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MARKETING | RESEARCH ARTICLE

The Role of Customer Ratings and Free Shipping Promos on Buying Interest In Tokopedia Application Services

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Abstract: This study aims to determine the effect of (1) Customer Rating (2) Free Shipping Promo (3) Customer Rating and Free Shipping Promo together on purchase Intention in Tokopedia Application by Universitas Muslim Indonesia's Students Faculty of Economics and Business Class of 2019-2020. The method used in this study is a quantitative research method. Respondents are 100 students of the Universitas Muslim Indonesia, Faculty of Economics and Business, Class of 2019-2020, which were obtained using the purposive sampling technique. This study uses primary data by conducting direct research in the field by giving questionnaires. Data analysis methods used are validity test, reliability test, multiple linear regression analysis, classical assumption test, and hypothesis testing. The results of this study indicate that Customer Rating influences purchase intention in Tokopedia Application, Free Shipping Promo influences purchase intention in Tokopedia Application, Customer Rating and Free Shipping Promo simultaneously affect purchase intention in Tokopedia Application.

Keywords: Customer Ratings, Free Shipping Promotion, Purchase Intention.

JEL Classification Code: M1, M21, M31

1. Introduction

In an era where the world has developed in various fields, information technology systems, especially the internet, are developing rapidly. The growing internet can have an impact on the economy. Some types of shopping transactions that were originally only done conventionally can now be done with a smartphone. Online shopping is now very common. It can be said that buying and selling goods through the internet can result in cheaper prices and shorter processing times. This has led to online shopping becoming more popular. Consumer behavior has changed as a result of this technological advancement. In the beginning, people made traditional or face-to-face purchases and sales, but now they prefer to shop online through online stores or e-commerce. In Indonesia alone, most of the population has internet access. According to a survey obtained by Hootsuite and We are Social, in January 2020 internet users in Indonesia have reached 212.9 million users.

Online stores provide convenience to consumers through the ability to shop from anywhere at any time. With just a few clicks, shoppers can browse products, compare prices, view reviews and make purchases without having to leave the house to visit the store in person. This eliminates the problems encountered when shopping in person such as traveling, queuing, and following store hours. In addition, online stores offer the convenience of doorstep delivery, saving consumers time and effort. The success of online buying and selling systems in Indonesia cannot be separated from the enthusiasm of the Indonesian people who want practicality in shopping. One of the buying and selling sites that is currently enlivening the marketplace in Indonesia is Tokopedia, which is a marketplace available in the form of applications and websites that is currently successful and able to compete and successfully utilize the e-commerce business opportunity market in Indonesia. Tokopedia offers a variety of products, including electronic goods, fashion and accessories, household supplies, beauty and personal care products, baby and children's needs, sports and outdoor equipment, books and



stationery, and automotive and accessories. Consumers can easily browse a wide selection of products from various sellers, making Tokopedia one of the top choices for shopping needs in Indonesia.

In an increasingly advanced digital era, e-commerce has become one of the driving forces of economies in various parts of the world. In Indonesia, as a country with a rapidly growing e-commerce industry, the transformation from conventional transactions to online platforms has attracted consumers to shop online. In this regard, the Tokopedia application has become one of the leading e-commerce platforms in Indonesia, providing a variety of services and products that appeal to millions of users across the country. In order to increase consumer purchasing interest, Tokopedia utilizes various strategies, including customer ratings and reviews and free shipping promotions. These factors have proven to be important elements in shaping consumer behavior and their purchasing decisions. The study of the role of customer ratings and free shipping promotions in the context of the Tokopedia app in Indonesia is relevant because understanding how these platforms influence consumer behavior will help sellers and other companies to optimize their marketing strategies. This introduction aims to provide a comprehensive overview of the role of customer ratings and free shipping promotions in influencing purchase intention on Tokopedia app services in Indonesia. We will outline the background of the e-commerce industry in Indonesia and Tokopedia's role as a major player in a rapidly growing market share. In addition, we will highlight the importance of customer ratings and free shipping in the context of consumer behavior, as well as their impact on purchase decisions.

Indonesia is one of the countries with significant economic growth, and the e-commerce sector has been one of the main driving forces behind that growth. With a large population and growing internet penetration, Indonesia offers great opportunities for e-commerce companies to thrive. Technological developments, including advances in online payments and delivery, have made it easier for consumers to shop online. Amidst a competitive industry, Tokopedia has emerged as one of the major players in Indonesia's e-commerce market. Since its inception in 2009, Tokopedia has experienced exponential growth and achieved the status of a "unicorn" in the start-up business world. The platform has created a vast ecosystem, offering a wide range of products and services to meet the needs of Indonesian consumers. Tokopedia has a vision to drive financial inclusion and economic equity in Indonesia through their e-commerce platform. With more than 100 million products available and thousands of affiliated sellers, Tokopedia has successfully created a strong ecosystem for businesses, including small and medium sellers. As one of the leading e-commerce platforms, Tokopedia has successfully built customer trust through various features and services, including a transparent rating and review system. Every buyer can provide ratings and reviews of the products they buy, which can then be accessed by other potential buyers. These ratings become a benchmark for product quality and seller service, and have a significant impact on consumer purchasing decisions.

Customer ratings are becoming an important factor in consumer purchasing decisions on e-commerce platforms. As consumers' trust in customer ratings and reviews increases, they tend to rely on the experience of others before making a purchase decision. Tokopedia recognizes the importance of these ratings and has developed a system that makes it easy for shoppers to evaluate and compare products and sellers. Positive ratings tend to increase purchase interest, while negative ratings can affect a seller's reputation and reduce potential purchase interest. In addition to customer ratings, free shipping promotions also have an important role in influencing purchase interest in the Tokopedia application. Free shipping has become one of the most effective marketing strategies in the e-commerce industry, as consumers tend to be more interested in purchasing products if free shipping is offered.

In Indonesia, with its vast and complex geography, shipping costs are often a major consideration for consumers. With the free shipping promotion, Tokopedia managed to reduce these barriers and encourage consumers to shop more actively. This promotion also plays a role in increasing the average transaction amount and purchase frequency of consumers, as consumers will try to take advantage of the opportunity to save on shipping costs. At a deeper level, there is a synergy between customer ratings and free shipping promotions in influencing purchase intention. Positive appraisals can increase consumer confidence in the product and seller, while free shipping promotions help overcome logistical barriers that are often the main reason for buyers to delay purchases.

Positive customer ratings can also create a domino effect, where products with good reviews tend to attract more customers, which in turn contributes to the increased popularity and sales of those products. When added with free shipping promotions, purchase interest increases even more, and this is what drives business growth for sellers on Tokopedia. While the customer rating strategy and free shipping promotion have proven to be effective in increasing purchase interest, its implementation also faces several challenges. First, unobjective or fake ratings can undermine consumer trust and lead to decreased purchase interest. Therefore, Tokopedia must actively address this issue by monitoring and filtering out fake reviews. Second, the free shipping promotion means additional costs for both the platform and sellers. Tokopedia needs to consider a sustainable financial strategy to deal with rising logistics costs and ensure this promotion can continue without jeopardizing business continuity.

As the e-commerce industry in Indonesia grows and develops, Tokopedia's role as the country's leading e-commerce platform is expected to become stronger and more sustainable. By combining customer rating strategies and free shipping promotions, Tokopedia can continue to provide a pleasant shopping experience for consumers and empower sellers to achieve success in the online marketplace. In the face of intensifying competition, Tokopedia needs to continue developing innovative features and services that are relevant to consumer needs, as well as improving logistics and delivery efficiency. Increased awareness of the importance of quality customer ratings and free shipping promotional offers can help create higher customer loyalty and solidify Tokopedia's position in the Indonesian e-commerce market.

Tokopedia always works hard to be better and continuously strives to develop and improve services and features for its users. This dedication keeps Tokopedia at the forefront of e-commerce innovation and provides the best experience for its users. Tokopedia has the market with the most Indonesian visitors according to iPrice data for the first quarter of 2022. During the first quarter of 2022, Tokopedia's total visitors averaged 157.2 million. That figure surpassed Shopee, which was the second most visited marketplace in the first quarter of 2022 with an average of 132.8 million visitors. Tokopedia offers various promos to attract new customers and retain existing customers. By offering attractive promos, Tokopedia can increase customer interest in shopping at Tokopedia. Free shipping promotion is one of the marketing strategies used by Tokopedia. Tokopedia's free shipping promo plays an important role for both the company and its users. First, it improves the overall customer experience by providing added value to their purchases. The free shipping promo eliminates the additional costs that customers usually incur for shipping, making the shopping experience more convenient and cost-effective. The promotion encourages users to shop more often and buy in larger quantities, as they can save on shipping costs. Second, the free shipping promo is a competitive advantage for Tokopedia. In the highly competitive e-commerce industry, where there are many online marketplaces, offering free shipping promo makes Tokopedia one of the choices for online shopping. In addition, this promotion can help Tokopedia expand its customer base and gain new users who may be interested in using Tokopedia. By utilizing free shipping promos as a marketing strategy, Tokopedia can drive sales volume higher.

Consumers are accustomed to seeking information in various ways before buying goods on online shopping sites. An easy way to get this information is by looking at the rating of the product you want to buy. Customer ratings on Tokopedia are important to provide valuable feedback and insights for both sellers and potential buyers. These ratings help potential customers gain information by demonstrating the quality and reliability of products and sellers. Positive ratings build trust and credibility of sellers, increasing the likelihood of attracting more customers. By assessing and considering customer ratings, Tokopedia can foster a trustworthy and transparent marketplace that benefits both buyers and sellers. Currently, the Tokopedia site is increasingly popular among Indonesians, especially among young people. Based on data obtained from similierweb, the majority of Tokopedia visitors in April 2023 were in the range of 18 to 24 years old and the majority of visitors to the marketplace were male. Based on this data, it can be seen that students are among the consumers who most often shop at Tokopedia. Students as the younger generation have a higher level of awareness of technology compared to other groups and tend to prefer to shop online because of the convenience provided by being affected and the promos offered.

It is known that currently students depend on the use of the internet and most of the activities carried out are carried out online such as shopping. At the Indonesian Muslim University, Faculty of

Economics and Business, almost all students prefer to find and buy goods through marketplaces such as Tokopedia, because it is very practical and easy compared to looking for the desired item directly. Moreover, the features contained in Tokopedia make it easier for students to find the products they want. In addition, the majority of students do not yet have income so that the promos offered by Tokopedia can help their economy.

2. Literature Review

2.1. Customer Ratings and Free Shipping Promotion in Marketing Strategy

The development of technology and the internet has had a huge impact on the way people shop. E-commerce, as one of the outcomes of the digital revolution, has changed the way people buy products and services. To increase buying interest on E-commerce platforms, studies have been conducted to find out the factors that influence consumer purchasing decisions. Two important factors that have been the main focus of this research are Customer Ratings and Free Shipping Promos. Customer Ratings, or ratings from customers on products and sellers, have become one of the critical aspects in making purchasing decisions. A study by (Çalı & Balaman, 2019; Kumar et al., 2020; M. Zhang et al., 2022) shows that about 95% of consumers read customer reviews before deciding to buy a particular product. In addition, Free Shipping Promos have also become a popular marketing tactic on E-commerce platforms. Free shipping promotions are considered a strong incentive for consumers to complete their purchase (X. Zhang et al., 2021).

In this literature review, we will collect and analyze current research on the role of Customer Ratings and Free Shipping Promos in influencing purchase intention in E-commerce applications. Customer Ratings or customer reviews have a big impact on consumer buying interest. Based on research conducted by Ashraf & Lahsasna (2017), products with high ratings tend to get more sales than products with low ratings. The study also found that consumers are more likely to buy products that have more positive reviews than products that have high ratings but are only supported by a few reviews. In addition, research by Liu et al. (2019) shows that the credibility of customer reviews has an impact on consumer purchase intention. Consumers tend to trust reviews from previous buyers, as they are considered more objective than product descriptions from sellers. Therefore, to increase purchase intention, E-commerce needs to manage and display customer reviews in a transparent and trustworthy manner. Free shipping promotions have been proven to be effective in increasing purchase intention on E-commerce platforms. According to research by Cho et al. (2019), consumers are more likely to purchase products if they offer free shipping. The study also found that free shipping offers reduce consumers' reluctance to incur additional costs associated with shipping.

In addition, the results of a study by Labanauskaitė et al. (2020) showed that consumers respond positively to free shipping promotions because they feel they are getting added value from the transaction. Free shipping is also considered an effective incentive to encourage consumers to make impulse purchases (Butcher et al., 2017). In addition to analyzing the influence of Customer Ratings and Free Shipping Promos separately, several studies have also tried to understand how these two factors interact and influence each other in increasing consumer purchase intention. A study conducted by Sufi & Shojaie (2018) showed that the combination of high customer ratings and free shipping promotions has a synergistic effect on consumer purchase intention. The results of this study confirm that high product ratings and free shipping together create a higher perceived value for consumers. This perception of value is a key factor in increasing purchase intention and the tendency of consumers to shop more frequently. Another study by Kartika et al. (2020) showed that when a product has a high rating and is offered with a free shipping promotion, it can overcome consumers' doubts and concerns about the risk of purchase. This combination provides a positive signal about product quality and lowers purchase barriers that consumers may experience. It is important to keep in mind that the influence of Customer Ratings and Free Shipping Promos may differ depending on the E-commerce platform and the type of product offered.

Research conducted by Kumar et al. (2020) shows that the influence of customer reviews is more significant on E-commerce platforms that focus on unique or exclusive products. On such platforms, consumers tend to rely heavily on customer reviews to help them make informed purchasing

decisions. However, on E-commerce platforms that offer more generic and similar products, the influence of reviews may not be as great as on unique products. Similarly, the influence of free shipping promotions may also vary depending on the type of product being offered. For example, higher priced products may benefit more from free shipping promotions, as shipping costs can be a deciding factor in consumers' purchasing decisions on expensive products. However, on lower priced products, the effect of free shipping promotions may not be as great as on expensive products.

2.2. E-Commerce

E-commerce applications have become an integral part of modern consumer life. The development of technology and the internet has opened up new opportunities for businesses to reach a wider market globally. E-commerce applications allow consumers to shop online easily, conveniently, and efficiently. In this literature review, we will review various aspects of E-commerce applications, including its history and development, benefits and challenges, and its strategic role in changing the modern business landscape.

The history of E-commerce applications began in the 1990s when the World Wide Web started to become increasingly popular among the public. Amazon and eBay were two early E-commerce platforms that gained popularity during that time. Amazon was founded in 1994 by Jeff Bezos as an online bookstore. While eBay, founded by Pierre Omidyar in 1995, provided a platform for online auctioning of goods. Over time, the development of internet technology and mobile devices has changed the way people shop. E-commerce apps have become more sophisticated with features such as product recommendations based on shopping behavior, use of artificial intelligence technology to personalize the shopping experience, and integration with secure and easy payment systems. In the last decade, E-commerce applications have experienced exponential growth, and are now a key component in the marketing and sales strategy for many businesses.

E-commerce applications offer a wide range of benefits, both to consumers and businesses. Some of the key benefits of E-commerce applications are as follows:

1. E-commerce applications allow consumers to shop online from the comfort of their homes or anywhere and anytime. No longer is a visit to a physical store required, which saves time and effort.
2. E-commerce platforms provide access to a wide range of products from various sellers, both local and international. Consumers can easily compare prices and product features before making a purchase decision.
3. E-commerce applications often offer promotions, discounts, and special deals to consumers. This can entice consumers to make more purchases and increase customer satisfaction.
4. Through data analytics and artificial intelligence, E-commerce apps can provide a personalized shopping experience with relevant product recommendations based on preferences and previous shopping behavior.
5. E-commerce apps provide easily accessible customer service through various communication channels, including live chat, email, and phone. This helps consumers get support and assistance when they need it.

While E-commerce apps have many benefits, there are also some challenges that businesses have to face in developing and managing their E-commerce platform: Data security and privacy are major concerns for consumers. Cases of data breaches and identity theft have reduced consumer confidence in E-commerce apps. The online business environment is highly competitive, with many E-commerce platforms vying for consumer attention and loyalty. Businesses must innovate and build effective marketing strategies to stay relevant in a crowded market. Developing and maintaining E-commerce applications requires robust infrastructure and technology. Investments in servers, networks, and technology security are financial challenges that businesses must face. Logistics and delivery aspects affect the overall consumer shopping experience. Slow or damaged deliveries can lead to disappointment and a negative shopping experience. E-commerce platforms must comply with

various regulations and laws pertaining to online business, including consumer protection, taxation, and intellectual property rights.

The development of information and communication technology has been a major driver in improving the capabilities and functionality of E-commerce applications. Some of the significant technological developments in E-commerce are as follows: The proliferation of mobile devices and internet connectivity has given a huge surge to M-commerce. The use of smart phones and tablets as primary shopping tools has provided easy and quick access to shopping anywhere and anytime. E-commerce applications optimized for mobile devices deliver a responsive and enjoyable shopping experience for users. IoT has enabled electronic devices and household devices to be connected to the internet. In a connected smart home environment, consumers can make product purchases more easily through their smart devices. For example, consumers can order products or replenish their supplies by using virtual assistants or IoT devices in their homes. AI has made great contributions in improving personalization and shopping experience in E-commerce apps. With sophisticated data analysis, AI can provide relevant product recommendations based on previous shopping behavior, preferences, and market trends. In addition, AI chatbots can provide real-time customer support and help users with questions and concerns. AR and VR technologies have made the shopping experience more interactive and immersive. With AR, consumers can virtually try on products, such as trying on clothes or accessories without having to come to a physical store. VR has also been used in virtual shopping environments, where consumers can explore stores and view products from different angles.

The COVID-19 pandemic has caused a paradigm shift in consumer shopping behavior. Travel restrictions and social distancing led to a decrease in visits to physical stores and increased demand for online shopping. E-commerce apps are a solution for many consumers who want to shop without leaving home. During the pandemic, many traditional businesses faced economic challenges due to the decline in sales at their physical stores. However, E-commerce businesses experienced rapid growth during this time. Consumer behavior shifting to online shopping has led to an increase in the number of E-commerce app users. In the face of increased demand, many E-commerce companies have also invested in upgrading their technology infrastructure to deal with the surge in traffic and ensure optimal application speed and performance.

One of the most frequent issues of concern in E-commerce applications is data security and privacy. As an online platform that collects sensitive information such as payment details and personal information of users, E-commerce is vulnerable to cyber attacks and potential data breaches. To address these security issues, E-commerce companies must adopt strong data security measures and follow industry security standards. Security certifications such as Payment Card Industry Data Security Standard (PCI DSS) are required for companies that process credit card payments. In addition, data privacy issues also need to be taken seriously. Companies should provide transparency to users on how their data is being used and provide options to control their privacy settings. E-commerce applications have grown rapidly over the past few decades and become an integral part of the way people shop and sell products. Technological developments have enriched the consumer shopping experience and benefited businesses in increasing sales and market expansion.

However, challenges such as data security and privacy, fierce competition, and logistical complexities remain important issues in the development and management of E-commerce applications. To face these challenges, E-commerce companies must continue to innovate and adapt to technological developments and consumer preferences. The COVID-19 pandemic has also changed the E-commerce landscape by increasing the demand for online shopping. By focusing on security, privacy, and an enhanced shopping experience, E-commerce apps are expected to continue playing a strategic role in supporting business growth and sustainability in this digital era. In this study, a hypothesis was developed because there are conjectures:

H1: Customer rating affects the purchase intention in the Tokopedia application.

H2: Free shipping promos affect the buying interest in the Tokopedia application.

H3: Customer rating and free shipping promo affect the purchase intention in the Tokopedia application.

3. Research Method and Materials

This research uses quantitative research methods to collect and analyze data statistically. Quantitative research methods are used to measure and analyze the relationship between the variables studied numerically. Respondents in this study were 100 students of Universitas Muslim Indonesia, Faculty of Economics and Business, 2019-2020 who were obtained using purposive sampling technique. The purposive sampling technique was chosen because the researcher wanted to select respondents who were specific and relevant to the research context. The data used in this research is primary data, which is obtained through direct research in the field by giving questionnaires or questionnaires to 100 respondents. The questionnaire is designed to collect data on the variables under study, such as attitudes, preferences, or the level of satisfaction of respondents on a particular phenomenon or topic.

The data analysis method used in this study includes several stages. First, a validity test and reliability test were conducted on the questionnaire used to ensure that the research instruments used were valid and reliable. The validity test aims to check whether the questions in the questionnaire really measure the variables to be studied, while the reliability test aims to measure the extent of the consistency of the results of the questions in the questionnaire. After that, multiple linear regression analysis was carried out to analyze the relationship between the independent variable and the dependent variable in this study. Multiple linear regression analysis is used because this study involves more than one independent variable that affects the dependent variable.

Furthermore, a classical assumption test was conducted to check whether the data used in the regression analysis met the necessary assumptions, such as normality assumptions, multicollinearity assumptions, and homoscedasticity assumptions. This classic assumption test is important to ensure that the regression analysis results obtained are valid and reliable. Finally, hypothesis testing is carried out which consists of t-test, F-test, and coefficient of determination (R-squared) test. This hypothesis test aims to test the significance of the relationship between the independent variable and the dependent variable in this study. The t test is used to test the individual significance of each independent variable, while the F test is used to test the overall significance of the regression model. The coefficient of determination (R-squared) test is used to measure how much variation in the dependent variable can be explained by the independent variable. This research methodology is expected to provide a more comprehensive and detailed understanding of the research process undertaken. The well-organized analysis steps will ensure that the data obtained are processed and interpreted correctly, so that the results of this study can be relied upon and make a meaningful contribution to the field under study.

4. Results and Discussion

4.1. Result

Table 1: Customer Rating Variable Validity Test Results

Customer Rating	r Count	r Table	Significance	Description
X1.1	0.6563	0,1966	0,05	Valid
X1.2	0.5995	0,1966	0,05	
X1.3	0.7081	0,1966	0,05	
X1.4	0.7837	0,1966	0,05	

In Table 1 above, the results of the validity test of the Customer Rating variable are shown. The validity test is carried out to ensure that the questions or items in the Customer Rating variable really measure the variables to be studied. The correlation value (r) between each item with the total number of items (r Count) and the table correlation value (r Table) at the 0.05 significance level is displayed in the table. The validity test results show that item X1.1 has a correlation value (r) of 0.6563, which is greater than the table correlation value (r Table) of 0.1966 at the 0.05 significance level. Therefore, item X1.1 is considered valid because it has a significant correlation with the total number of items. Meanwhile, item X1.2 has a correlation value (r) of 0.5995, which is also greater than the correlation

table (r Table) value of 0.1966 at the 0.05 significance level. However, because the validity test results do not state "Valid" for item X1.2, this item needs to be examined further to ensure its compatibility with the Customer Rating variable. Item X1.3 has a correlation value (r) of 0.7081, which is greater than the correlation table (r Table) value of 0.1966 at the 0.05 significance level. With the validity test results stating "Valid", item X1.3 is considered valid because it has a significant correlation with the total number of items. Finally, item X1.4 has a correlation value (r) of 0.7837, which is also greater than the correlation table (r Table) value of 0.1966 at the 0.05 significance level. The validity test results state "Valid" for item X1.4, so this item is considered valid because it has a significant correlation with the total number of items. In total, three of the four items in the Customer Rating variable are declared valid because they have a significant correlation value with the total number of items at the 0.05 significance level. Items that are declared valid can be used in further analysis to understand their relationship and impact on other variables in the study.

Table 2: Validity Test Results of Free Shipping Promo Variables

Free Shipping Promo	r count	R table	Significance	Description
X2.1	0.6001	0,1966	0,05	Valid
X2.2	0.7071	0,1966	0,05	
X2.3	0.7225	0,1966	0,05	
X2.4	0.6894	0,1966	0,05	

Table 2 above shows the results of the validity test for the Free Shipping Promo variable. The validity test is carried out to ensure that each item or question in the Free Shipping Promo variable effectively reflects the concept or phenomenon to be studied. The table displays the correlation value (r) between each item and the total number of items (r count), the correlation value table (R table), and the significance value at the 0.05 level. Based on the validity test results, item X2.1 has a correlation value (r) of 0.6001, which is greater than the table correlation value (R table) of 0.1966 at the 0.05 significance level. Because the correlation value (r) exceeds the table correlation value, item X2.1 is considered valid because it has a significant relationship with the total number of items. Item X2.2 has a correlation value (r) of 0.7071, which is also greater than the correlation table (R table) value of 0.1966 at the 0.05 significance level. However, the validity test results do not include a "Valid" statement for item X2.2. Therefore, this item needs to be further investigated to ensure its eligibility as part of the Free Shipping Promo variable.

Furthermore, item X2.3 has a correlation value (r) of 0.7225, which is greater than the correlation table (R table) value of 0.1966 at the 0.05 significance level. With the description "Valid" in the validity test results, item X2.3 is considered valid because it has a significant relationship with the total number of items. Item X2.4 has a correlation value (r) of 0.6894, which is also greater than the correlation table (R table) value of 0.1966 at the 0.05 significance level. However, the validity test results do not include a "Valid" statement for item X2.4. Therefore, this item also needs to be further investigated to ensure its eligibility as part of the Free Shipping Promo variable. Overall, of the four items in the Free Shipping Promo variable, three items (X2.1, X2.3, and X2.4) are declared valid because they have a significant correlation value (r) with the total number of items at the 0.05 significance level. Items that are declared valid can be used in further analysis to understand the impact of the Free Shipping Promo variable on other variables in the study. However, item X2.2 requires further research to ensure its compatibility with the overall Free Shipping Promo concept.

Table 3: Validity Test Results of Purchase Intention Variable

Purchase Intention	r count	r Table	Significance	Description
Y.1	0.79	0,1966	0,05	Valid
Y.2	0.7349	0,1966	0,05	
Y.3	0.7357	0,1966	0,05	
Y.4	0.7079	0,1966	0,05	

Table 3 above displays the results of the validity test for the Purchase Intention variable. The validity test is carried out to ensure that each item or question in the Purchase Intention variable effectively reflects the concept or phenomenon to be studied. The table shows the correlation value

(r) between each item and the total number of items (r count), the correlation value table (R table), and the significance value at the 0.05 level. Based on the validity test results, item Y.1 has a correlation value (r) of 0.79, which is much greater than the correlation value of the table (R table), which is 0.1966 at the 0.05 significance level. Since the correlation value (r) is significantly higher than the table correlation value, item Y.1 is considered valid because it has a significant relationship with the total number of items.

Item Y.2 has a correlation (r) value of 0.7349, which is also greater than the R table correlation value of 0.1966 at the 0.05 significance level. Although the correlation value (r) is greater than the table correlation value, no "Valid" statement is given for item Y.2. Therefore, this item needs to be researched further to ensure its eligibility as part of the Purchase Intention variable. Furthermore, item Y.3 has a correlation value (r) of 0.7357, which is also greater than the correlation table (R table) value of 0.1966 at the 0.05 significance level. However, there is no "Valid" statement given for item Y.3. Therefore, this item also needs to be investigated further to ensure its eligibility as part of the Purchase Intention variable. Item Y.4 has a correlation value (r) of 0.7079, which is greater than the correlation table (R table) value of 0.1966 at the 0.05 significance level. There is no "Valid" statement given for item Y.4. Therefore, this item also needs to be investigated further to ensure its eligibility as part of the Purchase Intention variable. Overall, of the four items in the Purchase Intention variable, one item (Y.1) is declared valid because it has a significant correlation value (r) with the total number of items at the 0.05 significance level. Meanwhile, the other three items (Y.2, Y.3, and Y.4) require further research to ensure their compatibility with the overall Purchase Intention concept. Further testing will provide a deeper understanding of the validity and relevance of each item in this variable.

Table 4: Reliability Test Results

Variable	Cronbach Alpha Value	Description
Customer Rating	0.62995671	Reliable
Free Shipping Promo	0.61235474	
Purchase Interest	0.723863804	

The table above shows that the variables Customer Rating, Free Shipping Promo and Purchase Intention have an Alpha Cronbach value of more than 0.60. It can be concluded that the statements for each variable are declared reliable.

Table 5: Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		
	Std. Deviation		
Most Extreme Differences	Absolute		
	Positive		
	Negative		
Test Statistic			
Asymp. Sig. (2-tailed) ^c			
Monte Carlo Sig. (2-tailed) ^e	Sig.		
	99% Confidence Interval	Lower Bound	
		Upper Bound	
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Based on table 5, the results of the normality test calculation show that the significance value is 0.200, which is greater than 0.05, so it can be concluded that the data tested has a normal distribution.

Table 6: Multicollinearity Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.380	2.762		.138	.891	
	Customer rating	.430	.106	.365	4.047	.000	.996
	Free Shipping Promo	.366	.126	.261	2.891	.005	.996

a. Dependent Variable: Purchase Intention

Table 4 above displays the results of the reliability test for each variable in the study. The reliability test is carried out to measure how consistent and reliable each variable is in measuring the concept under study. The Cronbach Alpha value is used as a measure of reliability in this study. The Customer Rating variable has a Cronbach Alpha value of 0.62995671. This value shows that the Customer Rating variable has a fairly high level of reliability because it is greater than the threshold number 0.6. Thus, the Customer Rating variable can be considered a reliable and consistent variable in measuring the concept to be studied.

The Free Shipping Promo variable has a Cronbach Alpha value of 0.61235474. Although this value indicates a fairly good level of reliability, because it is more than 0.6, this value is slightly lower than the Customer Rating variable. These results indicate that the reliability of the Free Shipping Promo variable can be improved by making improvements to the questions or items used to measure this variable. The Purchase Intention variable has a Cronbach Alpha value of 0.723863804. This value indicates that the Purchase Intention variable has a high level of reliability, because it is more than 0.7. Thus, the Purchase Intention variable can be considered a reliable and consistent variable in measuring the concept to be studied. Overall, the Customer Rating and Purchase Intention variables show a good level of reliability, while the Free Shipping Promo variable can be increased in reliability by improving the items used. The results of this reliability test provide confidence in the use of variables in further analysis and interpretation of research results.

Table 7: Heteroscedasticity Test Results

Correlations					
			Customer Rating	Promo Gratis Ongkos Kirim	Unstandardized Residual
Spearman's rho	Customer Rating	Correlation Coefficient	1.000	.106	-.028
		Sig. (2-tailed)	.	.292	.779
		N	100	100	100
	Free Shipping Promo	Correlation Coefficient	.106	1.000	.027
		Sig. (2-tailed)	.292	.	.790
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.028	.027	1.000
		Sig. (2-tailed)	.779	.790	.
		N	100	100	100

The table 7 is the result of the heteroscedasticity test for the three variables analyzed, namely "Customer Rating", "Free Shipping Promo", and "Unstandardized Residual". The correlation method used in this table is Spearman's rho, which is a non-parametric correlation method suitable for ordinal data or data that is not normally distributed.

1. Correlation between "Customer Rating" and "Free Shipping Promo": The Spearman correlation coefficient between "Customer Rating" and "Free Shipping Promo" is 0.106.

The significance value (Sig.) of this correlation is 0.292. There are 100 samples (N) used to calculate this correlation.

The results show that the correlation between "Customer Rating" and "Free Shipping Promo" has a positive value, which is 0.106. The positive value indicates that there is a positive relationship between these variables, although the value is quite low. However, since the significance value (Sig.) is greater than 0.05 ($\alpha = 0.05$), this correlation is not statistically significant. That is, there is not enough evidence to state that the relationship between "Customer Rating" and "Free Shipping Promo" is significantly different from zero.

2. Correlation between "Customer Rating" and "Unstandardized Residual": The Spearman correlation coefficient between "Customer Rating" and "Unstandardized Residual" is -0.028. The significance value (Sig.) of this correlation is 0.779. There are 100 samples (N) used to calculate this correlation.

The results show that the correlation between "Customer Rating" and "Unstandardized Residual" has a negative value of -0.028. This value indicates a very weak relationship between the two variables. In addition, since the significance value (Sig.) is greater than 0.05, this correlation is also not statistically significant. Therefore, there is insufficient evidence to state that the relationship between "Customer Rating" and "Unstandardized Residual" is significantly different from zero.

3. Correlation between "Free Shipping Promo" and "Unstandardized Residual": The Spearman correlation coefficient between "Free Shipping Promo" and "Unstandardized Residual" is 0.027. The significance value (Sig.) of this correlation is 0.790. There are 100 samples (N) used to calculate this correlation.

The results show that the correlation between "Free Shipping Promo" and "Unstandardized Residual" has a very low value of 0.027. This value indicates that there is a very weak relationship between the two variables. Just like before, since the significance value (Sig.) is greater than 0.05, this correlation is also not statistically significant. That is, there is not enough evidence to suggest that the relationship between "Free Shipping Promo" and "Unstandardized Residual" is significantly different from zero.

Based on the results of the correlation analysis using the Spearman's rho method, it can be concluded that there is no significant correlation between "Customer Rating," "Free Shipping Promo," and "Unstandardized Residual" in this dataset. Although some correlations show weak positive or negative relationships between the variables, the high significance values indicate that they cannot be considered statistically significant relationships. Therefore, in this dataset, there is insufficient evidence to suggest that customer ratings or free shipping promotions have a significant influence on the Unstandardized Residual.

Table 8: Multiple Linear Regression Analysis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.380	2.762		.138	.891
	Customer Rating	.430	.106	.365	4.047	.000
	Free Shipping Promo	.366	.126	.261	2.891	.005

a. Dependent Variable: Purchase Intention

Based on the table 8, the regression equation is obtained as follows:

$$Y = 0.380 + 0.430X_1 + 0.366X_2$$

- The constant value (α) is 0.380. The positive constant value indicates that if the value of the customer rating and free shipping promo is equal to 0, then the purchase intention is 0.380.
- The coefficient value of X1 is 0.430. The coefficient value of X1 is positive, meaning that the effect of customer rating on buying interest in the Tokopedia application by Economics and Business Students of Universitas Muslim Indonesia is positive and significant. If the customer rating value increases, the purchase interest will be higher.
- The coefficient value of X2 is 0.366. The X2 coefficient value is positive, meaning that the effect of free shipping promos on buying interest in the Tokopedia application by Economics and Business Students of Universitas Muslim Indonesia is positive and significant. If the value of free shipping promos increases, the purchase interest will be higher.

Table 9: T-test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.380	2.762		.138	.891
	Customer Rating	.430	.106	.365	4.047	.000
	Free Shipping Promo	.366	.126	.261	2.891	.005

a. Dependent Variable: Purchase Intention

Based on the test results in the table above, it can be concluded that the customer rating variable has a t count of 4.047, where the value is greater than the t table (1.9849), and the significance value is less than 0.05, namely 0.000. Likewise, the free shipping promo variable has a t count of 2.891, where the value is greater than the t table (1.9849), and the significance value is less than 0.05, namely 0.005. Therefore, the customer rating variable and the free shipping promo variable partially affect the purchase intention variable.

Table 10: F-Test Results.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	91.550	2	45.775	13.193	.000 ^b
	Residual	336.560	97	3.470		
	Total	428.110	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Free Shipping Promo, Customer Rating

The simultaneous test results in the table above show that the calculated F value is 13,193 with a significance value of 0.000. because the calculated F value is greater than the F table, namely 2.70, and also at the significance value it can be seen that the significance value is smaller than 0.05, it can be concluded that the two independent variables simultaneously have an effect on the dependent variable.

Table 11: Results of the Coefficient of Determination (R^2)**Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462 ^a	.214	.198	1.863

a. Predictors: (Constant), Free Shipping Promo, Customer Rating

The table shows that the coefficient of determination (R^2) is 0.214. This means that customer ratings and free shipping promos have an effect of 21.4% on buying interest.

- Testing the First Hypothesis (H_1)

Based on the results of the t test, it is known that the significance value of the Customer Rating variable is 0.000 which is smaller than 0.05 and the t value is 4.047 which is greater than the t table of 1.9849. This means that H1 is accepted so that it can be said that customer rating has an effect on the buying interest of Indonesian Muslim University students, Faculty of Economics and Business in the Tokopedia application.

b. Second Hypothesis Testing (H^2)

Based on the results of the t test, it is known that the Significance value of the Free Shipping Promo variable is 0.005 which is smaller than 0.05 and the calculated t value is 2.891 which is greater than the t table, namely 1.9849. This means that H2 is accepted so that it can be said that free shipping promos affect the buying interest of Indonesian Muslim University students, Faculty of Economics and Business on the Tokopedia application.

c. Third Hypothesis Testing (H^3)

Based on the results of the F test, it is known that the calculated F value is 13.193, where the value is greater than the F table value, namely 2.70 with a significance value of 0.000, whose value is smaller than 0.05. This means that H3 is accepted so that it can be said that customer ratings and free shipping promos simultaneously affect the buying interest of Muslim University Indonesia Faculty of Economics and Business students on the Tokopedia application.

4.2. Discussion

The Effect of Customer Rating on Purchase Intention

The growing popularity of e-commerce platforms has revolutionized the way consumers shop and make purchasing decisions. In the online marketplace, customers often rely on various sources of information to guide their buying choices. One crucial factor that significantly influences purchase decisions is customer ratings or reviews. Customer ratings are feedback and evaluations given by previous buyers, providing insights into the quality and satisfaction level of products or services. Understanding the impact of customer ratings on purchase intention is essential for e-commerce businesses to enhance customer trust, attract new buyers, and ultimately increase sales. This discussion aims to analyze the effect of customer ratings on purchase intention and shed light on the underlying mechanisms that shape consumer behavior in the digital marketplace. In the vast and competitive world of e-commerce, customer ratings play a vital role in building consumer confidence and trust. Positive customer ratings act as social proof, assuring potential buyers that the product or service is of high quality and reliable. On the other hand, negative ratings may deter customers from making a purchase and prompt them to seek alternative options. Studies have shown that consumers tend to trust and rely on peer reviews more than traditional marketing efforts, making customer ratings a powerful tool for influencing purchase intention.

Customer ratings also serve as a means for consumers to express their satisfaction or dissatisfaction with a particular product or service. They provide valuable feedback for businesses to identify areas of improvement and address customer concerns. In this way, customer ratings not only influence individual purchase decisions but also impact the overall reputation and success of e-commerce businesses. Psychological Mechanisms Driving the Impact of Customer Ratings Several psychological mechanisms underlie the influence of customer ratings on purchase intention. These mechanisms are crucial for businesses to comprehend as they design strategies to leverage customer ratings effectively. First, Social proof, a psychological phenomenon, refers to the tendency of individuals to conform to the actions or opinions of others in uncertain situations. When consumers encounter positive customer ratings, they perceive the product or service as popular and reliable, leading to increased purchase intention. The presence of numerous favorable reviews creates a sense of trust and credibility, encouraging potential buyers to follow the decisions of others. Second, in the online marketplace, customers face information asymmetry, where they lack complete knowledge about the product's quality and performance. Customer ratings act as a source of information that reduces this information gap. When buyers access a wealth of feedback from previous purchasers, they feel more informed and confident in making purchase decisions, resulting in higher purchase intention. Third, Buying products online entails certain risks, such as receiving substandard items or

encountering fraudulent sellers. Customer ratings act as a risk mitigating factor, assuring potential buyers that they are making a safe and wise choice. Positive ratings signal that the product has met the expectations of previous customers, reducing the perceived risk associated with the purchase and thereby enhancing purchase intention.

The impact of customer ratings on purchase intention may be influenced by the nature of the product or service being offered. Certain product categories may be more susceptible to the influence of customer ratings, while others may be less affected. For instance, products with high involvement, such as electronics or luxury items, may be subject to greater scrutiny and reliance on customer ratings compared to low-involvement items like daily commodities. Moreover, consumer trust in e-commerce platforms and their rating systems also plays a moderating role. Customers who have higher trust in the reliability and authenticity of customer ratings are more likely to be influenced by them. Conversely, customers who are skeptical of the credibility of these ratings may exhibit reduced responsiveness to their influence on purchase intention.

Effect of Free Shipping Promo on Purchase Intention

In the fiercely competitive world of e-commerce, businesses employ various marketing strategies to attract and retain customers. One popular tactic is offering free shipping promotions, where customers can enjoy the benefit of having their purchases delivered to their doorstep without additional shipping charges. The allure of free shipping is believed to influence consumer behavior and drive purchase intention. This discussion aims to explore the effect of free shipping promotions on purchase intention and delve into the underlying factors that make this marketing strategy successful in the digital marketplace.

Free shipping promotions have emerged as a powerful incentive for online shoppers. Research indicates that shipping costs often act as a significant barrier to purchase completion, leading to cart abandonment. By offering free shipping, businesses can remove this obstacle and motivate consumers to proceed with their purchases. This promotion is particularly enticing to price-sensitive customers, as it provides a perceived economic benefit in the form of cost savings. Moreover, free shipping promotions have a psychological impact on consumers. The concept of "free" appeals to the human cognitive bias known as "loss aversion," where individuals are more motivated to avoid losses than to acquire gains. Free shipping is perceived as a gain, creating a positive emotional response that bolsters purchase intention. The Influence of Free Shipping Promo on Consumer Behavior: Free shipping promotions have been shown to lead to a higher conversion rate, i.e., a greater percentage of website visitors completing a purchase. The presence of free shipping options encourages consumers to add items to their cart and make larger purchases, as they are motivated to meet the minimum order value required to qualify for free shipping. Shipping costs are often cited as one of the primary reasons for cart abandonment. By offering free shipping, businesses can minimize cart abandonment rates and capitalize on potential sales that might have otherwise been lost. Customers who have experienced the convenience and satisfaction of free shipping are more likely to become repeat buyers and exhibit higher levels of loyalty to the brand. This loyalty may extend to positive word-of-mouth referrals, further amplifying the impact of free shipping promotions on purchase intention. The Role of Minimum Order Value and Delivery Speed

While free shipping promotions are generally well-received by consumers, the effectiveness of these incentives may be influenced by specific moderating factors. The requirement to reach a certain minimum order value to qualify for free shipping may impact purchase intention. A low minimum order value may prompt immediate purchases, as consumers feel they can easily meet the threshold. Conversely, a high minimum order value may discourage some customers from proceeding with their purchase, especially if their intended purchase falls below the threshold. The speed of free shipping delivery can influence purchase intention. Consumers who value quick and expedited delivery may be more enticed by free shipping promotions that offer faster delivery options. Businesses that can offer quick delivery times alongside free shipping are likely to see a positive impact on purchase intention. Another important aspect to consider in understanding the effect of free shipping promotions on purchase intention is a comparative approach with discounted shipping. While free shipping is perceived as a gain, discounted shipping offers a perceived loss (e.g., a 50% discount on shipping costs). Studies have shown that consumers tend to prefer free shipping over

discounted shipping, even when the actual cost savings are the same. This preference for free shipping further highlights the psychological appeal and effectiveness of this promotional strategy.

For e-commerce businesses, understanding the effect of free shipping promotions on purchase intention can guide strategic decision-making: First, businesses should strategically design and implement free shipping promotions to align with their target audience and marketing objectives. Offering free shipping for a limited time or on specific products can create a sense of urgency and entice customers to make immediate purchases. Secondly, setting an appropriate minimum order value for free shipping can impact the success of the promotion. Businesses should conduct market research and analyze customer behavior to determine the optimal threshold that maximizes conversion rates while encouraging higher-value purchases. Thirdly, businesses should communicate the expected delivery times for free shipping options clearly to manage customer expectations. Offering expedited shipping options alongside free shipping can cater to customers who value quick delivery. Fourthly, Regularly monitoring and analyzing the performance of free shipping promotions is crucial for businesses to assess their effectiveness. Data analytics can provide insights into the impact of free shipping on purchase intention, enabling businesses to refine their strategies for better results..

The Effect of Customer Rating and Free Shipping Promo on Purchase Intention

In the dynamic landscape of e-commerce, businesses continuously seek effective strategies to influence consumer behavior and drive purchase intention. Among the many factors that impact purchase decisions, customer ratings and free shipping promotions have emerged as critical influencers. Customer ratings provide social proof and valuable feedback from previous buyers, while free shipping promotions eliminate a common barrier to purchase. Understanding the combined effect of these two factors on purchase intention is essential for e-commerce businesses to optimize their marketing efforts and enhance customer satisfaction. This discussion aims to explore the effect of customer rating and free shipping promo on purchase intention and shed light on the interplay of these variables in shaping consumer behavior.

The Influence of Customer Rating on Purchase Intention such as; customer ratings serve as a form of social proof, where potential buyers are influenced by the actions and opinions of others. Positive ratings create a sense of trust and credibility, reassuring consumers that the product or service is of high quality and reliable. High-rated products are more likely to be perceived favorably, leading to increased purchase intention. Customer ratings provide valuable information to prospective buyers about the product's performance, features, and overall customer satisfaction. This increased information accessibility empowers consumers to make more informed purchase decisions, thereby positively impacting purchase intention. Positive customer ratings not only influence purchase decisions for specific products but also impact the overall perception of the brand. Brands with a consistently positive rating profile are more likely to be associated with quality and reliability, leading to increased purchase intention across their product offerings.

Our findings in this study state the Power of free shipping promo on purchase intention such as: firstly, shipping costs are known to be a significant barrier to completing online purchases. Free shipping promotions alleviate this concern and create an attractive incentive for consumers to proceed with their buying decisions. The concept of "free" triggers a positive emotional response in consumers, which influences their perception of value and the appeal of the promotion. Free shipping is often perceived as a gain, further enhancing purchase intention. To qualify for free shipping, consumers may add additional items to their cart, leading to larger order sizes. This phenomenon, known as "basket building," is particularly beneficial for businesses as it increases the average order value and drives higher revenue.

Customer ratings and free shipping promotions can have a synergistic impact on purchase intention when combined strategically. A product with high customer ratings accompanied by a free shipping promotion is likely to generate greater interest and trust among potential buyers, leading to a higher likelihood of purchase. Secondly, the combination of positive customer ratings and free shipping promotions further mitigates perceived risks associated with online shopping. Consumers are more likely to feel confident in their purchase decision when they see evidence of product quality through ratings and the absence of shipping costs. When customers encounter both positive customer

ratings and free shipping promotions, they experience a stronger sense of reassurance and value. This amplification of positive perception can significantly boost purchase intention. The effect of customer ratings and free shipping promotions may vary depending on the type of product being offered. For high-involvement products, such as electronics or luxury items, customer ratings may play a more significant role in purchase intention. On the other hand, free shipping promotions may have a more pronounced impact on low-involvement items, where shipping costs are more likely to influence purchase decisions. Individual differences in consumer characteristics, such as price sensitivity and brand loyalty, can moderate the effect of customer ratings and free shipping promotions on purchase intention. Consumers who are highly price-sensitive may be more motivated by free shipping promotions, while those with strong brand loyalty may be influenced by positive customer ratings of a trusted brand.

For e-commerce businesses, understanding the combined effect of customer rating and free shipping promo on purchase intention offers valuable insights for strategic decision-making likes; businesses should strategically display customer ratings on product pages, emphasizing positive reviews and testimonials. Integrating star ratings, review summaries, and user-generated content can create a compelling case for potential buyers. To maximize the impact of free shipping promotions, businesses can strategically target specific products or customer segments. Offering free shipping on high-margin products or to loyal customers can drive purchase intention and customer retention. Understanding individual consumer preferences and characteristics can enable businesses to tailor marketing messages effectively. Personalized recommendations based on past purchases and preferences can enhance the relevance of customer ratings and free shipping offers. Regularly monitoring and analyzing customer behavior in response to customer ratings and free shipping promotions can provide valuable insights. Data analytics can reveal trends, preferences, and areas for improvement in marketing strategies. Customer rating and free shipping promo are influential factors in shaping purchase intention in the e-commerce realm. The combination of positive customer ratings and free shipping promotions can create a synergistic impact, fostering consumer trust, and driving higher purchase intention. Understanding the interplay of these variables and recognizing moderating factors such as product type and consumer characteristics empowers businesses to tailor marketing strategies effectively. By optimizing customer rating display, designing targeted free shipping promotions, personalizing marketing efforts, and tracking customer behavior, e-commerce businesses can enhance customer satisfaction, drive sales growth, and build lasting brand loyalty in the competitive digital marketplace.

5. Conclusion

The influence of customer rating and free shipping promotion on purchase intention in the e-commerce landscape has been a subject of great interest for researchers and businesses alike. This comprehensive discussion explored the individual and combined effects of these two factors and shed light on the underlying psychological mechanisms that shape consumer behavior. Theoretical and managerial implications have been discussed to provide a holistic understanding and practical applications for e-commerce businesses to leverage customer ratings and free shipping promotions effectively

Theoretical Implications: The theoretical implications of customer ratings on purchase intention highlight the significance of social proof and information accessibility in consumer decision-making. Positive customer ratings act as social proof, influencing potential buyers to trust and perceive products more favorably. Moreover, customer ratings provide valuable information that empowers consumers to make informed purchase decisions, thereby enhancing the overall buying experience. Theoretical implications of free shipping promotions emphasize the psychological impact of the concept of "free" on consumer behavior. The positive emotional response triggered by free shipping creates a sense of perceived gain, fostering a stronger appeal to potential buyers. Understanding the psychological factors at play in free shipping promotions can guide businesses in designing effective marketing strategies.

The theoretical implications of the combined effect of customer rating and free shipping promotion highlight the synergy that emerges when these two factors are strategically utilized

together. The combination of positive customer ratings and free shipping promotions leads to amplified purchase intention by mitigating perceived risks and increasing consumer trust and satisfaction. The managerial implications underscore the importance of strategically displaying customer ratings on e-commerce platforms. Businesses should curate positive reviews and testimonials, making them easily accessible to potential buyers. Utilizing star ratings, review summaries, and user-generated content can create a compelling case for products and build consumer trust. To optimize the impact of free shipping promotions, businesses can strategically target specific products or customer segments. Offering free shipping on high-margin products or to loyal customers can drive purchase intention and foster customer retention. The managerial implications emphasize the value of personalized marketing efforts. By understanding individual consumer preferences and characteristics, businesses can tailor marketing messages effectively. Personalized recommendations based on past purchases and preferences enhance the relevance of customer ratings and free shipping offers. Regularly monitoring and analyzing customer behavior in response to customer ratings and free shipping promotions can provide valuable insights. Data analytics can reveal trends, preferences, and areas for improvement in marketing strategies, enabling businesses to continuously refine their approach.

In conclusion, customer rating and free shipping promotion significantly impact purchase intention in the e-commerce realm. Customer ratings act as a form of social proof, influencing consumer perceptions and building trust. The accessibility of information through customer ratings empowers consumers to make informed decisions, enhancing purchase intention. On the other hand, free shipping promotions alleviate a common barrier to purchase by removing shipping costs. The positive emotional response triggered by free shipping creates a sense of perceived gain, further bolstering purchase intention. The combined effect of customer rating and free shipping promotion is particularly powerful in shaping consumer behavior. This synergy leads to risk mitigation, increased consumer trust, and amplified purchase intention. However, the impact of these factors may be moderated by product type and consumer characteristics, making it essential for businesses to consider individual contexts in their marketing strategies. Theoretical implications of this discussion highlight the significance of social proof, information accessibility, and the psychological impact of "free" in influencing consumer behavior. Understanding these theoretical aspects can help businesses design more effective marketing campaigns and communication strategies. The managerial implications provide practical guidance for e-commerce businesses to leverage customer ratings and free shipping promotions effectively. By strategically displaying customer ratings, offering targeted free shipping promotions, personalizing marketing efforts, and tracking customer behavior, businesses can optimize the impact of these factors on purchase intention and drive sales growth.

In conclusion, understanding the effect of customer rating and free shipping promo on purchase intention is essential for businesses operating in the e-commerce landscape. By leveraging these factors effectively, businesses can foster consumer trust, enhance customer satisfaction, and build lasting brand loyalty, ultimately leading to success in the competitive digital marketplace. As technology and consumer behavior continue to evolve, continuous research and adaptation of strategies will be essential for businesses to remain at the forefront of e-commerce excellence.

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