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The Role of Price Discounts in Moderating, Customer Reviews and Free Shipping on Shopee Purchase Decisions in Surabaya

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Abstract: Along with technological developments, the world of marketing has now changed. Studying E-consumer behavior from a renewable aspect is needed to create practical and efficient marketing, research that refers to digital marketing (Digital Marketing), especially the E-Marketing marketplace. This study examines online consumer behavior that focuses on purchasing decisions and renewable factors that influence it, namely: customer reviews and the promotional tagline "Free Shipping" for shopee marketplace consumers in Surabaya. The chosen mediator variable is Price Discount. The sample in this study was 100 respondents from Surabaya, East Java, Indonesia. The analytical tool used is mediation analysis using the SmartPLS 3.5 tool. The hypothesis was investigated using customer reviews, promotional taglines, price discounts, and promotional taglines on e-purchase decisions mediated by price discounts. Based on the analysis results, all the tested hypotheses have a positive and significant effect on the E-Purchase Decision. The Price Discount variable is a mediator variable that can strengthen the Tagline Promotion variable in the E-Purchase Decision. This finding is expected to make a real contribution for sellers in the marketplace at Shopee to pay attention to Customer Reviews so that consumers don't give negative feedback to their online stores. Always provide free shipping promos so that consumers are not burdened with purchasing costs. The discount can benefit consumers and pay attention to the mediator variables studied so that consumers who buy are more likely to buy the product.

Keyword: Tagline, Promotion, Shipping, Price, Discount.

INTRODUCTION

Everything that was formerly difficult has become simple in the digital age; with the growth of technology, practically every industry has benefited from internet technology, not least in the field of marketing. Studying consumer behavior electronically is novel in the modern period, since the phrase E-Customer Behavior refers to the development of a marketplace for consumer behavior or customer behavior. In contrast to the past, when

customer behavior was mostly determined by the physical surroundings, gadgets increasingly influence buying decisions. Customer interactions and online displays of products and services, as well as digital purchases of such goods and services. For example, it is projected that the majority of the net/millennial generation will start using computers between the ages of 16 and 18, making e-commerce a natural and convenient purchasing channel. (Rosário, 2022). In the era of digitalization, consumer behavior has now changed according to the demands of the times, technology has become a tool for consumers to make buying and selling transactions online and can make it easier for consumers to make transactions by only using smartphone electronic media, utilizing technology as a medium for selling and purchasing products can provide more advantages, compared to marketing products offline (traditional marketing). However, consumers will pay attention to several aspects of the product before they buy it.

Purchasing decisions are very important to study because no doubt this will affect a person and how future marketing plans are implemented. The success of online marketing (E-Marketing) in influencing online consumer purchasing decisions is largely due to efforts to build communication with consumers through brand building and electronic marketing methods, as well as through innovation for new product versions in the future. Often, a complex purchasing decision-making process requires many choices. The choice between two or more possible actions is a decision. Today's competition is very tight, if we look at sales in the shopee marketplace, most of the products sold have something in common, so consumers need to consider buying a product, and businesses must be able to carry out a good marketing plan and attract consumers to win the market. By acquiring knowledge about online consumer behavior, businesses can develop if the marketing strategies to be used can effectively introduce and promote the products they sell to the digital marketplace. This means that when a product is about to be produced, the seller will know long before the consumer's desire is recognized.

In the success of marketing products digitally, customer reviews are a very important aspect for the success of a business, online reviews are very important to pay attention to for various reasons, reviews have been proven to increase sales significantly. The better the reputation given or the rating, the more other consumers will buy the product. Existing reviews can help sellers in determining consumer sentiment online through E-WOM. Goldsmith et al, (2008) state electronic word of mouth (E-Wom), or internet-based social communication, where web users can communicate with each other and send and receive product-related information via the internet. Customer criticism and ideas can also be found in the reviews provided. A product must get a reaction or contribution from its customers. Consumers trust other buyers' reviews more than information on seller's items, but because product reviews are very important to attract consumers, sellers may want their products to always have good ratings and high reputations. According to John Wiley & Sons, Inc. Hermawan (2012), public marketing is a method for disseminating information, providing education, increasing trust and confidence, and gaining sympathy and support from public relations. Relevant research findings also emphasize the importance of platform utility and credibility in terms of customer trust and reliance on reviews as a source of information for decision making (2016, Constantinides & Holleschovsky).

Along with online consumer feedback, what might interest shoppers is free shipping via the Shopee tagline. Shopee free delivery is one of the promo taglines that attracts the attention of Shopee users, resulting in an increase in the number of individuals who try to buy at Shopee, and is an offer that buyers want, because online transactions require buyers to increase the cost of shipping goods. However, this free shipping offer is only limited to certain payments by shopee. Based on the results of a study conducted by Dirwan, Themba, & Latief, (2021) it was found that the tagline can influence consumers to decide to buy a

product, the more attractive the tagline displayed or offered, the more interested consumers will be to buy the product.

Pricing options and strategies play an important role in any business. After setting a price level, the next step is to select and set up various pricing schemes. This policy begins with traditional pricing policies that are converted to online prices, then sets up discount pricing policies, and continues to efforts to maintain certain price levels through maintenance of resale prices or regional pricing systems. Consumers will certainly pay attention to this, setting a low price by giving discounts can strengthen consumers' desire to buy the product they want and decide to buy the product. On the other hand, if the price offered is high without a discount, consumers will delay buying the product until the price of the product drops or the product is given a discount. Based on a study conducted by Kusumawardhani, (2021) in his findings stated that price discounts have a significant effect on purchasing decisions, these results prove that the existence of price discounts will have a positive impact on someone's encouragement to buy products, as well as the role of price discounts, in this study will reveal the role price discount that moderates the promotional tagline on purchasing decisions, meaning whether the presence of a price discount can strengthen consumers' desire to buy the product or not, in the research of Andrews, M., Luo, X., Fang, Z., & Aspara, J. (2014).) Price discounts' moderating effect on sales purchases can take the form of an inverted U-shaped connection, which is highest when price reductions are modest rather than deep or non-existent. Li et al. (2020) conducted a survey in two periods to get a policy of setting a discount discount price. In his study, he found three policy models in determining coupon prices. first they try to use short-term discount coupons in the first period, customers can only exchange them during that period, the second policy is that customers can only exchange them in period two, for a policy of exchange for three customers it is recommended to choose a platform for two discount coupons, namely short-term coupons and long term in the recommended period, customers can only exchange coupons in each period only.

Based on this background, researchers are interested in studying more about customer reviews, the promotional tagline "free shipping", and price discounts on the purchasing decisions of the shopee marketplace in the city of Surabaya, with price discounts as a moderating variable.

Based on the description above, the following hypothesis can be developed.
1. There is a positive and significant influence on customer reviews on purchasing decisions
2. There is a positive and significant influence of the promotional tagline on purchasing decisions
3. There is a positive and significant effect of price discounts on purchasing decisions.
4. There is a positive and significant effect of promotional taglines on purchasing decisions in the mediation of price discounts

METHOD
Location The research
Location is in the city of Surabaya, Java, Indonesia.

Population and Sample
According to Indriantoro and Supomo (2014), a population is a collection of individuals, events, or objects that have common traits. The population in this study is shopee users in Surabaya, however the exact population size is unknown.

The sample is a subset of the population's size and features (Sugiyono, 2015). The population for this study is unknown. Thus, the number of samples taken as many as 100 respondents. This is in line with the opinion of Cooper and Emory (1996) that the basic formula in determining the probability sample size assumes that the population is unlimited where there are 100 people.

Sampling is conducted using non-probability sampling, which means that not all populations have the same chance or opportunity to be included in the sample. Purposive sampling is employed in this operation, which is the process of selecting a sample depending on particular criteria. The researcher refers to inhabitants of Surabaya who have made at least two purchases on the marketplace in the recent month as the qualification.

Measurement of Variables

The data measurement technique used is an interval scale, so in this questionnaire a Likert scale is used. Where answers from respondents' statements from research instruments are given a weighted value as follows:
1. Category Strongly Disagree (STS) is given a score   = value 1
2. Category Disagree (TS) is given a score   = value 2
3. Category Moderately Agrees (CS) is given a score   = value 3
4. Category Agree (S) given a score   = value 4
5. Category Strongly Agree (SS) given a score   = value 5

RESULTS AND DISCUSSION
**Partial Least Square (SEM - PLS) modeling of structural equations**

Analytical techniques using the Partial Least Square (SEM - PLS) modeling of structural equations version 3.5 software were used to evaluate hypotheses. To test the theory, the following graphical model of the SEM-PLS 3.5 software was used:
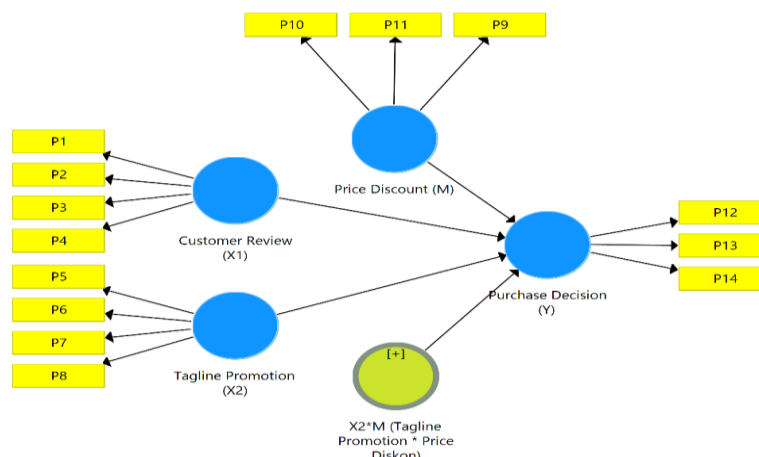
Figure 1: Results of the Conceptual Framework

Evaluation of the Measurement Model Test or *Outer Model*

Based on the findings from the SmartPls analysis on the PLS Algorithm for the external model testing section, which can be seen in the following figure:
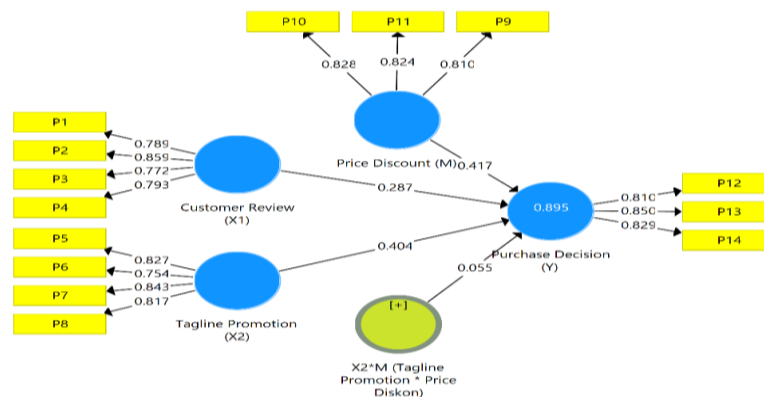
Figure 2: Testing Results Outer

Validity Test *Convergent*

The correlation between the scores between concepts and the item indicator scores shows a convergent validity test in the measurement model. If the correlation coefficient is reflexive with a concept greater than 0.70, it is considered high (Ghozali & Latan, 2015). The external loading rates used in the investigation of the data are described in the following table:

Table 1: Outer Loading Validity Test *Convergent*

Indicator	Customer Review (X1)	Tagline Promotion (X2)	Price Discount (M)	Purchase Decision (Y)	X2*M (Tagline Promotion * Price Discount)
P1	0.789				
P2	0.859				
P3	0.772				
P4	0.793				
P5		0.827			
P6		0.754			
P7		0.843			
P8		0.817			
P9			0.81		
P10			0.828		
P11			0.824		
P12				0.81	
P13				0.85	
P14				0.829	
Tagline Promotion (X2) * Price Discount (M)					2.066

According to the data in the table above, each study variable indicator has a larger than 0.7 outer loading value. Because none of the indicator variables has an external loading value less than 0.7, they are all viable for research purposes and may be utilized in further investigations.

Test of Discriminant Validity

Cross-loading between indicators and their constructs demonstrates the indicator measurement model's discriminant validity. If the correlation between the latent construct and the indicator is stronger than the correlation between the indicator and other constructs, the latent construct is better at predicting indicators within its block than indicators from other blocks. The table below highlights each indicator's cross-loading value.

Table 2: Cross Loadings Discriminant Validity (Discriminant Validity)

Indikator	Customer Review (X1)	Tagline Promotion (X2)	Price Discount (M)	Purchase Decision (Y)	X2*M (Tagline Promotion * Price Diskon)
P1	0,789	0,681	0,718	0,691	-0,619
P2	0,859	0,766	0,697	0,767	-0,678
P3	0,772	0,659	0,590	0,680	-0,660
P4	0,793	0,641	0,689	0,720	-0,649
P5	0,658	0,827	0,577	0,710	-0,641
P6	0,670	0,754	0,615	0,653	-0,642
P7	0,704	0,843	0,654	0,737	-0,692
P8	0,742	0,817	0,697	0,757	-0,701

P9	0,617	0,578	0,810	0,688	-0,519
P10	0,718	0,715	0,828	0,780	-0,687
P11	0,725	0,633	0,824	0,715	-0,643
P12	0,696	0,736	0,687	0,810	-0,523
P13	0,768	0,738	0,742	0,850	-0,721
P14	0,749	0,723	0,781	0,829	-0,658
Tagline Promotion (X2) * Price Discount (M)	-0,811	-0,826	-0,754	-0,767	1,000

Each indicator has a higher cross loading value than the cross-loading variable among other variables, as shown by the data in the table above.

In addition to the above test of cross loading, there is one more test that will form the basis for discriminant legitimacy, namely the Average Variant Extracted (AVE) value (Fornell & Larcker, 1981 in Ghozali, 2011). According to Ghozali & Latan (2015) said that additional tests were carried out to check the validity of the construct by looking at the average value of the extracted variance. The model is said to be very good if the mean of the extract variance (AVE) for each construct is greater than 0.50.

Table 3: Average Variant Extracted (AVE)

Variant	Average Variant Extracted (AVE)
Customer Review (X1)	0.646
Tagline Promotion (X2)	0.658
Price Discount (M)	0.674
Purchase Decision (Y)	0.688
X2*M (Tagline Promotion * Discount Price)	1,000

As can be seen from the data in the table above, each research variable has a value greater than 0.5 for the Average Variant Extracted (AVE). Thus, each variable has a high discriminant validity value.

Test *Composite Reliability*

The section is used to assess the dependability of many indicators for a single variable. Composite reliability is deemed to be more than 0.7 if the composite reliability value is greater than 0.7. Below are the composite dependence values for each variable utilized in this study.

Table 4: Composite Reliability

Variable	Composite Reliability
Customer Review (X1)	0.880
Tagline Promotion (X2)	0.885
Price Discount (M)	0.861
Purchase Decision (Y)	0.869
X2*M (Tagline Promotion * Price Discount)	1,000

As seen in the table above, the composite reliability value for all research variables is more than 0.7. A build is considered dependable if the composite reliability value exceeds 0.70. (Ghozali & Latan, 2015). These findings imply that each variable satisfies the composite reliability criterion, and hence that all variables examined satisfied the criterion.

Alpha Cronbach's

Along with the usage of Composite Reliability, reliability testing may be increased by the use of tests based on Cronbach Alpha values. A variable is deemed to be dependable if

the Cronbach alpha value is greater than 0.7. The following table summarizes the Cronbach alpha values for each variable:

Table 5: Cronbach's Alpha Value

Variable	Cronbach's Alpha
Customer Review (X1)	0.817
Tagline Promotion (X2)	0.826
Price Discount (M)	0.758
Purchase Decision (Y)	0.773
X2*M (Tagline Promotion * Price Discount)	1,000

As can be observed from the data in the table above, the Cronbach alpha value for each research variable is more than 0.7. As a consequence of this, the following study findings indicate that each research variable fulfilled the Cronbach's alpha criteria; hence, a conclusion can be drawn that all variables met the Cronbach's alpha requirements.

Test of the Structural Model or the Inner Model

Internal or structural models can be used to determine the relationships between existing structures. The five components that make up the inner model: substantive theory, structural model, and inner relations model are tools that can be used to understand the relationships between variables. In order to validate the model, R-square, Goodness of Fit (GoF), and path coefficient (path coefficient) are used to collect data on how the dependence of a variable on other variables, as well as its significance, can be measured. According to Ghozali & Latan (2015), the importance of the influence or interaction of a variable with other variables the following table describes the Smart Pls analysis.

This method can be used to evaluate the inner model using R-Square (R2), Goodness of Fit (GoF), and Direct Effect Path Coefficient or mediator. Here is a list of each of the tests that contributed to the problem:
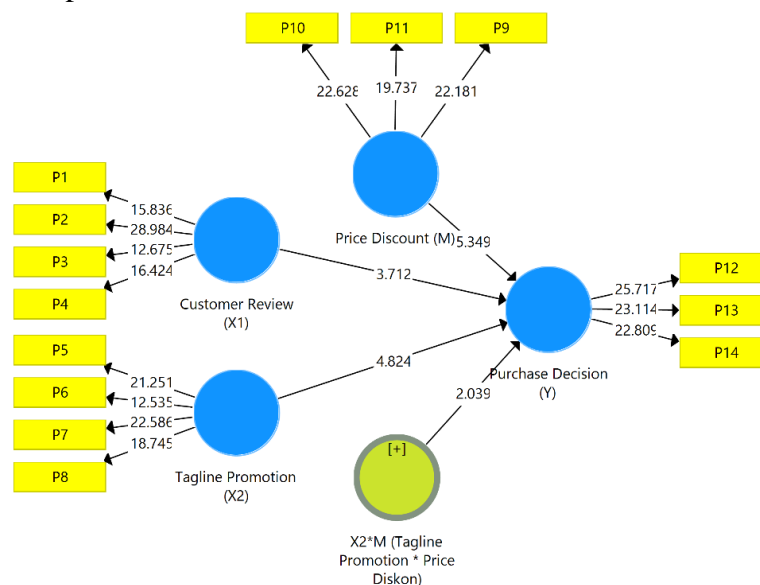
Figure 3: Testing Results *of the Inner Model*

R-Square Test (R2)

On the data processing tasks performed using the smart PLS 3.5 program. When evaluating the structural model, examining the R-square or coefficient of determination first demonstrates the diversity of exogenous constructs capable of displaying the outcomes of endogenous constructs concurrently. R2 values of 0.67 for excellent models, 0.33 for

moderate models, and 0.19 for weak models imply that the model is good, moderate, or weak; it is used to analyze or visualize the genuine influence of specific independent variables on the dependent latent variable substantively (Ghozali & Latan, 2015). The following are the R Square test results:

Table 6: R-Square Value of the

Variable	R-Square
Purchase Decision (Y)	0.895

Based on the data presentation in the table above, it can be seen that the R-Square value for Customer Review, Tagline Promotion and Price Discount is 0.895. The obtained value explains that the percentage of Customer Review, Tagline Promotion and Price Discount can be explained by *the E-Purchase Decision* of 89.5%, which means that the variable indicates the Good category.

Goodness *Goodness of Fit (GoF) Test*

The Goodness of Fit (GoF) is a measure of the overall model's correctness, since it is regarded a composite measurement of the outside and inner model measurements. According to (Ghozali & Latan, 2015), the Goodness of Fit (GoF) is as follows: 0.36 for a big GoF, 0.25 for a medium GoF, and 0.10 for a tiny GoF (GoF small). The formula for determining the model's strength based on Goodness of Fit (GoF) is as follows:

GoF = (AVE x R2)

GoF = $\sqrt{}$ [{(0.646+0.658+0.674+0.688+1) /5} x 0.895]

GoF = [{3.666 /5} x 0.895]

GoF = 0.733 x 0.895

GoF = $\sqrt{}$0.6562

GoF = 0.810

The results of the GoF calculation indicate that the value is 0.810, which corresponds to the requirements for the measurement model's strength as determined by the Goodness of Fit (GoF) according to (Lathan & Ghozali, 2015), indicating that this model is a strong model.

Test *(Path Coefficient Test)* / **Hypothesis Test**

The route coefficient test may be used to determine the degree of association or effect that a latent construct has when a bootstrapping process pattern is used. The value of t-statistics and probability values indicate if the hypothesis was tested. For hypothesis testing, specifically employing statistical values, the t-statistic value utilized is 1.96 for alpha 5%. The following criteria apply:

1. When the T-statistic is greater than 1.96, Ha is accepted and H0 is denied.
2. The hypothesis is rejected if Ha is rejected and H0 is accepted when the T-statistic is less than 1.96.

The following are the findings of evaluating research hypotheses based on data analysis results that were evaluated using SmartPls 3.5:

Table 7: T-Statistics and P-Values

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Review (X1) -> Purchase Decision (Y)	0,287	0,283	0,077	3,712	0,000
Tagline Promotion (X2) -> Purchase Decision (Y)	0,404	0,410	0,084	4,824	0,000

Price Discount (M) -> Purchase Decision (Y)	0,417	0,410	0,078	5,349	0,000
(Tagline Promotion * Price Discount) -> Purchase Decision (Y)	0,055	0,053	0,027	2,039	0,042

The hypothesis of direct influence and moderation above can be seen by considering T-Statistics and P-Values results, it can be seen that the hypothesis proposed in this study can be formulated for each variable. The following are the details of the influence between variables:

1. The influence of Customer Review (X1) on *E-Purchase Decision* (Y)

    Based on the table above, it can be seen for testing the Customer Review variable (X1) on *E-Purchase Decision* (Y) obtained a *T statistic* of 3.712 with an -value *of* 0.000 with a coefficient value of 0.287 indicating a positive direction. Because the *T statistics* 3.712 above 1.96 and the -value *is* smaller than (0.000 < 0.05) then H1 can be accepted, thus there is a positive and significant influence on the Customer Review variable (X1) on *E-Purchase Decision* (Y).

    Based on these results, it can be concluded that the first hypothesis is accepted.

2. The effect *Tagline Promotion* (X2) on *E-Purchase Decision* (Y)

    According to the table above, the T statistic 4.824 with a value of 0.000 and a coefficient of 0.404 shows a favorable direction for evaluating the Tagline Promotion (X2) variable on E-Purchase Decision (Y). Based on the T statistic of 4.824 more than 1.96 and the value less than (0.000 < 0.05), H2 may be accepted, indicating that Tagline Promotion (X2) has a positive and substantial influence on E-Purchase Decision (Y). The regression findings indicate that the second hypothesis is accepted. These results are in line with research conducted by Erpurini W & Rifky P (2022), Taglines have a positive and significant effect on Purchase Decisions on Shopee E- commerce

3. The Influence of Price Discounts (M) on Electronic Purchase Decisions (Y)

    As can be seen from the table above, the T statistic for testing the Discounted (M) variable on Electronic Purchase Decisions (Y) is 5,349, with a p value of 0.000 and a coefficient of 0.417 indicating a positive trend. It can be concluded that H3 can be accepted based on the T statistic of 5.349 above 1.96 and the value is smaller (0.000 <0.05), indicating that the Discount Price Variable (M) has a positive and significant effect on E-Purchase Decisions (Y). Third acceptance can be key from the regression results. Price has a positive and significant effect on Purchase Decisions at Shopee E-commerce, according to research by Erpurini W and Rifky P (2022). This finding is in line with this study.

4. The Influence of Tagline Promotion (X2) on E-Purchase Decisions (Y) the Role of Moderation of Discounts (M)

    Based on the table above, the T statistic value is 2.039 with 0.042 obtained for the Promotion Tagline test variable (X2) on Electronic Purchase Decisions (Y) in Price Discount Moderation (M). The moderating variable Price Discount (M) is a moderating variable that can strengthen the influence of the Tagline Promotion variable. the test is absolutely acceptable because the T statistic is 2.039 which is above 1.96 and the value is less than (0.042 < 0.05). Based on these findings, the moderating variable category in this study is quasi-moderation, Solimun (2011) defines quasi-moderation as a variable that moderates the relationship between predictor variables and dependent variables. In other words, the pseudo moderating variable interacts with the predictor variable and is a significant predictor variable. then the fourth hypothesis can be accepted based on the results of the regression.

CONCLUSION

Researchers make conclusions as follows:

1. Customer Reviews have a positive and significant effect on *E-Purchase Decisions*. From these results, sellers at shopee must try to improve Customer Reviews so that *E-Purchase Decisions* can improve.

2. Tagline Promotion can influence *E-Purchase Decision*. Tagline Promotion "Free shipping" is proven to be effective in increasing *E*-Purchase Decision, the better Tagline Promotion "Free shipping" will increase someone's desire to buy products at shopee.

3. Price Discounts have an effect on *E-Purchase Decisions*. From here, the results of research prove that giving price discounts can increase someone's desire to buy the products they want more and more, product sellers on the shopee marketplace must pay attention to this so that their sales can increase.

4. It has been demonstrated that Price Discount moderates Tagline Promotion's effect on E-Purchase Decision.Based on these findings, it is possible to draw the conclusion that price discounts can strengthen the connection between tagline promotion and e-purchase decision. This means that if a seller offers a price discount with the tagline "free shipping," a buyer's desire to purchase the product will rise and become stronger.

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