

e-ISSN: 2829-6192, p-ISSN: 2829-6184

DOI: <https://doi.org/10.38035/ijam.v1i4>

Received: 25 January 2023, Revised: 8 February 2023, Publish: 9 February 2023

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E-Commerce Platform: Free Shipping Promotion Moderation on Customer Satisfaction

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Abstract: The reason for this observation is to partly and concurrently decide the impact of service quality on customer satisfaction in Tangerang city and the variable of free shipping promotion as a moderator variable of service quality on customer satisfaction. Pattern length changed into determining the usage of a purposive sampling technique with a minimum of 96 respondents. The lowest population for this has an observed is her Shoppe customers in Tangerang city, who take gain of free shipping on their Shopee purchases. This observation is an associative causal test. Data collection equipment is inside the shape of digital surveys distributed thru Google forms. Data analysis techniques use of the JASP 0.16.4 software program. The exceptional service results had a massive advantageous effect on client satisfaction with a t-statistic of 6,610, and the free shipping marketing campaign promotion had a good sized impact on customer satisfaction with a t-statistic of 2,083 from the high-quality carrier survey and free delivery promotion impact. Make an incredibly significant impact. The F-test result is 72,936, which significantly positively affects customer satisfaction. A Sobel looks at the rating of $2.027 > 1.986$, indicating that the free delivery advertising variable moderates quality of service variables related to customer satisfaction. The results with a coefficient of determination of 0.601 suggest that distinct Shopee promotions on free shipping and provider quality can explain 60.1% of his Shopee customer satisfaction in Tangerang city.

Keyword: Free Shipping Promotion, Service Quality, Customer Satisfaction.

INTRODUCTION

With the development of modern online businesses, the service sector is increasing. Even in the service sector in the Industrial Revolution 4.0 era, the internet is one of the elements that cannot be separated. Indonesia is one of the maximum net users in the world. Consistent with our Social report, 205 million net customers were inside the country in January 2022. Based on developments, the wide variety of internet users has persisted in growth during the last five years. Compared to 2018, the range of country-wide net users

accelerated by 54.25%. In the meantime, the net penetration fee in Indonesia in early 2022 is 73.7% of the entire population. Indonesia's populace was recorded at 277.7 million in January 2022. Compared to 2018, the country's internet most effective reached 50 percent of the population (Riyanto, 2022).

Over time, the use of the internet is not limited to just communicating; the use of the internet has increased for transactions and business. Indonesian people have started to switch from the traditional buying and selling model to buying and selling online due to technological developments that make it easier for people to carry out all their activities, including financial activities. Buying and selling activities or transactions are generally known on the internet as e-commerce. Electronic marketing is the process of selling, buying, servicing, and marketing goods through electronic systems such as television, radio, and the internet or computer networks. According to Suyanto (2003), e-commerce benefits society because e-commerce allows people to work from home and not need to leave the house to shop. There are many online shops in Indonesia, one of which is Shopee, a Singaporean startup that started operating in Indonesia in December 2015. Shopee is also an online shopping, buying, and selling service that offers a wide range of products such as sports equipment, photography equipment, gadgets, beauty equipment, fashion, cars, household appliances, vitamins, food, and beverages. Shopee comes in the form of a mobile application to make it easier for users to shop online directly on their cell phones without a computer device. Shopee makes selling easy for sellers and offers a secure payment process for buyers. Shopee's success in Indonesia cannot be separated from implementing a good strategy to attract consumers in Indonesia by prioritizing customer satisfaction.

Satisfied customers, one of the strategies applied with the aid of Shopee is to promote Shopee pay and free delivery. The global web Index performed a global observation to determine what motivates humans to reserve food online. The top five motives are: 51% free delivery, 48% specific transport, 43% cut price gives, 36% product availability and completeness, and 30% easy fee (Kompasiana.com, 2022). This can create customer satisfaction. As in studies (Maulana & Asra, 2019), free delivery has a tremendous and good sized impact on online purchasing decisions for generation Z in rural regions, such a lot of Shopee users strive to shop from Shopee due to the fact it's far taken into consideration pretty worthwhile and suitable, for customers who need to shop for online. Having the free delivery characteristic as a Shopee advertising blend is verified to reduce the burden on capacity consumers or buyers to get the product they need and want. With postage-free, consumers can buy products more excellent and flexibly without disturbing approximately postage charges so one can be paid later (Istikomah & Hartono, 2022). But, the offer of free shipping at some stage in Indonesia does now not have a look at all shops affiliated with the Shopee software. However, high-quality for stores with particular labels. It's miles free, but there may be a disadvantage to this provided that there can be quality postage good buy, now not free transport as stated. And store there may be additionally a minimum order amount to collect a discount on delivery charges-some places even value more with transport than the price of the item to be bought.

Some other customer satisfaction component is service satisfaction carrier great is a form of consumer evaluation of the extent of carrier acquired in opposition to the extent of carrier predicted. If the carrier obtained or skill meets expectations, then high-quality service is perceived as excellent and pleasant (Philips Kotler et al., 2019). The ensuing delight can inspire clients to make repeat purchases and hope to grow to be unswerving customers. Inside online buying and selling, the application of high-quality providers to digital service satisfaction (electronic carrier pleasant) has also evolved. Every consumer expects a terrific product inside the form of products or offerings they devour will be obtained with the accurate and fulfilling carrier (Juhria et al., 2021). But in practice, there are nonetheless clients who are

disappointed with the agency's offerings, together with Shopee customers who're disenchanted with Shopee's services. It's far recognized that there are terrible remarks regarding the records provided, particularly consumer lawsuits associated with the delivery reputation of products that aren't suitable even though the goods have not reached the patron's arms. If that is allowed, the pleasure score of Shopee users may also drop. Shopee must be aware of elements that could affect customer satisfaction, provider excellence, and promotions. In addition, the Shopee category with the most customers must always reduce deficiencies to create pleasure and create loyal consumers so that Shopee can keep winning the competition. Shopee must also be conscious of purchaser lawsuits so that customers experience helped and served quickly in solving their troubles.

Primarily based on the outcomes of previous research (Laurent, 2016) (Magdalena & Jaolis, 2018) (Juhria et al., 2021), service quality has a high quality and enormous impact on customer satisfaction. The free delivery promoting variable has a tremendous impact on Shopee consumer satisfaction (Wulandari & Suwandi, 2021) (Maghfiroh, 2021) (Walga, 2022). Hence it can be concluded that the two independent variables positively and significantly impact Shopee customer satisfaction. Regarding customer satisfaction based totally on Jakarta Globe Data.id (2020) suggests that Shopee ranks 2d in terms of satisfaction stage, that means that Shopee is still below one in every of its competitors, namely snatch Heru Andriyanto (2020). Consequently, there are several elements that make Shopee customers dissatisfied with Shopee. There are numerous factors that could affect consumer satisfaction, which include product satisfactory, service quality, emotion, rate, value, and comfort. It is able to be said that Shopee customers are dissatisfied due to the fact one or numerous of those factors have decreased. Satisfaction, which ranks 2nd, is a concern for Shopee to take a look at extra objectively the deficiencies that motive person dissatisfaction. With this in mind, the authors are interested by accomplishing studies that target to determine the impact of free promoting for the charge of Shopee postage and service quality, and the variable of postage promotion is a moderating variable among service quality and Shopee customer satisfaction in Tangerang city.

LITERATURE REVIEW

E-Customer Satisfaction

According to Anderson and Srinivasan (2003), e-satisfaction is described as gratification from customers that comes from previous actual shopping stories with optimistic e-commerce businesses (Ting et al., 2016). Customer satisfaction is essential to growing long-term relationships with clients and keeping online store profitability. E-satisfaction is a vital issue in determining the success of online shopping, specifically in the B2C marketplace. In e-commerce, electronic customer satisfaction refers to customer satisfaction with previous shopping reports. Consistent with Jameel et al. (2021), e-satisfaction is the pleasure given after purchasing an agency with digital services. In keeping with Juwaini et al. (2022), e-satisfaction is a feeling of evaluating products or services performance based on customer expectations. Meanwhile (Parasuraman et al., 2005) argue that customer satisfaction is the consumer's feelings about the form of provider he gets. This means the assessment that a particular shape of goods or services or the products/offerings themselves presents a degree of consolation associated with satisfying a want, including meeting wishes beneath expectancies or assembly needs beyond customer expectations.

Free Shipping Promotion

Tjiptono & Chandra (2012) argues that the perception of sales merchandising is a form of direct persuasion that makes use of various incentives that can be arranged to at once encourage product purchases or to increase the wide variety of products bought via clients.

Philips Kotler et al. (2019) marketing is a verbal exchange, particularly advertising conversation. This is brought as nicely as possible to disseminate information, impact, and convince clients to shop for or use the products or offerings provided. Free shipping offers are a part of promotional activities, specifically. Activities that inspire purchases within the shape of unique sales promotions, including alternate fairs, exhibitions, demonstrations and different sales activities that can be accomplished at any time (Assauri, 2010). Istiqomah & Marlana (2020) states that free shipping offers are every other shape of income merchandising that uses numerous incentives to encourage product purchases as speedy as possible and boom the variety of products customers buy. Shipping costs are transport costs for items or services charged via sellers to clients in connection with the buying and selling process and the usage of transport fees charged to clients. Free delivery that attracts clients' interest may significantly impact purchasing decisions.

E-Service Quality

E-service is a digital carrier or e-carrier described as a service, business or interest performed using information-era equipment. This digital provider consists of electronic mail, service, and customer support components. Digital service quality is the capacity of a provider to provide efficiency and a fine when serving purchasers by buying, buying, and presenting electronic shipping/transport offerings to purchasers. Digital media facilitate the interaction between consumers and manufacturers in applications specially designed for purchasing and selling transactions. In line with Parasuraman et al. (2005) defined the capability of a website to offer facilities. Efficient and effective in purchasing, shopping, and acquiring products or offerings. E-service quality or e-Servqual is a new version of service quality (servqual) designed to assess offerings offered on the Internet (Juhria et al., 2021). Electronic service quality (e-servqual) is the degree to which an internet site permits efficient and powerful buying, shopping, and shipping (Bressolles & Durrieu, 2011). Blut (2016) The quality of electronic services as a transaction from beginning to finish consists of facts retrieval, facts protection statements, web page navigation, ordering process, customer support, shipping, proper of go back and pride with the product ordered (De Fritz, 2020).

Hypothesis

1. E-Satisfactory of Service and E-Customer Satisfaction

E-service quality is a carrier furnished to customers by way of the use of the internet. Internet-based offerings make customers feel more efficient in transactions in terms of time and price. Availability of data and easy transaction is an option for the customer to make transactions via the availability of the adequate net system and community facilities in addition to guaranteed facts confidentiality. Perfect service is first-rate and is the inspiration of client pleasure. Consequently, the great of the e-provider furnished by way of the enterprise will satisfy or not the customer because the excellent carrier furnished using the organization affects customer satisfaction (Purwanto, 2022). For online groups, electronic service first-rate components should be created to shape online customer satisfaction (e-satisfaction) (Juwaini et al., 2022). Based totally on research conducted by Yanto & Anjarsari (2021) concerning online save web sites, the pleasantness of electronic offerings influences electronic satisfaction. This dating is consistent with Magdalena & Jaolis (2018) research, showing an excellent relationship between digital service quality and electronic satisfaction.

H1: there is an influence of e-service satisfaction on e-customer satisfaction

2. Promotion Free Shipping and E-Customer Satisfaction

In keeping with (Tjiptono, 2019), promotion is an attempt to inform, disseminate, impact, provide and invite the general public to become clients of a logo's products.

Philip Kotler & Keller (2019) explains that sales promotion is a hobby to persuade customers by displaying the service or product to persuade customers to buy. Recognizing the phenomenon of competition like that calls for corporations always to alternate and be capable of construct good promotions based on psychological impressions and outlines of diverse enterprise activities within the eyes of the public, based totally on their facts, responses and studies. Take delivery without an excellent marketing campaign, and it's difficult for groups to attract new customers and keep existing customers. Consequently, corporations ought to find solutions or expand techniques so that the company or enterprise's merchandise attracts marketplace attention and creates a great product's enduring effect via enforcing a free shipping method to the customer so they don't transfer to other agencies. Free shipping could be very powerful for attracting customers and getting a great reaction. Free delivery is a form of advertising for corporations accountable for shipping prices. Based on studies by Rumambi (2022), Shopee meals' customer pleasure is encouraged via free shipping prices.

H2: there is an impact of the Shopee pay free shipping promotion on e-customer satisfaction

3. Promotion of Free Shipping as a Moderating Variable among E-service Quality and E-Customer Satisfaction

To Juwaini et al. (2022), e-satisfaction is the result of an evaluation of purchaser emotions that question whether the application's online purchasing reveals meets consumer expectations or no longer. Customer e-satisfaction is the sum of their standard pleasure with purchasing their online experience and reviews of company services or products (Sasono et al., 2021). Consumer satisfaction is the principle driver of customer retention and loyalty (Philip Kotler & Keller, 2018) (Yusuf et al., 2021). Companies have to increase extra accurate techniques to draw dependable customers. The corporation must understand its competitors' position and miles equally essential to assess the enterprise's modern and future market proportion. Service quality is a vital detail of customer belief. Customer satisfaction with direct or computerized offerings is substantially stimulated through the best of the offerings furnished. Assauri (2010) presents loose shipping prices, namely sports promoting unique sales purchases. Free transport promotions offer free shipping to consumers to help clients now not refuse to save and assist customers in delivering items. So that you can persuade consumers shopping at Shopee is very attractive to shop for products at low expenses without shipping charges. Satisfied consumers will regularly keep online at Shopee. Research Nasution & Syahputra (2022) provide nice merchandising in part or simultaneously have a remarkable and full-size impact on customer satisfaction.

H3: there may be an effect of free shipping promotion as a moderator among e-service quality and e-consumer satis

METHODS

In this take a look at, association analysis was used to investigate research facts to check whether there may be a courting between or more sets of facts variables. The results of the analysis permit the research hypothesis to be generalized or not; if the H1 hypothesis is standard, the method that the research evidence shows a relationship between variables (Ghozali, 2018). The records used on this examination are primary records gathered through questionnaires dispensed on line (Google paperwork) to respondents using the purposive sampling approach, which became distributed in numerous regions of Tangerang city. The number of samples was 96, which was determined based on the Cochran method (Sugiyono, 2019). This takes a look consisting of three variables, precisely: best of digital offerings (X), free shipping promotions (Y), and electronic customer satisfaction (Z). records analysis

strategies used have been validated, and reliability tests, more than one linear regression, classical hypothesis testing (information normality, heteroscedasticity, multicollinearity, and linearity), hypothesis checking out (t-test, F test, and Sobel test), and determination tests the usage of JASP (Santoso, 2016).

RESULT AND DISCUSSION

Validity And Reliability

Table 1. Test the Validity and Reliability of Research Variables

Variables/Indicators	r statistic	Cronbach's α	Result
Free Shipping Promotion		0.796	Reliable
PGO1	0.480		Valid
PGO2	0.634		Valid
PGO3	0.697		Valid
PGO4	0.374		Valid
PGO5	0.456		Valid
PGO6	0.675		Valid
E-Service Quality		0.897	Reliable
KL1	0.770		Valid
KL2	0.799		Valid
KL3	0.499		Valid
KL4	0.664		Valid
KL5	0.720		Valid
KL6	0.578		Valid
KL7	0.729		Valid
KL8	0.758		Valid
E-Customer Satisfaction	0.770	0.815	Reliable
KP1	0.517		Valid
KP2	0.365		Valid
KP3	0.700		Valid
KP4	0.656		Valid
KP5	0.589		Valid
KP6	0.676		Valid

Source: Data of Research (2023)

Validity refers to the hassle that the object desires to measure. The instrument is anticipated to measure the item being measured accurately. To calculate every query item, it is crucial to examine the r-statistic from table 1 with the r-table (for the rule $df=n-k=30-2=28$, 0.05 is the r-table fee of 0.361) (Santoso, 2016)). From this, it can be concluded that every question in this observation is legitimate (r statistic > r desk). Reliability is used to measure an item continually and occasionally. So it can be stated that the value of consistency in the device is crucial. To measure the reliability of an tool using Cronbach alpha, it is said to be dependable if Cronbach Alpha > 0.6. In table 1 it can be said that the research instrument is dependable because of the consequences of Cronbach's Alpha > 0.6.

**Classic Assumption Test
Normality**

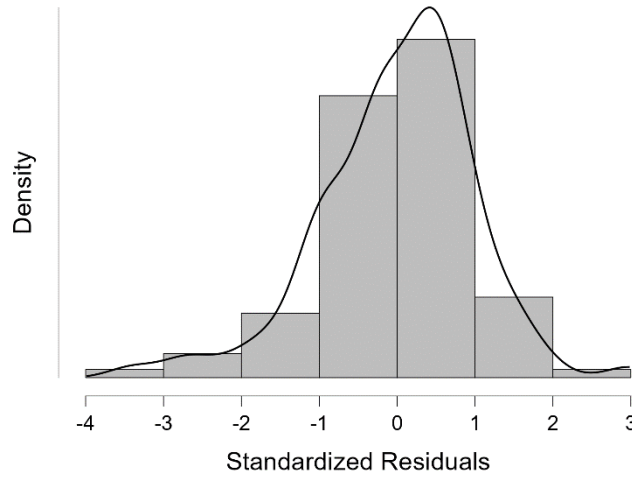


Figure 2. Standardized Residuals Histogram

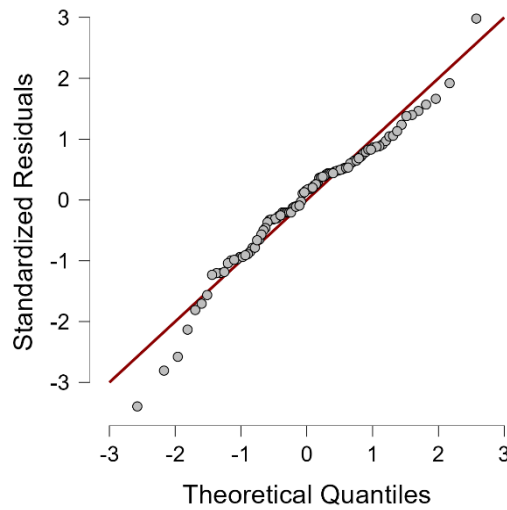


Figure 3. Q-Q Plot Residuals

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters,b	Mean	.0000000	
	Std. Deviation	.33785273	
Most Extreme Differences	Absolute	.091	
	Positive	.061	
	Negative	-.091	
Test Statistic		.091	
Asymp. Sig. (2-tailed)		.042c	
Monte Carlo Sig. (2-tailed)	Sig.	.364d	
	99% Confidence Interval	Lower Bound	.352
		Upper Bound	.376

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.

Heterokedasity

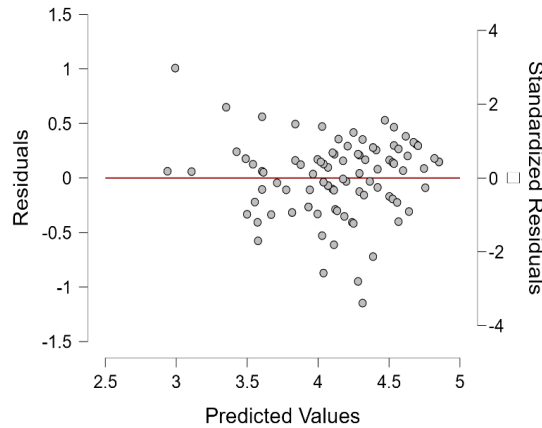


Figure 4. Scatter Plot Residuals vs. Predicted

The heteroscedasticity test checks whether or not there are variations between the residuals and different observations that are not identical. One of the regression models that fulfill the requirements is the presence of the variance of one of the residuals. Observations and others that's known as homoscedasticity. Figure 4 shows that data dissemination does not now shape a specific pattern.

Multicollinearity

Table 3. Variance Inflation Factor Test

Model		Unstandardized	Standard Error	Standardized	t	p	Collinearity Statistics	
							Tolerance	VIF
H ₀	(Intercept)	4.132	0.053		77.285	< .001		
H ₁	(Intercept)	0.941	0.276		3.411	< .001		
	Free Shipping Promotion	0.192	0.092	0.196	2.083	0.040	0.467	2.141
	E-Service Quality	0.590	0.089	0.621	6.610	< .001	0.467	2.141

Dependent Variable: E-Customer Satisfaction

It is designed to decide whether there may be a high correlation between the independent variables within more than one linear regression version. When there is a high correlation between the independent variables, the relationship between the independent and dependent variables is disturbed. Table 3, VIF < 10, does not display a correlation between the variables of electronic service quality and free shipping promotions.

Linearity

The linearity test is used to decide whether the constructed model has linear courting. Table 4 shows the Durbin-Watson results of 1,859 indicates less than 2,365 (Santoso, 2016). Then it turns out that the survey data is linear.

Tabel 4. Durbin-Watson Test

Model	R	R ²	Adjusted R ²	RMSE	Durbin-Watson		
					Autocorrelation	Statistic	p
H ₀	0.000	0.000	0.000	0.535	0.065	1.864	0.493
H ₁	0.775	0.601	0.592	0.341	0.066	1.859	0.462

Source: Data of Research (2023)

Multiple Linear Regression

The regression analysis has a relational feature to test the relationship between predictors and standards. From the consequences of JASP table 3, a couple of linear regression equation is produced;

$$Y = 0.941 + 0.192 \text{ free shipping promotion} + 0.590 \text{ e-service quality} + e$$

This shows that if the promotion of free shipping and e-service quality is 0, the e-customer satisfaction value is 0.941. While compared among postage promotion and e-quality of service, the magnitude of the effect in increasing 1 unit of the variable unit, then the value of the effect of e-quality of service is more than 0.590 devices in comparison to free shipping promotion of 0.192.

Hypothesis Testing

Based on the consequences of partial hypothesis testing in desk 3, hypothesis H1 is accepted with t statistic 26,619 > t table 1,986, it's concluded that e-service quality has a power on e-customer satisfaction. This observation strengthens research (De Fritz, 2020) (Yanto & Anjarsari, 2021). In step with (Parasuraman et al., 2005), digital service quality is the quantity to which website skills allow efficient and effective buying, shopping, and delivery of services and products. Enhancing customer satisfaction and service quality is the maximum vital precursor to satisfaction. Even other literature states that service quality and consumer satisfaction are recognized because of the essential precursors for purchaser loyalty (Brady et al., 2002). Therefore, corporations have to awareness of non-stop remarkable improvement. Shopee is sophisticated e-commerce and has grown to be the leading online keep in Indonesia. It's a marketplace-based mobile social business application (social media function) with a C2C (customer to customer) business model, i.e., the consumer can be a seller or a customer. Shopee offers wallet and e-money services to facilitate personal transactions (Shopeepay function) and offers a wide variety of products at lower priced fees, in addition to promotions, bonuses, discounts, flash discounts, and guarantees. In this manner, customers are more comfortable in terms of time and price. Likewise, the supply and completeness of data and ease of doing business are the customer's desire while using the enterprise's offerings. Therefore, it is vital for an internet save business enterprise to provide satisfactory service, which will build the service fee obtained by customers.

H2 is general with a t statistic of 2,083 > t table of 1,986, indicating that free shipping promotions influence e-customer satisfaction. The effects of the same studies have been achieved (Maghfiroh, 2021) (Rumambi, 2022). Launch numerous promotions to draw consumer attention. Shopee introduced that the free shipping promotion aims to grow interplay with consumers. Strong interactions will, in the long run, grow purchaser pride and loyalty. Customer pride is one of the maximum essential matters in phrases of commercial enterprise development and consumer appeal. Shopee needs to expand techniques to maintain purchasers' inquisitiveness about Shopee and make repeat purchases. This is the purpose for customers to shop on the online purchasing platform Shopee. Based on the simultaneous test results, it has a calculated F value of 72,936 and a p cost < 0.001 indicating that e-quality service and free shipping promotion impact e-consumer satisfaction.

Table 5. Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	p
H1	Regression	16.994	2	8.497	72.936	< .001
	Residual	11.300	97	0.116		
	Total	28.294	99			

Note. The intercept model is omitted, as no meaningful information can be shown.

Sobel Test

The Sobel test is used to decide whether or not a moderator variable in a study is a third celebration variable that changes the connection between the impartial variables and the based variable. Or it could also be defined that the moderating variable or moderating variable is a variable that could influence (toughen and weaken) the connection between the unbiased variable and the based variable. Checking out the mediation speculation may be done using the technique developed by Sobel (Abu-Bader & Jones, 2021) called the Sobel test. The Sobel test is accomplished by examining the strength of the indirect effect from X to Z to Y. The mediation effect can be concluded by evaluating the t statistical cost with the t table value. The mediating impact can be concluded if $t_{count} > t_{table}$ value. This examination tested Sobel using the Sobel test calculator for the Mediation test

hyperlink: //www.danielsoper.com /statcalc/calculator.aspx?id=31.

Table 6. Simple Linear Regression

Model		Unstandardized	Standard Error	Standardized t	p
H ₀	(Intercept)	4.122	0.054		75.874 < .001
H ₁	(Intercept)	1.256	0.274		4.591 < .001
	E-Service Quality	0.705	0.067	0.730	10.574 < .001

Dependent Variable: Free Shipping Promotion

Table 7. Multiple Linear Regression

Model		Unstandardized	Standard Error	Standardized	t	p
H ₀	(Intercept)	4.132	0.053		77.285	< .001
H ₁	(Intercept)	0.941	0.276		3.411	< .001
	Free Shipping Promotion	0.192	0.092	0.196	2.083	0.040
	E-Service Quality	0.590	0.089	0.621	6.610	< .001

Dependent Variable: E-Customer Satisfaction

It can be seen in figure 5. based totally on the Sobel test results, and the t statistic is $2.147 > t_{table}$ 1.986. This indicates that the free shipping promotion variable is a mediating variable that strengthens the effect of e-service quality on e-consumer satisfaction. Consumer satisfaction is moderated by the promotion of unfastened shipping purchases among the satisfactory offerings provided with manufacturers' aid to consumers. How do manufacturers offer a pleasing and pleasing reveal while buying products that allows you to generate feedback for clients? One of them is technological trends that have penetrated all components of existence, inflicting changes to a more excellent contemporary way of life, namely shopping for products online (Ting et al., 2016) (Juwaini et al., 2022).

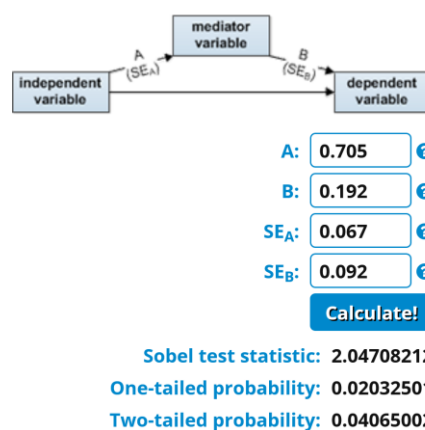


Figure 5. Sobel test results

Many consumers are hesitant to keep online because they have to pay shipping prices to purchase objects online for their houses. Shipping fees are now and then better than the charge for the products bought, which causes clients to pay transport prices for an item (Rumambi, 2022). Having several accessible shipping functions as part of the Shopee marketing mix is verified to reduce the load on the purchaser's or consumers' ability to get the product they want. Customers do not need to worry while shopping for products, and free shipping presents extra flexibility in payment. By offering free transport to consumers, consumers will sense satisfaction and ultimately impact purchasing choices (Maulana & Asra, 2019) (Istikomah & Hartono, 2022). This gives consumers confidence that purchasing at Shopee is very attractive because transport prices are now not a burden on purchasers to buy a product. Hence, product costs turn out to be less expensive.

Determination Test

Table 7. Determination Test

Model	R	R ²	Adjusted R ²	RMSE
H ₀	0.000	0.000	0.000	0.535
H ₁	0.775	0.601	0.592	0.341

Ghozali (2018) states that the coefficient of dedication (R²) is used to measure how tons the model can explain the version in the established variable. The coefficient of willpower is between zero and one. The coefficient of dedication is between 0 and 1. The determination test offers a cost of 0.601. This means that 60.1% of the variable model of digital carrier first-rate and free shipping offers can explain digital customer satisfaction.

CONCLUSION

From the study's consequences and discussion of the study, it may be concluded that customer satisfaction in online buying is partly and simultaneously influenced by the best of electronic services and free shipping promotions. Observed through loose shipping promotion, a moderating variable among digital service quality and e-consumer satisfaction while shopping online at Shopee, with a Sobel-t statistic of $2.047 > 0.05$. The effective length of digital service quality and free shipping promoting variables is 60.1% on electronic customer satisfaction. Guidelines that can be conveyed are that in phrases of excellent carrier electronics, Shopee has to be capable of providing customer ensures for product returns if a blunder takes place inside the Shopee device so that it does no longer cause purchaser harm, placement of free delivery promotional functions so that they're without problems seen and accessed through purchasers who need to make payments and while promotional gives can be fulfilled for a long time to increase customer satisfaction an excellent way to boom customer loyalty ultimately.

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