

Pengaruh *Price Promotion*, Diskon Gratis Ongkir dan *Customer Review* terhadap Keputusan Pembelian (Studi Kasus Pembelian Produk Fashion di *E-commerce* pada Gen Z di Wilayah Madiun)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh price promotion, diskon gratis ongkir, dan customer review terhadap keputusan pembelian produk fashion di e-commerce pada Generasi Z di Kota dan Kabupaten Madiun. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik survei terhadap 384 responden. Analisis data menggunakan regresi linear berganda dengan bantuan SPSS 25. Hasil penelitian menunjukkan bahwa price promotion dan diskon gratis ongkir berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan customer review berpengaruh positif tetapi tidak signifikan. Temuan ini menegaskan pentingnya strategi promosi harga dan diskon ongkir dalam menarik konsumen Gen Z, sementara ulasan pelanggan lebih berperan sebagai faktor pendukung. Hasil penelitian ini menunjukkan bahwa (1) price promotion berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) Diskon Gratis Ongkir berpengaruh positif dan signifikan terhadap keputusan pembelian. (3) Customer Review berpengaruh positif tapi tidak signifikan terhadap keputusan pembelian.
Kata kunci: Price Promotion, Diskon Gratis Ongkir, Customer Review, Keputusan Pembelian.

Abstract

This study aims to analyze the influence of price promotions, free shipping discounts, and customer reviews on purchasing decisions for fashion products on e-commerce platforms among Generation Z in Madiun City and Regency. The research method used a quantitative approach with a survey technique involving 384 respondents. Data analysis used multiple linear regression with the help of SPSS 25. The results showed that price promotions and free shipping discounts had a positive and significant effect on purchasing decisions, while customer reviews had a positive but insignificant effect. These findings emphasize the importance of price promotion strategies and shipping discounts in attracting Gen Z consumers, while customer reviews played a more supporting role. The results of this study indicate that (1) price promotions had a positive and significant effect on purchasing decisions. (2) Free shipping discounts had a positive and significant effect on purchasing decisions. (3) Customer reviews had a positive but insignificant effect on purchasing decisions.

Keywords: Price Promotion, Free Shipping Discount, Customer Reviews, Purchasing Decisions.

A. INTRODUCTION

The rapid development of e-commerce has fundamentally transformed consumer behavior in Indonesia, particularly among Generation Z, who are often referred to as digital natives. This generation is highly familiar with technology and the internet from an early age, making them more inclined to engage in online shopping compared to traditional offline purchases. Fashion products remain one of the most frequently purchased categories on e-commerce platforms, reflecting the lifestyle preferences and consumption patterns of Gen Z consumers.

Several factors influence purchasing decisions in online shopping, among which price promotion, free shipping discounts, and customer reviews play a crucial role. Price promotions, such as discounts, vouchers, and flash sales, provide financial incentives that encourage consumers to make faster purchasing decisions. Free shipping discounts are also considered highly attractive, as delivery costs often become a psychological barrier in completing online transactions. Moreover, customer reviews serve as electronic word-of-mouth (e-WOM), offering social proof that can shape perceptions and increase trust in a product or platform.

However, although these three factors are widely implemented in e-commerce strategies, their relative influence on purchasing decisions may differ across contexts and consumer segments. In particular, Gen Z in Madiun City and Regency represents a unique population whose purchasing behavior deserves further examination. Understanding their decision-making process provides valuable insights for businesses, academics, and policymakers in formulating effective digital marketing strategies.

Therefore, this study investigates the influence of price promotion, free shipping discounts, and customer reviews on purchasing decisions for fashion products among Gen Z consumers in Madiun City and Regency. The findings are expected to contribute both theoretically and practically by enriching the literature on consumer behavior in digital markets and offering guidance for businesses in designing competitive e-commerce strategies.

Theoretical Study

Price Promotion

According to Dessy Sanjaya et al. (2023), price promotions are temporary incentives in the form of price reductions to increase consumer purchasing power and accelerate purchasing decisions.

free shipping discount

According to Setyaningtyas et al, (2024) free shipping is a form of direct persuasion through the use of various incentives that can be arranged to stimulate product purchases.

Customer Review

According to Gunawan et al. (2024), customer reviews are assessments given by consumers of products or services after they have purchased them.

Purchase Decision

According to Graciafernandy & almayani. (2023), purchase decision is one of the important phases in the consumer behavior process, where buyers consider several factors before purchasing a product.

Conceptual Framework

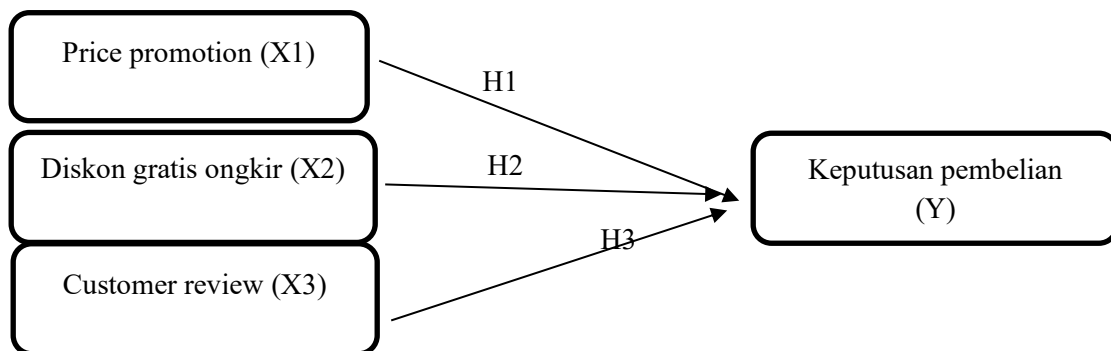


Figure 1. Conceptual Framework

Source: Modified: Dessy Sanjaya *et al.* (2023), Setyaningsih *et al.* (2024), A.Gunawan *et al.* (2024).

Hypothesis

Based on the theoretical and empirical studies presented above, the hypotheses in this research are as follows:

H₁ : It is suspected that price promotions influence the purchasing decisions of fashion products on e-commerce among Gen Z in the Madiun area.

- H₂ : It is suspected that free shipping discounts have an influence on purchasing decisions for fashion products on e-commerce among Gen Z in the Madiun area.
- H₃ : It is suspected that customer reviews influence the purchasing decisions of fashion products on e-commerce among Gen Z in the Madiun area.

B. METHOD

This research is an associative quantitative research. The research location was Madiun City and Regency, with a Gen Z population. The sampling technique used purposive sampling with a total of 384 respondents. The research instrument was a questionnaire with a Likert scale of 1–5. Data analysis was performed using multiple linear regression to test the effect of price promotions, free shipping discounts, and customer reviews on purchasing decisions.

RESULTS AND DISCUSSIONS

Normality Test

According to Ghazali (2018), one method used to determine if residual data is normally distributed is by using a Normal Probability Plot (P-P Plot) of standardized residuals.

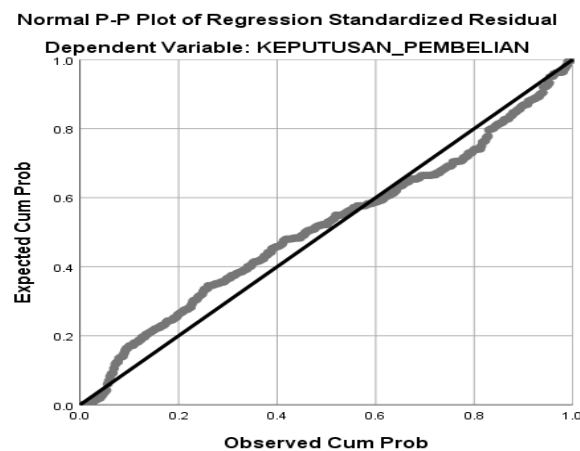


Figure 2. Results of the P-Plot Normality Test

Source: SPSS Output (Processed 2025)

Based on the results of the normality test using the Normal P-P Plot of Regression Standardized Residual, it can be seen that the residual points are scattered around the diagonal line, indicating a normal distribution.

Multiple Linear Analysis Test

Table 1. Results of the Multiple Linear Analysis Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.263	.576		5.664	.000		
Price promotion	.177	.050	.150	3.543	.000	.188	5.327
Diskon gratis ongkir	.247	.039	.328	6.282	.000	.123	8.161
Customer review	.459	.042	.488	10.880	.000	.167	6.005

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: SPSS Output (Processed 2025)

Based on the results of the multiple linear regression test, the following regression equation was obtained: $\text{Purchase Decision} = 3.265 + 0.177 + 0.247 + 0.459$. Interpretation of regression results: price promotion has a coefficient of 0.177 with a significance value of 0.000 (< 0.05), which means it has a positive and significant effect on Purchase Decision. Free shipping discounts has a coefficient of 0.247 with a significance value of 0.000 (< 0.05), indicating that Location also has a positive and significant effect on Purchase Decision. Customer review has the largest coefficient, 0.459, and is significant at a value of 0.000 (< 0.05),

Partial Test (T-test)

Table 2. Results of the Partial Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
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a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: SPSS Output (Processed 2025)

Based on the data analysis results in the table above, the following conclusions can be drawn: The price promotions variable has a significance value of 0.000 and a calculated t-value of 3.543. Since the significance value is less than 0.05, it can be concluded that price promotions significantly influences Purchase Decisions. This means that the more diverse the price options offered, the greater the likelihood of consumers making a purchase. The free shipping discount variable has a significance value of 0.000 and a calculated t-value of 6.282. Since the significance value is less than 0.05, it can be concluded that customer review significantly influences Purchase Decisions. This means that the more strategic and comfortable the business location, the more it encourages consumers to decide to make a purchase. The customer review variable has a significance value of 0.000 and a calculated t-value of 10.880. Since the significance value is less than 0.05, it can be concluded that free shipping discount significantly influences Purchase Decisions. This means that the more effective the promotion conducted thru digital media, the greater its influence in encouraging consumers to buy.

Discussion

The findings highlight the dominance of economic incentives (price promotions and free shipping) over social influence (customer reviews) in shaping Gen Z purchasing decisions on fashion products via e-commerce.

The significant impact of price promotion supports the consumer behavior theory, where monetary incentives trigger a sense of urgency and perceived value (Kotler & Keller, 2016). Similar studies (Desy Sanjaya et al., 2023; Yestasari & Nengsih, 2024) confirmed that promotional discounts strongly affect online purchase intentions, particularly in fashion and lifestyle segments.

The positive effect of free shipping discounts aligns with previous research (Ramdhani & Maulina, 2023; Nurhayati & Fauzan, 2024) showing that consumers often abandon shopping carts due to shipping costs. Free shipping, therefore, acts as a psychological trigger that lowers transaction barriers and builds trust among Gen Z consumers.

The insignificant influence of customer reviews contrasts with several studies (Lady et al., 2024; Hidayati & Prasetyo, 2022) that found online reviews to be crucial in digital purchase decisions. This difference may be explained by the characteristics of Gen Z in Madiun, who prioritize tangible economic benefits over online testimonials when shopping for fashion. Furthermore, the saturation of reviews in e-commerce platforms might reduce their credibility or perceived importance.

In summary, the study demonstrates that Gen Z's purchasing decisions in fashion e-commerce are more strongly shaped by financial motivations than by social proof. For businesses, this implies that strategic promotions and shipping incentives should be prioritized to attract and retain Gen Z customers.

C. CONCLUSIONS

The findings of this study conclude that price promotion and free shipping discounts significantly influence Gen Z's purchasing decisions on fashion products through e-commerce platforms in Madiun City and Regency, indicating that these two factors serve as strong incentives that directly drive online buying behavior. Meanwhile, customer reviews, although showing a positive relationship, did not significantly affect purchasing decisions, suggesting that Gen Z consumers in this context are more motivated by economic benefits and convenience rather than peer feedback. Overall, this research highlights the crucial role of promotional strategies in shaping consumer decisions among digital natives and provides valuable insights for e-commerce businesses to strengthen their marketing approaches in targeting Gen Z customers.

SUGGESTIONS

Based on the findings of this study, several suggestions can be put forward. For e-commerce businesses, it is recommended to strengthen marketing strategies by providing attractive price promotions and consistent free shipping discounts, as these factors significantly influence Gen Z's purchasing decisions. Furthermore, while customer reviews showed a positive but insignificant effect, companies should not neglect this aspect; instead, they should encourage satisfied customers to leave genuine feedback to enhance brand trust and credibility. For policymakers, supporting local SMEs in adopting digital marketing strategies with subsidies or incentives for shipping costs may help them compete in the growing e-commerce sector. Lastly, future researchers are encouraged to expand the scope of study by including other variables such as brand trust, social media influence, or digital payment systems, and applying the research to different regions or generations to enrich the understanding of consumer behavior in the digital marketplace.

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