

## **The Influence of Price, Free Shipping, and Ease of Use on Purchase Decisions in the Tokopedia Marketplace (A Study on Tokopedia Marketplace Users in Bombana Regency)**

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### **Abstract**

This study examines the influence of price perception, free shipping promotions, and ease of use on consumer purchasing decisions in the Tokopedia marketplace, particularly among users in Bombana Regency, Indonesia. Utilizing a quantitative research approach with Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), data were collected from 130 respondents through structured questionnaires. The findings reveal that price perception has the strongest influence on purchasing decisions ( $\beta = 0.514$ ,  $p = 0.000$ ), confirming that cost considerations remain the primary determinant in online consumer behavior. Free shipping promotions also exhibit a significant but weaker impact ( $\beta = 0.182$ ,  $p = 0.002$ ), suggesting that while promotional incentives reduce perceived transaction costs, their effectiveness depends on overall pricing strategies. Ease of use further contributes to purchase decisions ( $\beta = 0.258$ ,  $p = 0.008$ ), indicating that user-friendly platform features enhance consumer engagement but may not outweigh financial incentives. These findings underscore the importance of a holistic approach to e-commerce marketing, where pricing optimization, promotional strategies, and platform usability must be integrated to maximize consumer retention. Future research should explore additional behavioral and psychological factors, such as brand trust, customer service quality, and digital engagement patterns, to provide deeper insights into online consumer behavior.

**Keywords:** *Price Perception, Free Shipping Promotion, Ease Of Use, Purchase Decision, E-Commerce, Digital Marketplace*

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## **INTRODUCTION**

The rapid development of digital technology has significantly transformed consumer purchasing behavior, particularly in e-commerce platforms. The increasing penetration of the internet and the widespread use of digital devices have facilitated online shopping, allowing consumers to access a vast range of products and services more conveniently (Nguyen et al., 2021). E-commerce platforms, such as Tokopedia, Shopee, and Lazada, have gained substantial traction in Indonesia, with Tokopedia emerging as one of the most preferred online marketplaces due to its unique features and promotional strategies (Mulia, 2021). However, despite the competitive pricing strategies and promotional offers, consumer purchasing decisions remain influenced

by multiple factors, including price perception, free shipping promotions, and ease of use (Saputra et al., 2024).

Consumer purchasing decisions are a crucial aspect of marketing research, as they reflect consumer preferences, market trends, and business strategies. Previous studies suggest that price is a significant determinant in influencing consumer decisions, as consumers tend to compare prices across different platforms before making a purchase (Rival et al., 2021). Price perception is often associated with value for money, affordability, and willingness to pay, making it a key factor in e-commerce transactions (Sudarnice et al., 2022). However, conflicting findings in prior research indicate that price may not always have a significant impact on purchasing decisions, as other factors such as promotional incentives and platform usability can also play a determining role (Nasution et al., 2019).

The introduction of free shipping promotions has revolutionized consumer behavior in online marketplaces. As a marketing strategy, free shipping is designed to reduce additional transactional costs, making products more attractive to potential buyers (Alawiyah, 2023). Studies indicate that free shipping incentives can enhance perceived value and increase the likelihood of purchase (Amalia et al., 2019; Jannah et al., 2022). However, not all findings are consistent, as certain studies suggest that free shipping does not significantly impact consumer decisions when compared to other promotional strategies such as discounts and cashback offers (Yulistiyani et al., 2024). Despite its advantages, the implementation of free shipping promotions on Tokopedia remains relatively limited, particularly in comparison to competitors like Shopee, which offers more frequent and widespread free shipping incentives. Nevertheless, Tokopedia continues to attract consumers, particularly in Bombana Regency, raising the question of whether other factors contribute to purchasing decisions beyond price and free shipping promotions.

Another crucial factor influencing purchasing decisions is the ease of use of e-commerce platforms. Ease of use refers to the perceived simplicity and user-friendliness of a digital system, which affects consumer engagement and satisfaction (Davis, 2018). A seamless and intuitive shopping experience encourages consumers to complete their transactions efficiently, thereby increasing the likelihood of repeat purchases (Lahagu et al., 2023). Tokopedia has integrated several user-friendly features, such as live streaming for product demonstrations, chat functionalities for direct interaction with sellers, and streamlined payment options (Yansya, 2018). Research indicates that user-friendly platforms can significantly enhance consumer trust and engagement, leading to higher conversion rates (Hartono, 2023). However, some studies argue that ease of use may not be a decisive factor if other elements, such as pricing and promotions, are more influential in the consumer decision-making process (Yuliawan et al., 2018).

Considering these factors, this study aims to analyze the extent to which price perception, free shipping promotions, and ease of use influence consumer purchasing decisions on Tokopedia, particularly among users in Bombana Regency. While existing research has explored these variables separately, there remains a gap in understanding their collective impact on consumer behavior within a specific regional context. This research seeks to bridge that gap by providing empirical evidence on the relationship between these variables and consumer purchasing decisions. By employing a quantitative research approach utilizing Structural Equation Modeling

(SEM) with Partial Least Squares (PLS), this study offers a comprehensive examination of the determinants of purchasing behavior in an emerging digital marketplace.

This research contributes both theoretically and practically to the existing body of knowledge on e-commerce consumer behavior. Theoretically, it extends the application of the Theory of Planned Behavior (TPB) by examining how attitudinal factors such as price perception, promotional incentives, and usability influence purchasing intentions (Setyawati et al., 2018). Practically, it provides valuable insights for e-commerce platforms and digital marketers in formulating effective pricing and promotional strategies to enhance consumer engagement and sales performance. Additionally, the findings of this study will be instrumental for Tokopedia and similar platforms in optimizing user experience and competitive positioning in the Indonesian digital marketplace.

Given the discrepancies in previous research findings, the significance of price, free shipping, and ease of use in influencing consumer purchasing decisions warrants further empirical investigation. This study seeks to address these inconsistencies by analyzing real consumer data from Tokopedia users in Bombana Regency. By examining these variables within a localized setting, this research aims to provide a deeper understanding of consumer purchasing behavior and the underlying mechanisms driving e-commerce engagement in Indonesia.

## METHODS

This study employs a quantitative research approach to examine the influence of OCR and COO on purchase intention for Skintific skincare products on Shopee in Southeast Sulawesi. Quantitative research is widely recognized for its objective and systematic approach in analyzing relationships between variables through statistical methods (Harianto et al., 2022). The study utilizes a survey-based method by distributing structured questionnaires to consumers who have shown interest in purchasing Skintific products through Shopee. The target population consists of potential and existing buyers of Skintific products, with a sample size of 120 respondents, determined using purposive sampling to ensure the selection of individuals who meet specific research criteria. Purposive sampling is commonly applied in consumer behavior studies as it allows researchers to focus on respondents with relevant purchasing experiences (Amin et al., 2023). The questionnaire employs a Likert scale (1-5) to measure respondents' perceptions of OCR, COO, and purchase intention. Data collection was conducted both online via Google Forms and offline to maximize response rates and ensure data reliability. Given the structured nature of the questionnaire, self-administered surveys were used to enhance respondent convenience and minimize potential interviewer bias (Charismana et al., 2022).

To analyze the collected data, this study applies Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software, a robust method for testing complex relationships between latent variables (Wonua et al., 2021). PLS-SEM is particularly suitable for this research as it allows for the simultaneous examination of direct and indirect relationships while addressing issues such as multicollinearity and small sample sizes (Juliandi, 2018). The model assessment consists of two stages: the measurement model (outer model) and the structural model (inner model). The outer model evaluates convergent validity, discriminant validity, and reliability through factor loadings, Average Variance Extracted (AVE), Composite Reliability,

and Cronbach's Alpha (Hamid & Anwar, 2019). The inner model assesses path coefficients, R-squared values, and significance levels to determine the strength and direction of the relationships between variables. Hypothesis testing is performed using bootstrapping resampling techniques to generate t-statistics and p-values, ensuring the robustness of statistical conclusions (Abdillah & Hartono, 2015). A significance level of  $p < 0.05$  is used as the threshold for hypothesis acceptance. The methodological rigor of this study ensures that findings contribute empirically validated insights into consumer decision-making in the e-commerce skincare industry, particularly in emerging markets like Indonesia.

## RESULTS AND DISCUSSION

The findings of this study provide empirical insights into the relationship between price perception, free shipping promotions, and ease of use on consumer purchasing decisions in the Tokopedia marketplace. By utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), the analysis reveals the significance and strength of each independent variable in shaping consumer behavior. The results are compared with previous research to assess theoretical consistency and practical implications, highlighting both expected outcomes and unexpected deviations from prior studies. Furthermore, this discussion critically examines the underlying factors influencing purchasing decisions, considering consumer preferences, market competition, and digital engagement patterns. By integrating statistical evidence and theoretical interpretations, this section offers a comprehensive evaluation of how key determinants drive e-commerce participation in Bombana Regency and beyond.

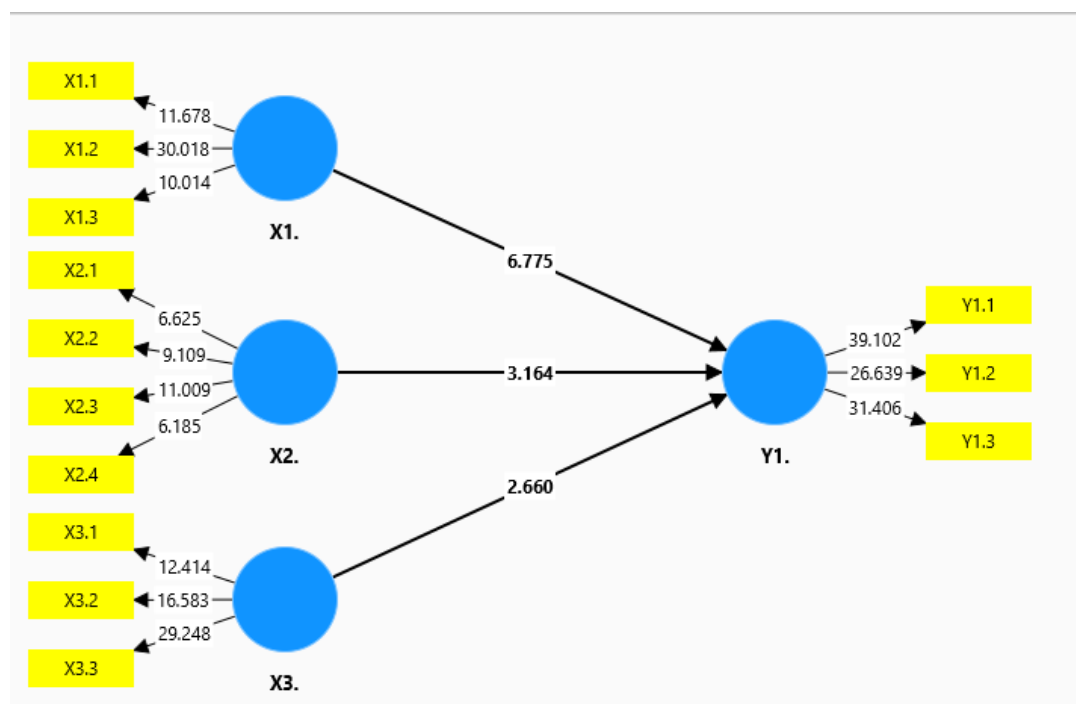


Figure 1. Model Struktural PLS Boothstrapping

Table 1. Composite Reliability and Cronbach's Alpha

Konstruk	Composite Realibility	Cronbach's Alpha
Price	0.854	0.757

Free Shipping Promotion	0.863	0.792
Ease of Use	0.854	0.745
Purchase Decision	0.905	0.849

The composite reliability ( $\rho_c$ ) and Cronbach's Alpha values presented in Table 1 indicate the reliability and internal consistency of the measurement constructs used in this study. A composite reliability value above 0.70 suggests a strong level of reliability, confirming that the constructs effectively measure the intended variables (Abdillah & Hartono, 2015). Among the variables analyzed, purchase decision exhibits the highest composite reliability (0.905) and Cronbach's Alpha (0.849), demonstrating a high level of internal consistency. Meanwhile, free shipping promotion also shows strong reliability, with a composite reliability of 0.863 and Cronbach's Alpha of 0.792, reinforcing the robustness of the measurement model. Both price and ease of use demonstrate reliable consistency, with composite reliability values of 0.854 and Cronbach's Alpha values of 0.757 and 0.745, respectively. Since all variables exceed the acceptable threshold of 0.70 for composite reliability and 0.60 for Cronbach's Alpha (Darmawan, 2013), the results confirm that the research instrument maintains high validity and consistency, ensuring the credibility of the measurement constructs in assessing consumer purchasing behavior in Tokopedia.

**Table 2.** Path Analysis (Direct Effects)

Path	Original sample	Sample Mean	Standard Deviation	T statistics	P value
Price → Purchase Decision	0,514	0,513	0,076	6,775	0,000
Free Shipping Promotion → Purchase Decision	0,182	0,188	0,058	3,164	0,002
Ease of Use → Purchase Decision	0,258	0,259	0,097	2,660	0,008

The path coefficient values in Table 4.16 provide insights into the relationships between price, free shipping promotion, and ease of use with consumer purchase decisions on Tokopedia. The original sample values (O) indicate the strength of the relationships, with price (X1) demonstrating the strongest positive influence (0.514) on purchase decisions (Y1), followed by ease of use (X3) with a coefficient of 0.258, and free shipping promotion (X2) with a coefficient of 0.182. The T-statistics for all relationships exceed the minimum threshold of 1.96, confirming statistical significance (Abdillah & Hartono, 2015). Furthermore, the P-values for all independent variables are below 0.05, indicating that the relationships are highly significant. The results suggest that price is the most influential factor in determining purchase decisions, while free shipping promotions and ease of use also play important but comparatively smaller roles. These findings reinforce prior studies emphasizing the critical role of price perception in e-commerce consumer behavior (Rival et al., 2021), while also underscoring the supporting influence of usability and promotional strategies in shaping consumer purchasing intentions.

The findings of this study reveal that price perception, free shipping promotions, and ease of use significantly influence consumer purchase decisions on Tokopedia, with price ( $\beta = 0.514$ ,  $p = 0.000$ ) exhibiting the strongest effect. This result is consistent with prior research indicating that price is a primary determinant in

consumer decision-making processes, as consumers tend to evaluate product affordability and perceived value before making a purchase (Rival et al., 2021). Price sensitivity remains a dominant factor in e-commerce transactions, as competitive pricing strategies often drive consumer preferences, particularly in markets with multiple alternative platforms (Sudarnice et al., 2022). The significant path coefficient of price suggests that consumers in Bombana Regency prioritize price considerations over other factors, reinforcing the idea that cost-conscious behavior plays a crucial role in shaping online shopping patterns in Indonesia.

The results further indicate that free shipping promotions ( $\beta = 0.182$ ,  $p = 0.002$ ) have a statistically significant but weaker impact on purchase decisions compared to price. This finding supports previous research suggesting that while free shipping is an attractive promotional strategy, its effectiveness depends on the overall pricing structure and consumer expectations (Amalia et al., 2019). Free shipping incentives often reduce perceived transaction costs, leading to a higher likelihood of purchase completion (Jannah et al., 2022). However, in comparison to other e-commerce platforms, Tokopedia's free shipping promotions are relatively less frequent or more restrictive, which may explain the lower magnitude of its influence. Moreover, prior studies have found that in cases where shipping costs are already embedded in product pricing, free shipping loses its psychological appeal (Yulistiyan et al., 2024), potentially reducing its effectiveness in motivating consumer behavior.

In addition to price and free shipping, ease of use ( $\beta = 0.258$ ,  $p = 0.008$ ) is found to be a significant contributor to purchase decisions, albeit with a moderate impact. This aligns with literature emphasizing the importance of usability and seamless navigation in digital marketplaces (Davis, 2018). User-friendly platforms enhance shopping convenience, streamline transactions, and improve customer engagement, which collectively foster positive consumer experiences (Lahagu et al., 2023). The significant effect of ease of use suggests that Tokopedia's digital infrastructure, including search filters, payment integration, and interactive features like live streaming, plays an essential role in influencing consumer engagement. However, previous studies indicate that while usability enhances consumer trust, it may not outweigh the importance of price and promotional incentives when making purchase decisions (Hartono, 2023). This finding suggests that while ease of use contributes to purchase decisions, consumers may prioritize tangible financial benefits such as price discounts or free shipping over platform usability.

The relative strength of each variable in influencing purchase decisions highlights a nuanced interplay between economic and experiential factors in online consumer behavior. The dominance of price as a determining factor suggests that e-commerce platforms like Tokopedia need to continuously refine pricing strategies to remain competitive. Meanwhile, free shipping promotions, despite their lower impact, remain an important supplementary factor, indicating that more aggressive and transparent shipping policies could enhance consumer retention. Moreover, the significance of ease of use highlights the importance of digital accessibility and innovation in maintaining customer satisfaction, suggesting that investments in user-friendly platform designs and AI-driven personalization could further optimize consumer engagement. The findings support a multi-dimensional approach to e-commerce strategy, where financial incentives and digital infrastructure must be aligned to maximize consumer purchase intent.

Overall, this study contributes to the ongoing discourse on consumer behavior in digital marketplaces, reinforcing the fundamental role of price sensitivity, promotional strategies, and digital usability in shaping online shopping trends. The results underscore the need for Tokopedia and similar platforms to adopt integrated marketing and technological approaches that balance pricing strategies, promotional incentives, and platform usability to drive sustained consumer engagement. Future research could explore additional factors, such as brand trust, product quality perceptions, and customer service experiences, which may further moderate or mediate the observed relationships. Additionally, investigating regional differences in online shopping behavior could provide deeper insights into how market-specific conditions influence e-commerce engagement across different consumer segments. By addressing these aspects, digital platforms can develop more targeted and data-driven strategies to enhance their market competitiveness and long-term customer retention.

## CONCLUSION

This study concludes that price perception, free shipping promotions, and ease of use significantly influence consumer purchasing decisions on Tokopedia, with price emerging as the most dominant factor. The findings indicate that consumers prioritize affordable pricing when making purchase decisions, reinforcing the critical role of cost-conscious behavior in e-commerce transactions. Although free shipping promotions positively impact purchase decisions, their effect is relatively weaker, suggesting that shipping incentives alone may not be a primary motivator unless combined with competitive pricing strategies. Additionally, ease of use contributes to consumer engagement by enhancing shopping convenience, but it remains secondary to financial incentives. These results underscore the need for e-commerce platforms to integrate pricing optimization, promotional strategies, and user-friendly digital experiences to maximize consumer retention and engagement. Future research should explore additional behavioral and psychological factors, such as brand trust, product quality, and post-purchase satisfaction, to gain a more comprehensive understanding of consumer decision-making processes in digital marketplaces.

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