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The Influence of Price, Electronic Word Of Mouth (E-WOM), Discount and Tagline "Free Shipping" on Purchase Decisions at Shopee Market Place (Case Study on Students at the Faculty of Economics and Business, Labuhanbatu University)

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Abstract

Online shopping has become a new habit in today's society and has even penetrated students. Developments in the field of technology have led to changes in students who used to only shop directly or offline now shopping online, including Universitas Labuhanbatu students. The survey method focuses on collecting data from respondents to make it easier for researchers to get the information they need. In this study, the population was students of the Faculty of Economics and Business, Universitas Labuhanbatu. This study used a purposive sampling technique, with a total sample of 50 people. Data collection techniques used a questionnaire with a Likert scale. This study shows that there is a positive effect of price on purchasing decisions, there is a positive influence of E-wom on purchasing decisions, there is a positive influence of discount on purchasing decisions, and there is a positive influence of the tagline "Gratis Ongkir" on purchasing decisions. Price, E-wom, discount, and the tagline "Gratis Ongkir" together have a positive and significant effect on purchasing decisions.

Keywords

Price, E-Wom; Discount; Tagline "Gratis Ongkir"; Purchase Intention.

Budapest Institut



I. Introduction

The internet today has become an effective and very fast means of communication. It cannot be ignored that the internet has grown and developed very rapidly as a very large means of information and communication. The internet has made people's lives easier today. One of the conveniences that can be felt by humans from the development of the internet is that humans can easily shop via online. Since the development of the internet, shopping via online has become a very popular thing for humans. Online buying and selling activities have become a trend that has penetrated the world of campuses and schools. The rapid development of the internet has shaped changes in behavior among students and also the community, including students in Labuhanbatu.

The decision to shop for students has changed since the internet, shopping online has changed the lifestyle of students, including students in Labuhanbatu. Shopping online is a form of changing student lifestyle. Purchasing, selling, and marketing are forms of utilization that can be obtained from electronic commerce or e-commerce activities. Product quality is one of the things that influence consumer decisions to be interested in buying products, product quality is something that must be considered carefully by companies, because product quality greatly affects the reputation of a company, because the better the quality of the products produced, the better the reputation. of the company. Good product quality can also increase the possibility of a company to be able to expand into the global market. So that customers can easily see the products of a store/company, online shops usually create a catalog which usually explains the ingredients used in the product and will be included in the catalog.

But not infrequently the goods received by consumers do not match the catalog in the online store. This makes some consumers prefer to shop directly at offline stores (markets or malls) rather than shopping at online stores.

There are several things that cause consumers to make a purchase or often referred to as a purchase decision. There are two types of purchasing decisions, namely rational decisions and irrational decisions. Offering a number of discounts is often used as a strategy by online businesses to attract buyers because it is considered a fairly good marketing strategy. Giving discounts is very influential in business development as we know teenagers, especially students, are very tempted by price discounts that are often offered in e-commerce, especially Shopee. Giving this discount affects students to buy products that cause sales levels to match the target or even exceed the initial sales target.

In an effort to attract the attention of customers, usually a store will do promotions through print and electronic media, the company will try to make the tagline as attractive as possible. Taglines can improve purchasing decisions by consumers. A good and effective tagline must be concise, easy to remember, and unique. Solid, that is, the tagline is made with short sentences so that it doesn't take consumers too long to read it. It is easy to remember because the tagline has certain characteristics so that it gives an impression on consumers' memory.

The tagline is one part of the ad that is made so that an ad is easy to remember by customers. Advertisements that are broadcast on television have a limited duration of time which is usually only a few seconds, this is where the tagline plays a very important role, the tagline that has a characteristic can attract customers' attention so that customers are interested in the advertised product so that it influences consumers to buy the advertised product.

The tagline is expected to give a deep impression so that a product can be remembered by consumers. The impression given by the tagline is expected to increase consumer interest in making decisions to buy the advertised product.

II. Review of Literature

2.1 Understanding E-Commerce

According to(Laudon & Traver, 2013)E-commerce is the process of buying and selling products online from sellers to customers, or between companies with the internet as an intermediary for these buying and selling transactions. E-commerce can help traditional buying and selling activities with the process of transferring and managing information, because all commercial activities require information as the core of these activities. E-commerce refers to the activity of exchanging information about a business using online data exchange, electronic mail (email), online fund transfer, and other network-based technologies. Information is sent from electronic devices to other electronic devices automatically (Al Lathifah & Widyastuti, 2018). According to Hoffman and Fodor (2010) in (Pradana, 2016) e-commerce can run smoothly by implementing the 4C principles, namely: connection, creation, consumption, and control. According to Yani in Syardiansyah (2020) performance is a result of work achieved by a person in carrying out the tasks assigned to him based on skill, experience and sincerity as well as time. However according to Kasmir (2016) that performance is the result of work and work behavior of a person in a period, usually 1 year. Then the performance can be measured by the ability to complete the tasks and responsibilities given. This means that in work contains elements of the standard that achievement must be met, so, for those who reach the standards set means good performance.

2.2 Understanding Electronic Word Of Mouth (E-WOM)

Electronic word of mouth is an explanation stated by previous consumers who have made purchase transactions at a store, where the information can be accessed for potential consumers on the internet. Although similar to word of mouth, electronic word of mouth provides many ways to share information with each other, including providing information confidentially or anonymously. (Gremler et al., 2014).

E-WOM has the meaning as a communication medium to exchange information about a product, both goods and services that have been consumed between customers who do not know each other and have never met. (Gruen et al., 2013). According to Malik (2013) in (Laksmi & Oktafani, 2016) E-WOM is a positive or negative explanation made by consumers who have purchased a product from a company via the internet.

A study conducted by (Priansa, 2016) get the results that electronic-word of mouth (e-wom) has a significant influence on purchasing decisions of a product. E-wom is a form of social communication that occurs on the internet where internet users exchange information about products online. The more intense and positive E-wom is obtained by the prospective buyer, the more likely the prospective buyer to make a purchase transaction.

2.3 Understanding Discount

Discounts are one of the tricks used by business people. This discount trick is done with the aim of keeping the money circulation of a company running as expected. Effective money circulation, the company can meet operational costs and labor costs (Wati, 2017).

2.4 Understanding Taglines

Tagline is a term in English. The word tagline itself has not been registered in the Indonesian dictionary. Quoting from the English dictionary the meaning of a tagline is a slogan. A tagline is an arrangement of several words that form a short sentence that is used to introduce or promote a brand or company to customers.

(Harminingtyas, 2013)has conducted a study showing the results that the tagline has a positive and significant effect on purchasing decisions, where this also greatly affects the decisions of consumers in making purchases of a product on e-commerce.

2.5 Understanding Purchase Decisions

(Marlius, 2017) argues that the purchase decision is an attitude taken by each individual because they find a match for a product, both goods and services that produce a sense of wanting to buy and use the product.

According to (Koesoemaningsih, 2013) the decision-making process of a consumer is a step-by-step process carried out by buyers when making product purchases, both goods and services. So the purchase decision is a decision based on the consumer's interest in a product or service and wants to buy, try, use, and use the product.

2.6 Framework of Thought



2.7 Research Hypothesis

- H1 There is a positive and significant influence between Price on purchasing decisions on the shopee marketplace.
- H2 There is a positive and significant influence between electronic word of mouth (ewom) to the decisionpurchases on the shopee marketplace.
- H3 There is a positive and significant influence between product discounts on decisions purchases on the shopee marketplace.
- H4 There is a positive and significant influence between free shipping on decisions purchases on the shopee marketplace.
- H5 Price, e-wom, product discount and free shipping have a positive and significant effect simultaneously on purchasing decisions in the shopee marketplace.

III. Research Method

The research method is a scientific way to collect and obtain data for certain purposes(D. Sugiyono, 2013). The method used in this study is a quantitative descriptive method, namely a research method to examine a predetermined population or sample. Collecting data using research instruments, statistical quantitative data analysis, which aims to test the hypotheses that have been applied.

3.1 Variable Operation

Variable operations are a scientific way to obtain data with certain aims and objectives(P. Sugiyono, 2016). This research uses quantitative methods, where this quantitative method is a scientific method that has fulfilled scientific principles, namely concrete, objective, measurable, systematic and rational. This method is called the quantitative method because the data from this study are in the form of numbers and analysis using statistics.

3.2 Data Types and Sources

The type of data used in this research is quantitative data. The data sources used in this study are 2 types of data, namely primary data and secondary data.

a. Primary data

Primary data is data that comes from the original source. This data is obtained from sources or also known as respondents. Respondents are people who are used as objects of research or people who are used as sources to collect information or data needed by researchers. The primary data in this study was obtained by filling out a questionnaire which was distributed to the respondents.

b. Secondary Data

The secondary data in this study were obtained through journals, articles, books and other internet sources related to the research.

3.3 Research Objects and Subjects

a. Object of research

The object in this study is the independent variable or the independent variable, namely price (X1), Electronic-word of mouth (X2), Discount (X3) and the Tagline "Free Shipping" (X4). Another variable that becomes the object of this research is the dependent variable or the dependent variable, namely the purchase decision (Y).

b. Research subject

The subjects in this study were students of the Faculty of Economics and Business, Labuhanbatu University who had made purchase transactions at Shopee e-commerce.

3.4 Method of collecting data

The data collection technique used in this research is a questionnaire by giving a set of written statements addressed to the respondents. In this study, answer options are provided using a Likert scale. The Likert scale itself consists of 5 alternative answers that have a variety of values that have interval properties, namely the numbers given contain the meaning of levels, namely:

- 1. SS Category (Strongly Agree) : Value 5
- 2. Category S (Agree) : Value 4
- 3. Category N (Indecisive) : Value 3
- 4. TS Category (Disagree) : Value 2
- 5. STS Category (Strongly Disagree : Value 1

3.5 Population and Sample

a.Population

According to(D. Sugiyono, 2013), population is a generalization area consisting of subjects or objects that have the quantity and characteristics that have been determined by the researcher to be studied and conclusions drawn. In this study, the population is all Shopee users at the Faculty of Economics and Business, Labuhanbatu University, who have made shopping transactions at Shopee.

b.Sample

This study uses non-probability sampling as a sampling tool, namely a sampling technique that does not provide an opportunity or opportunity for each element or member of the population to be selected as a sample. By using the purposive sampling method, namely the sampling technique with certain considerations, namely respondents who meet the criteria determined by the researcher. The reason for choosing the purposive sampling method is because not all samples have criteria according to what the researcher has

determined so that the selected sample is deliberately determined with the criteria of having made a purchase or transaction at the Shopee online store with consideration of having made a minimum of 1 purchase and being at least 18 years old (taking into account that at that age they can make good decisions).

The sample used in this study were all customers at the Faculty of Economics and Business, Labuhanbatu University who had made a purchase transaction at Shopee.

IV. Result and Discussion

4.1 Validity Test Results

The value of r table at a significance level of 5% is 0.279 and the results of testing each variable are as follows:

Variable	Question Items	r table	r count	Information
	Item 1	0.279	0.740	Valid
	Item 2	0.279	0.797	Valid
price (X1)	Item 3	0.279	0.790	Valid
	Item 4	0.279	0.646	Valid
	Item 5	0.279	0.881	Valid
	Item 1	0.279	0.814	Valid
	Item 2	0.279	0.732	Valid
E-wom (X2)	Item 3	0.279	0.898	Valid
L -wolf (X_2)	Item 4	0.279	0.661	Valid
	Item 5	0.279	0.886	Valid
	Item 1	0.279	0.749	Valid
	Item 2	0.279	0.826	Valid
Discounts (X3)	Item 3	0.279	0.761	Valid
	Item 4	0.279	0.877	Valid
	Item 5	0.279	0.776	Valid
	Item 1	0.279	0.830	Valid
Tagling "Eres Shipping"	Item 2	0.279	0.788	Valid
Tagine Free Snipping $(X4)$	Item 3	0.279	0.756	Valid
	Item 4	0.279	0.776	Valid
	Item 5	0.279	0.847	Valid
	Item 1	0.279	0.823	Valid
	Item 2	0.279	0.889	Valid
Purchase Decision (Y)	Item 3	0.279	0.844	Valid
	Item 4	0.279	0.890	Valid
	Item 5	0.279	0.778	Valid

Source: Primary Data Processed 2022 (SPSS v26)

Based on the table data above, it can be seen that all question items in each variable Price (X1), E-wom (X2), Discount (X3), Tagline "Free Shipping" (X4), and Purchase Decision (Y) have a value r arithmetic > r table (0.279), it can be concluded that the data is valid.

4.2 Reliability Test

(Ghozali, 2018) said that the reliability test is a tool to measure a questionnaire that has indicators of variables/constructs. A variable is said to be reliable if it gives a Cronbach alpha (α) value of 0.60 or greater than 0.60

4.3 Price. Variable Reliability Test

Reliability Statistics						
Cronbach's						
Alpha	N of Items					
.831	5					

Based on the table above, it can be seen that the value of Cronbach's alpha variable Price is 0.831 > 0.60, so it can be concluded that the question items in the instrument are reliable and can be used in research.

4.4 E-wom. Variable Reliability Test

Reliability Statistics						
Cronbach's						
Alpha	N of Items					
.859	5					

The table above shows that the value of Cronbach's alpha variable E-WOM is 0.859 > 0.60, so it can be concluded that the question items in the instrument are reliable and can be used in research.

4.5 Discount Variabel Variable Reliability Test

Reliability Statistics						
Cronbach's						
Alpha	N of Items					
.858	5					

Based on the table above, it can be seen that the value of Cronbach's alpha variable Discount is 0.858 > 0.60, so it can be concluded that the question items in the instrument are reliable and can be used in research.

4.6 Tagline Variable Reliability Test "Free Shipping"

Reliability Statistics							
Cronbach's							
Alpha	N of Items						
.859	5						

The table above shows that the value of Cronbach's alpha variable Tagline 'Free Shipping' is 0.859 > 0.60, so it can be concluded that the question items in the instrument are reliable and can be used in research.

4.7 Purchasing Decision Variable Reliability Test

Reliability Statistics						
Cronbach's Alpha	N of Items					
.900	5					

The table above shows that the value of Cronbach's alpha of the Purchasing Decision variable is 0.900 > 0.60, so it can be concluded that the question items in the instrument are reliable and can be used in research.

4.8 Goodness of Fit Test (F Test)

(Ghozali, 2018)said that the accuracy of the sample regression function in estimating the actual value can be measured from its Goodness Of Fit. If the probability F statistical significance value is less than 0.05 then all independent variables can predict the dependent variable well.

Goodness of Fit Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	451.150	4	112.787	67,790	.000b
	Residual	74,870	45	1,664		
	Total	526,020	49			

ANOVAa

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Tagline, E-WOM, Price, Discount

The table above shows that the F test (Goodness Of Fit) with a significance level of 0.05 obtained an F test of 0.000 < 0.05, so it can be concluded that all independent variables can predict the dependent variable well.

Based on the F test for price, E-wom, Discount and Tagline "Free Shipping" variables, it was obtained 67.790 with a significance value of 0.000, the F table value obtained using a 95% confidence level = 5%, dfl = 4 and (df2) = (nk - 1) = 50-4-1 = 45 then the value of Ftable = 2.58. A value of 67.790 > 2.58 with a significance value of <0.05 then H5 is accepted so that it can be concluded that the independent variables consist of price (X1), E-wom (X2), discount (X3), and the tagline "Free Shipping" (X4) simultaneously affects the dependent variable, namely the purchase decision (Y) on FEB students, Labuhanbatu University.

4.9 Basic Assumption Test (Normality Test)

Normality test was conducted to determine whether the data population is normally distributed or not. This test is carried out to measure data on ratio, ordinal and interval scales. In this discussion, the One Sample Kolmogorov-Smirnov test will be used using a significance level of 0.05, the data can be declared normal if the significance value is > 0.05.

Unstandardized Residual N Software Normal Parameters, b mean .0000000

One-Sample Kolmogorov-Smirnov Test

	Std. Deviation	1.23610693
Most Extreme Differences	Absolute	.114
	Positive	.114
	negative	072
Test Statistics		.114
asymp. Sig. (2-tailed)		.102c

a. Test distribution is Normal.

- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the table above, the results of the normality test using the One Sample Kolmogorov-Smirnov Test method, it can be seen that the significance value (Asynp. Sign. 2 tailed) is 0.102 > 0.05, so it can be concluded that the data is normally distributed.

4.10 Classic assumption test

a.Multicollinearity Test

The multicollinearity test is carried out to determine whether or not there is a deviation from the classic multicollinearity assumption, namely that there is a linear relationship between the independent variables in the regression model, this test model can be used by looking at the value of the variance inflation factor (VIF), if the VIF is greater than 5 (five), then the variable it has problems with other independent variables.

				Sta	andardized								
	Unstandardiz	ed Co	efficients	С	oefficients					С	ollinearity	Stati	stics
Model	В	S	td. Error		Beta		t		Sig.	То	lerance	,	VIF
(Constant)	2	.167	1	,210			1,	791		.080			
Price		.232		.102		.232	2.	288		.027		.306	3.263
E-WOM		.261		.091		.297	2.	882		.006		.297	3.363
Discount		.247		.102		.260	2.	424		.019		.276	3.625
Tagline		.181		.076		.230	2,	372		.022		.335	2,981

Coefficientsa

a. Dependent Variable: Purchase Decision

From the table above, it can be concluded that the value of Variance Inflation Factor (VIF) < 5, it can be concluded that the results in this study are free from multicollinearity.

b. Heteroscedasticity Test

Heteroscedasticity test is used to determine whether or not there is a deviation from the classical assumption of heteroscedasticity, namely the existence of variance inequality from the residuals for all observations in the regression model. In this study, the researchers used the Spearman's rho test which requires sig (2-tailed) > 0.05 so that the variables studied can be said to be free from heteroscedasticity, but if the results of sig (2-tailed) < 0.05, it can be concluded that there are deviations or symptoms of heteroscedasticity.

		Unstandardize	d Coefficients	Standardized Coefficients		
Model		В	Std. Error	Beta	Т	Sig.
1	(Constant)	2,674	.724		3,693	.001
	Price	003	.061	013	053	.958
	E-WOM	041	.054	191	750	.457
	Discount	035	.061	151	571	.571
	Tagline	005	.046	027	112	.911

Coefficientsa

a. Dependent Variable: Abs_Res

Based on the table above, it can be seen that the sig value of the Price (X1) variable is 0.958 > 0.05, Ewom (X2) 0.457 > 0.05, Discount (X3) 0.571 > 0.05 so that it can be concluded that there is no symptom of heteroscedasticity.

4.11 Hypothesis testing

a.Multiple Linear Analysis

Multiple linear regression analysis is a functional relationship or a causal relationship of two or more independent variables with one dependent variable. In this study, four variables were used, so that the form of multiple linear regression became as follows:

Y = +1 X1+2 X2 + 3 X3 + 4 X4 + e

The results of multiple linear regression analysis in this study are:

		Unstandardize	d Coefficients	Standardized Coefficients		
Model		В	Std. Error	Beta	Т	Sig.
1	(Constant)	2.167	1,210		1,791	.080
	Price	.232	.102	.232	2.288	.027
	E-WOM	.261	.091	.297	2.882	.006
	Discount	.247	.102	.260	2.424	.019
	Tagline	.181	.076	.230	2,372	.022

Coefficientsa

a. Dependent Variable: Purchase Decision

Based on the table above the results of multiple linear regression analysis can be seen multiple linear analysis as follows:

Y= 2.167 + 0.232 X1 + 0.261 X2 + 247 X3 + 0,181 X4 + e

Based on these data, it can be interpreted as follows:

- 1) The constant value in the regression equation is 2.167, meaning that if the variables X1, X2, X3, and X4 are equal to 0 (zero), then the value of Y (Purchase Decision) is 2.167.
- 2) The regression coefficient of X1 (Price) is +0.232, which means that the relationship between the variables X1 (Price) and Y (Purchase Decision) is positive (unidirectional)
- 3) The regression coefficient X2 (E-wom) of +0.261 means that the relationship between the variables X2 (E-wom) and Y (purchase decisions) is positive (unidirectional)

- 4) The X3 (Discount) Regression Coefficient of +0.247 means that the relationship between the X3 (Discount) variable and Y (Purchase Decision) is positive (unidirectional)
- 5) Regression coefficient X4 (Tagline "Free Shipping") of +0.181 means that the relationship between the X4 variable (Tagline "Free Shipping") and Y (Purchase Decision) is positive (unidirectional)

b. t test (partial)

Partial test was conducted to find out each independent variable that has an influence or not on the dependent variable and then it can be seen that the dominant independent variable has an effect on the dependent variable with = 0.05. The test criteria are:

1) If the significance value < 0.05 then H1, H2, H3, H4, H5 accepted

2) If the significance value 0.05 then H1, H2, H3, H4, H5 rejected

				Standardized		
		Unstandardize	ed Coefficients	Coefficients		
Model		В	Std. Error	Beta	Т	Sig.
1	(Constant)	2.167	1,210		1,791	.080
	Price	.232	.102	.232	2.288	.027
	E-WOM	.261	.091	.297	2.882	.006
	Discount	.247	.102	.260	2.424	.019
	Tagline	.181	.076	.230	2,372	.022

Coefficientsa

T Test Results (Partial)

a. Dependent Variable: Purchase Decision

Based on the table above, it can be concluded that:

- 1) In testing the hypothesis of the effect of price on purchasing decisions, the results of the t test on the price variable (X1) have a significance value of 0.027 <0.05, which means that price has a positive and significant effect on purchasing decisions on e-commerce Shopee for students of the Faculty of Economics and Business, University Labuhanbatu, then H1 is accepted.
- 2) In testing the hypothesis of the influence of E-WOM on purchasing decisions, the results of the t-test are obtained, namely the E-WOM variable (X2) has a significance value of 0.006 <0.05, which means that E-WOM has a positive and significant effect on purchasing decisions on e-commerce Shopee at student of the Faculty of Economics and Business, Labuhanbatu University, then H2 is accepted.
- 3) In testing the hypothesis of the effect of Discount on purchasing decisions, the results of the t test are obtained, namely the discount variable (X3) has a significance value of 0.019, 0.05 which can be concluded that Discount has a positive and significant effect on purchasing decisions on e-commerce Shopee in students of the Faculty of Economics and Business, Labuhanbatu University, then H3 is accepted.
- 4) In testing the hypothesis of the Tagline variable "Free Shipping" on purchasing decisions, the results of the t-test are obtained, namely the Taglina variable "Free Ongkir" (X4) has a significance value of 0.022 <0.05 which means that the Tagline "Free Shipping" has a positive and significant effect on decisions purchases on Shopee e-commerce on students of the Faculty of Economics and Business, Labuhanbatu University, then H4 is accepted.</p>

4.12 Coefficient of Determination (AdjustedR2)

The coefficient of determination R2 is used to measure how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is zero and one. A small value of R2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict changes in the dependent variable.

The following are the results of the Coefficient of Determination Test:

			,	
			Adjusted R	Std. Error of the
Model	R	R Square	Square	Estimate
1	.926a	.858	.845	1.28988

Model Sur	mmary
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a. Predictors: (Constant), Tagline, E-WOM, Price, Discount

From the table above, it can be concluded that the coefficient of determination (Adjusted R square) is 0.845 or (84.5%). This means that purchasing decisions are influenced by price, E-wom, discounts and the "Free Shipping" tagline, while the remaining 15.5% Purchase decisions are influenced by other variables not included in this study.

V. Conclusion

Based on the results of the analysis that has been carried out on the variables Price, E-wom, Discount and the "Free Shipping" Tagline on Purchase Decisions at Shopee Market Place (Case Study on Students of the Faculty of Economics and Business, Labuhanbatu University) it can be concluded as follows:

- 1. Price has a positive and significant effect on purchasing decisions. This proves that the more affordable the price of a product will increase the purchasing decisions of FEB students at Labuhanbatu University, so H1 is accepted.
- 2. Electronic-Word of Mouth has a positive and significant effect on Purchase Decisions. This proves that the better the reviews that consumers give to a product, the higher the Purchase Decision for FEB students, Labuhanbatu University, then H2 is accepted.
- 3. Discount has a positive and significant effect on purchasing decisions of FEB students at Labuhanbatu University, the greater the discount given, the more consumers' decisions to make purchase transactions, then H3 is accepted.
- 4. The tagline "Free Shipping" has a positive and significant effect on purchasing decisions for FEB students at Labuhanbatu University, so H4 is accepted.
- 5. Simultaneously, all variables have a simultaneous effect on purchasing decisions. This shows that price, E-wom, discount and the "Free Shipping" tagline simultaneously have a positive and significant effect on purchasing decisions for FEB students at Labuhanbatu University.

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