



**THE EFFECT OF SHOPEE DISCOUNT AND FREE SHIPPING ON
CUSTOMER PURCHASE DECISION IN SEMARANG CITY**

Essay

Submitted as one of the requirements for the Bachelor's Degree

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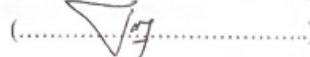
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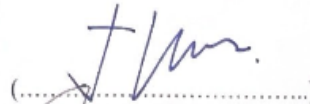


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MOTTO DEDICATION

“Don’t Stop Until You’re Proud”

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THE EFFECT OF SHOPEE DISCOUNT AND FREE SHIPPING ON CUSTOMER PURCHASE DECISION IN SEMARANG CITY

ABSTRACT

The number of internet users in Indonesia continues to increase every year. In Indonesia, the business sector is developing at a rapid pace, especially in internet-based businesses, also known as Marketplace. Nowadays, product selling, services, and information growing very rapidly through marketplace internet networks. Through this marketplace, we can reach customers not only from one country, but it can be from all over the world. Shopee is a Singapore-based marketplace under the Sea Group Ltd that was established in 2015. Shopee expanded its operations into other countries in 2015 including in Indonesia, as said to be the most important contributor in Shopee's income. Shopee is number 1 top Marketplace based on Country Rank data in Indonesia. it calculated from the number of monthly visitors and with the number of page views across the desktop and mobile traffic. Shopee's recorded revenue in the 2nd quarter of 2022. Increased income was followed by the inflated costs. This swelling expenses also made the Shopee's net loss doubled. Shopee had suffered loss because of the swelling expenses and decreasing on their web visitors from the first quarter of 2021 until the second quarter of 2022. This research aims to understand the effect of Shopee discount and free shipping toward purchase decision of Shopee consumer in Semarang city. This research use quantitative data which use questionnaire from the respondents. The sample of this research is 100 people who live in Semarang city and have made a purchase decision through Shopee. The sampling technique of this research is using non-probability sampling. The result of the discussion state that the discount variable have positive effect on the purchase decision, the free shipping variable have positive effect on the purchase decision, the discount and free shipping variable simultaneously have positive effect on the purchase decision. The company are recommended to increase the discount and free shipping also for further research it is recommend to explore about how much money the respondent spent at Shopee and what product that the consumer purchased.

Keywords: Discount, Free Shipping, Purchase Decision.

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