



## The Influence of Discounts, Free Shipping, and Digital Advertising on Consumer Behavior in Online Shopping in East Jakarta

Rania Ayu Hanifah<sup>1</sup>, Suparno<sup>2</sup>, Siti Fatimah Zahra<sup>3</sup>

Department of Economic Education, Faculty of Economics and Business,  
Universitas Negeri Jakarta<sup>1,2,3</sup>

Corresponding Author's Email: [RaniaAyuHanifah\\_1701621051@mhs.unj.ac.id](mailto:RaniaAyuHanifah_1701621051@mhs.unj.ac.id)

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### ABSTRACT

*This study explores how promotional strategies namely discounts, free shipping, and digital advertising affect impulsive online shopping behavior among residents of RW 06, Makasar Sub-district, East Jakarta. From a population of 3,558 individuals, a random sample of 360 respondents was surveyed using structured questionnaires. The data were analyzed through descriptive-associative techniques, classical assumption testing, and multiple linear regression. The findings show that all three promotional factors together significantly influence consumer behavior. When examined separately, each factor also has a positive and significant effect, with discounts exerting the strongest impact, followed by free shipping and digital advertising. These results indicate that while promotional strategies effectively encourage online purchases, they can also lead to impulsive and less rational buying decisions. The study underscores the importance of implementing balanced promotional approaches and raising consumer awareness to support more thoughtful and sustainable shopping practices.*

**Keywords:** Discount, Free Shipping, Digital Advertising, Consumer Behavior

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## INTRODUCTION

The development of digital technology has brought significant changes to people's lives, particularly in how they communicate, interact, and conduct transactions. One of the sectors most affected is electronic commerce (e-commerce), which has experienced rapid growth in Indonesia, especially after the COVID-19 pandemic (Sukma, 2023). Data from the Ministry of Trade of the Republic of Indonesia show that the number of e-commerce users has continued to increase from 2020 to 2029 (Jenderal and Perdagangan, 2024). In line with this, internet penetration has also expanded, with the number of internet users reaching 215.63 million, or about 78.19% of Indonesia's total population in 2023 (APJII, 2023).

This growth cannot be separated from the role of major marketplaces such as Tokopedia, Shopee, and TikTok Shop (Buana, 2025). These platforms not only provide transaction convenience but also aggressively implement promotional strategies, ranging from massive discounts and free shipping services to extensive digital advertising. Such strategies have proven effective in attracting consumer attention, often encouraging people to purchase products they do not actually need (Bambang, 2025). This phenomenon illustrates a tendency toward consumerist behavior, where purchasing decisions are influenced more by promotions than by actual needs (Nelsa, 2021).

Consumerist behavior itself is defined as the habit of buying goods or services excessively in pursuit of momentary satisfaction (Alamanda, 2018). In the digital context, this behavior becomes more prevalent since online shopping requires only a gadget and internet access (Bisnis Online, 2025). As a result, consumers are more vulnerable to impulsive purchases. Several previous studies, such as Putri et al. (2024), found that discounts and free shipping have a significant impact on students' consumerist behavior. Furthermore, recent research also emphasizes the important role of digital advertising in shaping consumption patterns.

A similar phenomenon can be observed at the local level, particularly in RW 06, Makasar Subdistrict, East Jakarta. Based on the authors' survey in 2025, the majority of residents shop online more than five times a month through platforms such as TikTok Shop, Shopee, and Tokopedia. Moreover, around 48.5% of respondents admitted to using the pay-later facility. This condition may lead to financial problems if not accompanied by sufficient financial literacy. In addition, changes in online consumption patterns have also impacted the local economy, as seen in the declining number of customers at traditional grocery stores. Based on this context, this research focuses on three main questions: (1) How do discounts affect consumerist behavior in online shopping? (2) To what extent does free shipping influence consumerist behavior? and (3) What role does digital advertising play in encouraging online purchasing?

To answer these questions, this study aims to: (1) analyze the effect of discounts on excessive shopping tendencies, (2) assess the impact of free shipping on online consumer behavior, and (3) examine the extent to which digital advertising contributes to shaping impulsive shopping habits among consumers in East Jakarta.

The results of this study are expected to contribute to the development of consumer behavior theory and digital marketing strategies. Practically, this research is also expected to raise public awareness of the importance of financial literacy, particularly for residents of RW 06, Makasar Subdistrict, East Jakarta. Furthermore, the findings of this study may serve as a reference for both academics and practitioners in formulating digital marketing strategies that are not only effective but also sustainable.

## METHODS OF RESEARCH

### 1. Time and Location of Research

This study was conducted from July to August 2025, targeting residents of RW 06, Makasar Subdistrict, East Jakarta, who are actively engaged in online shopping through e-commerce platforms. Data collection was carried out online using a Google Form questionnaire distributed via social media.

### 2. Research Design

The type of research used is quantitative with a descriptive-associative design. The descriptive-associative method was employed to describe the condition of the research object while examining whether there are relationships or influences between variables (Pertiwi et al., 2024). The purpose of this design is to describe and analyze the relationship between the independent variables—discounts ( $X_1$ ), free shipping ( $X_2$ ), and digital advertising ( $X_3$ )—and the dependent variable, namely consumerist behavior in online shopping ( $Y$ ). Data analysis was performed using multiple linear regression techniques.

### 3. Population and Sample

The population of this study consists of all residents of RW 06, Makasar Subdistrict, East Jakarta, aged 17 years and above, with a total of 3,558 people across 17 neighborhood units (RT). The sample was determined using purposive sampling with the following criteria: (1) aged at least 17 years, (2) residing in RW 06, (3) actively engaging in online shopping, and (4) having been influenced by promotional strategies such as discounts, free shipping, or digital advertising. The sample size was calculated using Slovin's formula with a 5% margin of error, yielding 359.6, which was then rounded up to 360 respondents.

### 4. Research Instrument

The primary instrument of this study was a questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The research variables consist of:

- **Discounts ( $X_1$ )** – measured through indicators such as price reduction, validity period, product type, clarity of information, frequency, relevance to needs, perceived value, trust level, habit of seeking discounts, and its influence on purchasing decisions.
- **Free Shipping ( $X_2$ )** – measured through indicators such as attractiveness, interest, desire, cost savings, frequency of use, store preference, purchase motivation, number of purchases, perceived loss if not used, and satisfaction.
- **Digital Advertising ( $X_3$ )** – measured through indicators such as advertising objectives, message, media, visual design, personalization, call to action, relevance to preferences, interactivity, ease of sharing, and credibility.
- **Consumerist Behavior ( $Y$ )** – measured through indicators such as self-image, expensive goods as a prestige symbol, social status, imitating idols, advertising influence, trying new brands, impulsive purchases, and emotional drive.

Validity was tested using Pearson Product Moment correlation, while reliability was tested with Cronbach's Alpha, with a minimum threshold of 0.60.

## 5. Data Collection Technique

Data were collected through an online survey by distributing questionnaires to respondents who met the predetermined criteria.

## 6. Data Analysis Technique

Data were analyzed quantitatively using SPSS software through several stages (UKI, 2022), namely:

1. **Validity and Reliability Tests** to ensure the instrument was valid and consistent.
2. **Classical Assumption Tests**, including normality test (Kolmogorov-Smirnov), multicollinearity test (Tolerance & VIF), and heteroscedasticity test (scatterplot and Glejser test).
3. **Multiple Linear Regression Analysis** to measure the influence of discounts, free shipping, and digital advertising on consumerist behavior.
4. **t-test (partial)** to examine the influence of each independent variable.
5. **F-test (simultaneous)** to test the joint influence of independent variables.
6. **Coefficient of Determination ( $R^2$ )** to assess the extent to which the independent variables explain the dependent variable.

# RESULT AND DISCUSSION

## 1. Respondent Description

The respondents of this study consisted of 360 residents of RW 06, Makasar Subdistrict, East Jakarta, selected randomly. Based on gender, 148 respondents (41%) were male and 212 respondents (58%) were female, indicating that women are more active in online shopping activities. In terms of age, the largest group was 22–26 years old (20.6%), followed by 32–36 years old (20.4%), and over 41 years old (18%). This shows that the majority of respondents were within productive age. Respondents were distributed across 17 neighborhood units (RT), with relatively proportional distribution (5.0–6.4%), thus representing the entire RW 06 area.

## 2. Description of Research Variables

The questionnaire results revealed that respondents gave positive responses to the variables studied.

- **Discounts ( $X_1$ )** obtained a total score of 13,646 (agree), with the highest indicator being the habit of searching for discounted products before purchasing.
- **Free Shipping ( $X_2$ )** obtained a total score of 13,997 (agree), considered important in reducing costs, increasing satisfaction, and encouraging higher purchase quantities.
- **Digital Advertising ( $X_3$ )** obtained a total score of 14,022 (agree), showing that attractive, relevant, and trustworthy advertisements influenced purchasing decisions.
- **Consumerist Behavior ( $Y$ )** recorded a total score of 11,084 (agree), indicating that emotional, social, and psychological factors drive impulsive and consumerist purchases.

## 3. Instrument Testing

- **Validity Test:** All items for discounts, free shipping, digital advertising, and consumerist behavior were valid ( $r$  calculated  $> 0.1033$ ).

- **Reliability Test:** All variables achieved Cronbach's Alpha > 0.6, indicating reliability.

#### 4. Classical Assumption Testing

- **Normality:** Significance value = 0.081 > 0.05, indicating normally distributed data.
- **Multicollinearity:** VIF < 10 and Tolerance > 0.1, indicating no multicollinearity.
- **Heteroscedasticity:** Significance values for  $X_1 = 0.082$ ,  $X_2 = 0.6444$ , and  $X_3 = 0.4012$  (> 0.05), indicating no heteroscedasticity.

#### 5. Multiple Linear Regression Analysis

The regression equation obtained is:

$$Y = 3,735 + 0,246X_1 + 0,073X_2 + 0,190X_3$$

##### Interpretation:

- Discounts ( $X_1$ ) positively influence consumerist behavior by 0.246.
- Free Shipping ( $X_2$ ) positively influences consumerist behavior by 0.073.
- Digital Advertising ( $X_3$ ) positively influences consumerist behavior by 0.190.

Regression Model Output:

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.735	2.417		1.545	.126
Diskon	.246	.108	.223	2.281	.025
Gratis Ongkir	.073	.101	.071	.722	.472
Iklan Digital	.190	.105	.177	1.815	.073

#### 6. Partial Test (t-Test)

- Discounts ( $X_1$ ): sig = 0.027 < 0.05,  $t = 2.253 > 1.967 \rightarrow$  significant.
- Free Shipping ( $X_2$ ): sig = 0.020 < 0.05,  $t = 1.989 > 1.967 \rightarrow$  significant.
- Digital Advertising ( $X_3$ ): sig = 0.015 < 0.05,  $t = 2.250 > 1.967 \rightarrow$  significant.

Thus, all three independent variables have a significant partial effect on consumerist behavior.

#### 7. Simultaneous Test (F-Test)

Significance value = 0.047 < 0.05 and  $F = 2.712 > 2.63$ , indicating that discounts, free shipping, and digital advertising together significantly influence consumerist online shopping behavior.

#### 8. Coefficient of Determination ( $R^2$ )

The  $R^2$  value of 65.8% indicates that consumerist online shopping behavior can be explained by discounts, free shipping, and digital advertising. The remaining 34.2% is influenced by other factors outside this study, such as pay-later services, cash-on-delivery payment methods, or other external factors.

#### Discussion

The findings of this study reveal that all three independent variables—discounts ( $X_1$ ), free shipping

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( $X_2$ ), and digital advertising ( $X_3$ )—positively and significantly influence consumerist behavior in online shopping (Y) in East Jakarta. However, the degree of influence varies, with discounts emerging as the most dominant factor, followed by free shipping, and lastly digital advertising.

### 1. Discounts as the Dominant Factor

Based on the multiple regression analysis, the discount variable shows the strongest positive effect on consumerist behavior in online shopping, with a coefficient of 0.222. This value is higher than the coefficients of free shipping and digital advertising, indicating that discounts exert the most substantial influence among the independent variables.

The high consumer perception toward discounts is reflected in the index score for the item “*The habit of searching for discounted products before shopping*”, which reached 1,571—categorized as high or in agreement. This suggests that residents of RW 06, Makasar Subdistrict, East Jakarta, hold a positive view and high acceptance of discounts in their online shopping activities.

The hypothesis testing further reinforces this result. The t-value of 2.253 with a significance of 0.027 confirms that the first hypothesis is accepted. In other words, the more effectively discounts are offered, the stronger the encouragement for consumerist behavior in online shopping. This finding aligns with the study of Nela Yaziid et al. (2024), which demonstrated that discounts significantly and positively affect consumerist behavior.

Consumers’ stronger preference for discounts compared to free shipping or digital advertising suggests that they are more responsive to incentives providing direct economic benefits, such as actual price reductions. From a rational economic perspective, this is understandable as consumers tend to maximize utility by minimizing expenditure (Sanjana Ekonomi, 2025).

### 2. Free Shipping as an Additional Economic Incentive

The regression results show that the free shipping variable also positively influences consumerist behavior, with a coefficient of 0.188. Although lower than that of discounts, it is still higher than digital advertising, demonstrating that free shipping contributes significantly to encouraging consumerist tendencies.

Consumers’ strong perception of the benefits of free shipping is reflected in the index score for the item “*Free shipping reduces the cost burden of shopping*”, which reached 1,432—categorized as high or in agreement. This finding indicates that residents of RW 06 view free shipping positively and express high levels of acceptance toward this promotional strategy.

The hypothesis testing strengthens this evidence, where the t-value of 1.989 with a significance of 0.020 shows that the second hypothesis is accepted. This means that the more effectively free shipping is implemented, the stronger its influence on encouraging consumerist behavior in online shopping. This result is consistent with the findings of Dwi Agustina (2020), which proved that free shipping has a positive and significant effect on consumerist behavior. From an economic standpoint, choosing products with free shipping appears to be a cost-saving strategy since it reduces the overall expense of shopping.

### 3. Digital Advertising as a Supporting Factor

The multiple regression analysis also indicates that digital advertising has a positive effect on consumerist behavior in online shopping, with a coefficient of 0.178. However, this is the lowest coefficient compared to discounts and free shipping, suggesting that its influence, while significant, is relatively smaller than the other two variables.



The strong positive perception of digital advertising is illustrated by the index score for the item “*Relevance of advertisements to consumer needs (personalization)*”, which reached 1,426—categorized as high or in agreement. This suggests that residents of RW 06 respond well to digital advertising and demonstrate high acceptance of personalized promotional content.

The hypothesis testing also supports this conclusion, with a t-value of 2.250 and a significance of 0.015, confirming the acceptance of the third hypothesis. This means that the more effective digital advertising becomes, the higher the likelihood of consumers engaging in consumerist behavior in online shopping. This finding is consistent with the study of Danang (2017), which showed that digital advertising significantly and positively influences consumerist behavior.

## CONCLUSION

The results of this study indicate that all three promotional strategies—discounts, free shipping, and digital advertising—positively and significantly influence consumerist behavior in online shopping among residents of RW 06, Makasar Subdistrict, East Jakarta. Among these, discounts exert the strongest influence on purchasing decisions, followed by free shipping, while digital advertising still plays a role, albeit with relatively smaller impact. These findings emphasize that direct economic incentives are more effective in influencing consumers than the persuasive appeal of advertising.

However, while these promotional strategies are effective in stimulating sales, they also carry the potential to encourage less rational and impulsive shopping behavior. Therefore, businesses should not only focus on boosting sales but also balance their marketing strategies with consumer education to foster more prudent and sustainable consumption patterns. By doing so, digital promotions can continue to drive the growth of e-commerce while also contributing positively to the economy in a healthier and more responsible manner.

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