & Fahrizal (2024). This shows that the promotion of free shipping increases consumer interest in making purchases. In addition, the 35.1%, or R Square, value of 0.351 in this study shows that the promotion of free shipping has a positive impact on consumer purchase interest.

H2: Free shipping has a significant effect and on Purchase interest.

2.7 Correlation of Purchase Interest as an Intervening Variable to Purchase Decisions.

According to research by Sari (2020), which found a good and significant relationship between consumers' purchase intention and their decision to buy Amplang Crackers at Toko Karya Bahari Samarinda, also supports this finding. Based on the "r" value of 0.153 and the "p" value (sig) of 0.000 in the study, consumers are more likely to buy a product if they have a higher purchase intent. Conversely, consumers are less likely to make a purchase as their level of Purchase interest decreases.

H3: Purchase interest affects Purchase Decision

2.8 Correlation of HARBOLNAS discount variables to consumer purchase decisions on Shopee.

According to research by Razali, Andamisari, and Saputra (2022), discounts are proven to influence consumer purchase decisions. On the other hand, Panjaitan and Marpaung (2023) found that Harbolnas had a major impact on impulse purchases, which suggests that intense promotions during this period can encourage impulse purchases. In addition, research by Prihadi, Irawan, and Subroto (2022) shows that Harbolnas discounts have a positive impact on impulse purchases, which supports the idea that discounts can encourage consumers to make purchases without careful planning.

H4: HARBOLNAS discounts affect purchase decisions

2.9 Correlation of Free Shipping Variables to Consumer Purchase Decisions on Shopee.

According to research by Razali, Andamisari, and Saputra (2022), free shipping promotions have been proven to influence consumer purchasing decisions. In addition, Hutagalung & Anggraini (2024) found that the free shipping promotion influenced students at STIE Bina Karya Tebing Tinggi to make better purchases. The findings from the Marpaung & Lubis (2022) study also show that free shipping influences consumer purchasing decisions

H5: Free shipping affects the purchase decision.

2.10 Correlation of Harbolnas Discount Variables to Purchase Decisions with Purchase interest as Intervening Variables.

The variable of special offers on special events (Harbolnas) has a positive and significant influence on consumer purchase decisions, according to research by Rolando, Rantetandung, and Winaya (2024). Purchase decisions are influenced by an indirect relationship with the variable of Purchase interest, which is also positively related. Based on research by Enriza & Putra (2024), the findings show that the twin date event has an impact of 7.7 percent on people's Purchase interest according to the determination coefficient, with the t-count value (2.856) greater than the t-table value (1.984). Therefore, individual purchasing decisions are positively and significantly influenced by the Harbolnas discount, with Purchase interest serving as an mediation variable. In addition, data analysis showed a relationship between the twin date event variable and people's Purchase interest, according to research by Aulia et al. (2023). Pearson's correlation value of 0.446 shows a relationship between the twin date event variable and people's Purchase interest in making purchases, while a significance value of 0.012 which is smaller than 0.05 shows a significant relationship. Based on these

results, special offers on certain events, such as Harbolnas, can increase Purchase interest and further influence consumer purchasing decisions.

H6: The intervening variable of Purchase interest can mediate between the Harbolnas discount and the purchase decision.

2.11 Correlation of Free Shipping Variables to Purchase Decisions with Purchase interest as an Intervening Variable

Based on research conducted by Salsabilla (2022), the test results show that the correlation value of variable X1 (free shipping coupon) and the purchase decision variable, Y, has a value of 0.782, which is higher than 0.05. As a result, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. The correlation coefficient between these variables is very large, because the value of 0.782 is higher than 0.71, which indicates that free shipping coupons (X) have a favorable and noteworthy impact on purchasing decisions. (Y). In other words, variable X has a strong positive influence on purchase decisions, which can also influence Purchase interest as an intervening variable. These findings show that free shipping coupon offers can be an important factor in encouraging consumers to make purchases and increase their Purchase interest.

H7: The intervening variable of Purchase interest is able to mediate between free shipping and purchase decisions.

3. Materials and methods

3.1. Design Study

Google Forms are used to distribute the questionnaire for this online survey. This research was carried out in the Digital Business Study Program, Faculty of Economics and Business, State University of Jakarta, for three months, from September 4 to November 4, 2024.

3.2. Data Analysis

Using purposive sampling, this research uses a quantitative approach. The subject population consisted of 100 Quoted from Sugiono's opinion (2019), therefore the researcher took a sample of 100 students of the Faculty of Economics and Business, State University of Jakarta. Students who have made a purchase at the HARBOLNAS event and received free shipping from Shopee are the criteria for selecting samples, which are selected by purposive sampling. The quantity of responders, which is determined according to Slovin's equation, is 100. Students who had previously shopped on the Shopee e-commerce platform with HARBOLNAS offers and free shipping were the target audience for this strategy, which aims to ensure that the selected respondents are relevant to the research objectives.

4. Result

1. Structural Model Evaluation (Outer Model)

1) Validity Test

Table 4.1.1 outer loading value

Coloration Indicator of Variable	Loading Factor	Information
X1.2	0.964	Valid
X1.4	0.976	Valid
X1.7	0.971	Valid
X1.8	0.893	Valid
X2.4	0.820	Valid
X2.5	0.905	Valid
X2.6	0.842	Valid
Y3	0.860	Valid
Y4	0.836	Valid
Y7	0.917	Valid
Y8	0.700	Valid
Z4	0.894	Valid
Z7	0.767	Valid
Z8	0.893	Valid

Source: Processed data, 2024

Based on the table above, it can be seen that the loading factor of all statement items > 0.70 , then it can be concluded that all statements are declared valid convergence.

Table 4.1.2 AVE Values

Variable	AVE	Information
Harbolnas Discount	0.906	Valid
Free Shipping	0.733	Valid
Purchase Decision	0.728	Valid
Purchase Interest	0.693	Valid

Source: Processed data, 2024

Based on the table of results above, it can be seen that each variable has a value greater than or equal to 0.5. This demonstrates that the average extracted

variance (AVE) is in the good category. The Harbolnas discount variable (X1) has an average value of Extracted Variance (AVE) > 0.5 with a value of 0.906, the Free Shipping variable (X2) > 0.5 with a value of 0.733, the Purchase Decision variable (Y) > 0.5 with a value of 0.728, the Purchase Interest Rate Variable (Z) > 0.5, the value is 0.693.

2) Validity Discriminant

Table 4.1.3 Validity Discriminant

	Diskon Harbolnas	Gratis Ongkir	Keputusan Pembelian	Minat Pembelian
Diskon Harbolnas	0.952			
Gratis Ongkir	0.593	0.856		
Keputusan Pembelian	0.781	0.835	0.832	
Minat beli	0.429	0.553	0.529	0.853

Source: Processed data, 2024

Based on the table above, it can be seen that the root value of AVE (Average Variance Extracted) for each variable is greater than the correlation with other constructs. This shows that all variables are declared valid discrimination, which means that each variable is able to significantly differentiate itself from the other variables in the research model.

3) Test Reliability

Table 4.1.4 Test Reliability

	Cronbach's alpha	Composite reliability (rho_c)
Diskon Harbolnas	0.965	0.975
Gratis Ongkir	0.820	0.892
Keputusan Pembelian	0.849	0.899
Minat beli	0.811	0.889

Source: Processed data, 2024

Based on the results of the calculation above, the values obtained from *Cronbach's Alpha* and *Composite Reliability* of all variables > 0.70, then all variables are reliable.

2. Structural model evaluation (Inner Model)

- 1) Coefficient determination or R-Square (R²)

Table 4.2.1 R-Square

	R-square	R-square adjusted
Keputusan Pembelian	0.834	0.825
Minat beli	0.322	0.308

Source: Processed data, 2024

The value of the purchasing decision's R-Square adjusted variable is 0.825, which shows that the variable of harbolnas discount and free shipping is able to explain the variable of purchase decision of 82.5%, so it can be concluded that the model is considered strong. While the R-Square Adjusted Variable of Purchase interest is 0.308, this indicates that the variable of Harbolnas discount and free shipping is able to explain the Variable of Purchase interest of 30.8%, so it can be concluded that the model is considered weak.

2) Evaluation Goodness of Fit (GoF)

Table 4.2.2 Evaluation of GoF

	Average variance extracted (AVE)	R-square
Diskon Harbolnas	0.906	
Gratis Ongkir	0.733	
Keputusan Pembelian	0.693	0.834
Minat beli	0.728	0.322
Rata- rata	0.765	0.578

Source: Processed data, 2024

in finding the value of GoF can be done using the following formula:

$$\text{Nilai GoF} = \sqrt{\text{rata} - \text{rata AVE}} \times \text{Rata - rata R Square}$$

$$\text{Nilai Gof} = \sqrt{0.765} \times 0.578$$

$$\text{Nilai Gof} = 0.665$$

Based on the calculation results, a Gof value of 0.665 was obtained. This value shows that the performance of the combination of the Outer Model and the Inner Model in this data processing can be classified into the category of large GoF. This indicates that the research model fits well and is able to explain the relationship between the variables in the model effectively.

3. Hypothesis Testing

1) Result Estimate Model PLS (Bootstrapping)

Table 4.3.1 7 Results T – Statistics and P - Value

	Original sample (O)	T statistics (O/STDEV)	P values
Diskon harbolnas -> Keputusan Pembelian	0.419	4.187	0.000
Diskon Harbolnas -> Minat Beli	0.157	0.908	0.364
Gratis Ongkir-> Keputusan Pembelian	0.652	5.322	0.000
Gratis Ongkir -> Minat Beli	0.460	2.490	0.013
Minat Beli-> Keputusan Pembelian	-0.034	0.291	0.771
Diskon Harbolnas x Minat Beli -> Keputusan Pembelian	-0.005	0.197	0.844
Gratis Ongkir x Minat Beli -> Keputusan Pembelian	-0.016	0.214	0.831

Source: Processed data, 2024

Based on table 7, then results show:

5. Discussion

- a. Harbolnas Discount Path -> Purchase decision is obtained P values $0.00 < 0.05$, then H_{a1} is accepted, namely Harbolnas Discount Affects Purchase Decision.
- b. Harbolnas Discount Path -> Buy Interest is obtained P values $0.364 > 0.05$, then H_{a2} is rejected, i.e. the harbolnas discount has no effect on Buy Interest.
- c. Free Shipping Line -> Purchase Decision is obtained P Values $0.00 < 0.05$, then H_{a3} is accepted, namely free shipping affects the Purchase decision.
- d. The free shipping line -> Buy Interest is obtained P values $0.013 < 0.05$, then H_{a4} is accepted, namely free shipping affects Buy Interest.
- e. Purchase interest Path -> Purchase Decision is obtained P Values $0.771 > 0.05$, then H_{a5} is rejected, i.e. Purchase interest does not affect the purchase decision.
- f. Free Shipping Line x Buy Interest -> Purchase Decision yields a p-value of 0.831, which is greater than 0.05. Therefore, H_{a7} is rejected, which means that Free Shipping and Buy Interest have no effect on the Purchase Decision.

6. Conclusion, Implication, and Recommendation

This study aims to determine the relationship arising from the variables of Harbolnas Discount and Free Shipping on Purchase Decisions through Purchase interest as an intervening variable. This research was conducted based on the answers of respondents consisting of active students of the Digital Business Study Program, State University of Jakarta, Faculty of Economics and Business, Batch 21-23, with a total of 100 respondents. Based on the results of the research that has been explained in the previous discussion chapter, the following conclusions can be drawn:

1. The influence or impact of Harbolnas discounts has a significant influence on purchase decisions. This is evidenced by a P value of $0.000 < 0.050$. Therefore, it can be concluded that the monthly Harbolnas discount held by Shopee can influence students' purchasing decisions.
2. The effect of free shipping on purchase decisions proved significant, with a p-value of 0.000 which was smaller than 0.050. Based on this, it can be concluded that the offer of free shipping from Shopee can influence students' purchasing decisions.
3. Free shipping has a significant effect on purchase interest as evidenced by P values of $0.013 < 0.050$. So it can be concluded that postage gratis can affect students' interest in buying.
4. Based on the determination coefficient of the ability of the free variable to explain the bound variable of 82.5%, it is categorized as strong. Meanwhile, intervening variables have the ability to explain bound variables by 30.8%

Based on the results of the analysis and conclusions, Here are the suggestions that can be given:

1. Harbolnas discounts have proven to have a significant effect on students' purchase decisions, Shopee should continue to hold this discount program consistently. However, it is recommended to expand the scope of discounted items in order to attract student purchase interest from various product categories
2. Since free shipping has a significant influence on students' purchasing decisions and Purchase interests, Shopee may consider offering more free shipping options, such as no minimum purchase requirements at certain times.
3. For the development of this research, it can be done by adding other variables. The variables that are relevant to this study are cashback and loyalty which can explain this research to be better.

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