

The Effect of Free Shipping Promotion and Customer Trust on Shopee Customer Loyalty of Students of Management Study Program, Tribhuwana Tunggadewi University, Malang

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INDEXING	ABSTRACT
<p>Keywords: Keyword 1; Free Shipping Promotion Keyword 2; Customer Trust Keyword 3; Customer Loyalty Keyword 4; e-commerce Keyword 5; Shopee</p>	<p>The development of digital technology is driving the growth of e-commerce in Indonesia, including Shopee, which has become a popular online shopping platform among students. Increasingly fierce competition between e-commerce platforms requires companies to implement effective marketing strategies to attract and retain customers. This study aims to analyze the effect of free shipping promotions and customer trust on Shopee customer loyalty among students. The research method used is a quantitative approach with data collection techniques through distributing questionnaires to student respondents. Data analysis was conducted using multiple linear regression tests to determine the effect of each independent variable on the dependent variable. The results show that free shipping promotions and customer trust have a positive and significant effect on customer loyalty, both partially and simultaneously. Customer trust is the variable that has the most dominant influence in increasing loyalty. These findings indicate that appropriate promotional strategies and increasing customer trust are crucial in maintaining customer loyalty on e-commerce platforms.</p>

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INTRODUCTION

The development of digital technology has brought about major changes in consumer behavior and various attractive offers from online shopping platforms. The presence of e-commerce in Indonesia is increasing rapidly, such as the shopee application which has become one of the most popular online shopping among students. Competition between e-commerce platforms is becoming increasingly tight, so companies need to create strategies that can attract and retain customers to remain loyal. Farhah (2024).

A business must employ the right marketing strategy to increase sales and ensure its survival, bridging the gap between customers and producers. Preparing promotional campaigns to introduce their products to customers is an excellent marketing tactic. (Gunawan, 2024)

One of Shopee's key roles in attracting consumers is its free shipping promotion. This feature provides students with reduced shipping costs, making prices more affordable. For students, free shipping is a significant help in alleviating budget constraints. This promotion can also encourage repeat purchases (Nia, Yacob, and Khalik, 2025).

Besides free shipping promotions, customer trust also plays a crucial role in determining loyalty. Students will feel comfortable shopping because they trust the security of transactions and the authenticity of products. Shopee is also committed to resolving issues. Trust is crucial because e-commerce transactions carry risks, such as fraud, product inconsistencies, and late delivery. For students, security and trust are crucial when choosing an online shopping platform (Mardhiyah and Hariasih, 2024).

Further research by Alim, Zufriah, & Fathoni (2025) found that free shipping vouchers not only influence purchasing decisions but also strengthen customer loyalty. Dewi, Siregar, & Wibowo (2025) studied Gen Z students and found that the combination of cashback and free shipping significantly increased Shopee user loyalty.

Previous research has studied a lot of free shipping promotions and customer trust on consumer loyalty, but there are still few studies on the Unitri campus, especially in 2025. Thus, this research provides a significant contribution to the science of marketing management. Therefore, it is interesting to conduct research on "The Effect of Free Shipping Promotions and Customer Trust on Shopee Customer Loyalty Among Management Study Program Students at Tribhuwana Tunggal University", with the aim of knowing to what extent these two factors can influence Shopee customer loyalty among students.

LITERATURE REVIEW

1. Marketing Management

According to Kotler and Keller (2016:5), marketing management is a combination of art and science in identifying target markets and attracting, maintaining, and expanding customers by creating, delivering, and communicating superior customer value. Meanwhile, According to Tjiptono (2017:3), marketing management is a process that involves analyzing, planning, implementing, and controlling programs aimed at creating, developing, and sustaining profitable exchanges with target markets to achieve organizational objectives.

Kotler and Armstrong (2018) state that the marketing mix is a set of tactical marketing tools that companies combine to generate the desired response in the target market. The classic marketing mix elements are known as the 4Ps, namely:

1. Product – goods or services offered to the market.
2. Price (Price) – the amount of money a customer must pay to obtain a product.
3. Place (Distribution) – company activities that make products available to target customers.
4. Promotion – activities that communicate the benefits of a product and persuade customers to buy it.

In this study, free shipping promotion is the main focus because it is one of the important variables in creating customer trust and loyalty towards Shopee.

Definition of Promotion

Kotler and Keller (2016:512) state that promotion is an activity designed to inform, persuade, and remind consumers about a product or service so that they are willing to buy it. Meanwhile, Tjiptono (2017:223) states that promotion is a company's effort to communicate the benefits of a product or service with the aim of influencing consumer behavior to make a purchase.

Promotion serves to build brand awareness, attract new customers, and retain existing customers through effective communication.

Free Shipping Promo

Himayati (2008:34) states that shipping costs are the costs of delivering goods or services collected by sellers from customers during the buying and selling process, with the shipping costs charged to customers. In online buying and selling, sellers will differentiate shipping costs for buyers based on the weight and dimensions of the product purchased. Therefore, buyers will transfer money for the product plus shipping costs. This shipping cost is commonly referred to as postage or ongkir.

Understanding Trust

Halid & Juanna (2018) State that trust is consumer knowledge about an object, its characteristics and its benefits related to the existence of trust between the first party and the second party where the second party behaves in such a way that brings positive results to the first party or vice versa. Meanwhile, Soleh & Wahyuni (2018) Explain that trust is a knowledge possessed by consumers related to attributes, objects and their benefits. Based on the definition above, it is concluded that trust is the pillar of a business that can build and create consumers who are an important factor in realizing customer loyalty.

Customer Loyalty

Consumer loyalty is something that influences a company's existence. It can maintain consumer loyalty to the products we produce. Here are the definitions from several theorists (Andrian, 2012):

- a. Oliver, explains the meaning of consumer loyalty. Customer loyalty is held firmly to repurchase/resubscribe to a preferred product/service consistently. Although the influence of situations and marketing efforts have the potential to cause behavioral changes. Which means that loyalty is a deep consumer commitment to subscribe to a product/service until the future despite market influences that cause behavioral changes.
- b. Consumer loyalty is a variety of consumer behaviors that indicate a motivation to maintain a relationship with a company, including allocating more money to service providers and making repeat purchases.
- c. Schiffman, and Muhammad Adam, (2015), explain that consumer loyalty is a consumer's commitment to a product/service which is measured by repeat purchases of the product or service.

From the various definitions of experts, it can be concluded that customer loyalty is a loyalty shown by customers by means of repeat purchases to the point of recommending to the general public as a very profitable form of reciprocity for the organization or company.

RESEARCH METHOD

Research Location

The research was conducted at Tribhuwana Tungadewi University, Malang, Telaga Warna Street, Tlogomas, Lowokwaru District, Malang City, East Java 65144. The research was conducted from November 2025 to March 2026, with the research subjects being active students who had made purchases on Shopee.

Data source

This research uses several data sources, namely primary data sources and secondary data sources.

- a. Primary Data Arikunto (2013:172) states that primary data is data obtained directly

from primary sources in the field. In this study, primary data was obtained by distributing questionnaires to respondents, namely Tribhuwana Tunggaladewi University students who use the Shopee application.

The questionnaire contains statements related to the variables:

1. Free shipping promotion (X_1)
2. Customer trust (X_2)
3. Customer loyalty (Y)

Each statement is measured using a Likert scale (1–5), ranging from strongly disagree to strongly agree. Primary data is used because it is considered the most accurate in describing respondents' direct perceptions of the phenomenon being studied.

b. Data Seconds

Nazir (2014:55) states that secondary data is data obtained or collected by researchers from various existing sources, whether in the form of literature, journals, research reports, or other official documents.

In this study, secondary data was obtained from:

1. Research methodology books (Sugiyono, Arikunto, Umar, Ghozali).
2. Scientific journal related to promotion, trust, and customer loyalty.
3. Official reports and publications from the Shopee Indonesia website (www.shopee.co.id) and national E-commerce statistics sources such as We Are Social or Statista.

Secondary data is used to strengthen the theoretical basis, support the analysis of research results, and compare field findings with previous research.

Population

According to Sugiyono (2019:126), population refers to a generalization area that includes objects or subjects with specific characteristics and qualities determined by the researcher to be studied, from which conclusions can be drawn.

In this study, the population is Tribhuwana Tunggaladewi University students, Management Study Program Class of 2022 who use Shopee for online shopping. Based on data obtained from the Head of the Management Study Program (KPS) Mr. Moh. Askiyanto., SE.MM. At Tribhuwana Tunggaladewi University Malang, the total population of management students is 269 people. This data collection was recorded on December 22, 2025.

This population was chosen because students are an active consumer group in using E-commerce applications such as Shopee, especially in taking advantage of free shipping promotions and building trust in digital platforms.

Sample

Arikunto (2013:174) states that a sample is a portion or representative of the population being studied. The sampling technique applied in this study is purposive sampling, which refers to a method of selecting samples based on specific considerations or predetermined criteria. Sugiyono (2017:85) states that purposive sampling is used when researchers want to select samples with specific criteria deemed capable of providing data relevant to the research objectives.

The respondent criteria in this study are:

1. Active students of Tribhuwana Tunggaladewi University Management Study Program in 2022
2. Have made purchases through the Shopee application at least 3 times in the last 1-

2 months.

These criteria are set so that respondents truly have sufficient shopping experience to assess promotions, trust, and customer loyalty. Determining the Number of Samples.

The number of samples in this study was determined using the Slovin formula (Umar, 2013:78), namely:

$$n = \frac{N1+Yes2}{\dots}$$

Information:

= number of samples

= population size

= error tolerance

With a 5% (0.05) error rate, a sample size of approximately 100 respondents was obtained. The selection of 100 respondents is also in accordance with Roscoe's (1975) recommendation in Sekaran (2014), which states that a sample size between 30 and 500 is considered adequate for quantitative research with statistical analysis, such as regression analysis using SPSS.

Data Collection Techniques

Sugiyono (2019:137), data collection techniques are a crucial step in the research process, as the primary objective of research is to obtain data. Without a proper understanding of data collection methods, researchers may struggle to acquire data that is accurate and relevant to the needs of the study. The data collection techniques used in this study are as follows:

Questionnaire

The primary method in this research is a questionnaire, a data collection technique that involves providing respondents with a set of written questions or statements to answer. Arikunto (2013:194), a questionnaire is a set of written questions designed to gather information from respondents about themselves or the things they are familiar with. Meanwhile, Sekaran and Bougie (2016) explain that questionnaires are effective in quantitative research because they can collect data from a large number of respondents in a relatively short time.

In this study, the questionnaire was compiled using a Likert scale with five answer choices to measure the level of respondents' agreement with the statements presented.

Documentation

In addition to questionnaires, data collection techniques also include documentation studies. Nazir (2014:73) states that documentation is data collection by reviewing existing documents or records, such as reports, literature, archives, and secondary data from relevant institutions. Sugiyono (2021) states that documentation strengthens research data because it is tangible and verifiable. Moleong (2019) emphasizes that documents serve as supporting evidence that clarifies observational results. Putra & Sari (2023) demonstrate that documentation is highly relevant in marketplace research because promotions are displayed visually in the application.

Observation (Supporting)

As a complement, researchers also conducted non-participant observation to understand Shopee usage patterns among students on campus. Sugiyono (2019:145) states that non-participant observation is conducted when the researcher is not directly involved in the research object's activities but only acts as an independent observer. This observation helps

researchers strengthen the questionnaire interpretation results with data on students' actual behavior when using the Shopee application.

Data Analysis Techniques

Sugiyono (2019:147), data analysis is a stage carried out after all data from respondents or other sources have been collected. This process includes grouping data based on variables and types of respondents, organizing data into tables, presenting the data, and performing calculations to address the research problem formulation. This study uses quantitative data analysis with the help of IBM SPSS (Statistical Package for the Social Sciences) software version 25 to determine the effect of free shipping promotions (X_1) and customer trust (X_2) on customer loyalty (Y).

Research Instrument Testing

Before the data is analyzed further, data quality testing is carried out, including:

Validity Test

Validity test is used to measure the extent to which the research instrument (questionnaire) is able to measure what should be measured. Ghozali (2018:52), states that the instrument is said to be valid if the correlation value between the question item score and the total score is greater than r table ($r_{\text{count}} > r_{\text{table}}$). The Pearson correlation formula is used to test the validity of each statement item.

Reliability Test

Reliability testing is carried out to assess the extent to which measurement results remain consistent when the measurements are repeated. hozali (2018:46), a variable is considered reliable if its Cronbach's Alpha value exceeds 0.60. Reliability is tested using SPSS through the Reliability Analysis (Cronbach's Alpha) menu.

Classical Assumption Test

Before conducting regression, the model is first tested to ensure that it meets the classical assumptions of multiple linear regression, namely:

a. Normality Test

The aim is to determine whether the residual data is normally distributed. Ghozali (2018:160), normality testing can be carried out using the Kolmogorov-Smirnov method or by examining the Normal P-P Plot. The data are considered normally distributed if the significance value (Sig.) is greater than 0.05.

b. Multicollinearity Test

This test is used to determine whether there is a strong correlation among independent variables. A model is considered free from multicollinearity issues if the VIF value is less than 10 and the Tolerance value is greater than 0.10 (Ghozali, 2018:105).

c. Heteroscedasticity Test

The aim is to see whether there is inequality in residual variance between observations. The test is performed using a scatterplot or the Glejser test. The model is free of heteroscedasticity if the Sig. value is > 0.05 (Ghozali, 2018:137).

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine both the simultaneous and partial effects of free shipping promotions (X_1) and customer trust (X_2) on customer loyalty (Y).

General equation of multiple linear regression:

$$AND = a + b_1X_1 + b_2X_2 +$$

Information:

AND= Dependent Variable Customer Loyalty

a= Constant (value of Y when X₁ and X₂ = 0)

b₁, b₂= Regression coefficient for each independent variable

X₁= Free shipping promotion

X₂ = Customer trust

This analysis was performed using SPSS → Analyze → Regression → Linear.

Hypothesis Testing

a) t-test (Partial)

The t-test is used to determine the effect of each independent variable on the dependent variable. Ghozali (2018:98) states that the testing criteria are:

1. If Sig. < 0.05, then the independent variable has a significant effect on the dependent variable.
2. If Sig. > 0.05, then there is no significant effect.

H1= It is suspected that free shipping promotion (X₁) has a positive and significant effect on customer loyalty (Y) among management study program students.

H2= It is suspected that customer trust (X₂) has a positive and significant influence on customer loyalty (Y) among management study program students.

b) F Test (Simultaneous)

The F test is used to determine whether all independent variables together have an effect on the dependent variable. Testing criteria (Ghozali, 2018:102):

1. If Sig. < 0.05, then the regression model is feasible and has a significant effect.
2. If Sig. > 0.05, then there is no simultaneous influence.

H3= It is suspected that free shipping promotions (X₁) and customer trust (X₂) together have a positive and significant influence on customer loyalty (Y) among management study program students.

c) Test of the Coefficient of Determination (R²)

The coefficient of determination is used to measure how much the independent variable contributes to the dependent variable. The coefficient of determination test is used to assess how far independent variables are able to explain the variation in the dependent variable, either partially or simultaneously. The value of the coefficient of determination ranges from zero to one ($0 < R^2 < 1$). A low R² value indicates that the ability of independent variables to explain the variation in the dependent variable is very limited. Conversely, when the R² value is close to one, it means that the independent variables provide nearly all the information needed to predict the variation in the dependent variable. The R² value ranges from 0–1, the closer it is to 1, the greater the model's ability to explain the dependent variable (Ghozali, 2018:97).

RESULT AND DISCUSSION

Overview of Research Location

This research is about "The Influence of Free Shipping Promotion and Customer Trust on Shopee Customer Loyalty for Management Study Program Students at Tribhuwana Tunggaladewi University". The Management Study Program at Tribhuwana Tunggaladewi University (UNITRI) is part of the Faculty of Economics which is committed to producing competent graduates in the field of management with a people-based approach. This program is designed to equip students with in-depth managerial knowledge, strategic analysis skills, and practical skills in business and organizational management. Through a competency-based curriculum, applied research, and community service, the Management Study Program prepares graduates who are able to compete in the world of work, become entrepreneurs, or continue to higher education.

Respondent Identity Description

The description of the respondents' identities in this study can be in the form of gender, Shopee users, and frequency of Shopee use, which are described as follows.

Table 1 Description of Respondent Identity in Terms of Gender

No.	Gender	Frequency	%
1	Man	49	49,0
2	Woman	51	51,0
Total		100	100

Source: Processed data, 2026

Based on table 4.1, it is known that of the total sample of 100 respondents in this study, the majority were female, namely 51 people (51%).

Table 2 Description of Respondents' Identities as Shopee Users

No.	Shopee users	Frequency	%
1	Of	100	100
2	No	-	0
Total		100	100

Source: Processed data, 2026

Based on table 2, it is known that of the total sample of respondents in this study, there were 100 people, all of them (100%).

Table 3 Description of Respondents' Identities in the Form of Frequency of Using Shopee

No.	Frequency of Using Shopee	Frequency	%
1	<1 month	42	42,0
2	1-2 months	31	31,0
3	>2 months	27	27,0
Total		100	100

Source: Processed data, 2026

Based on table 3, it is known that from the total sample of 100 respondents in this study, almost half of them have used Shopee for shopping for <1 month, namely 42 people (42.0%).

Questionnaire Validity and Reliability Test

1. Validity Test

Validity testing is conducted to evaluate the extent to which a questionnaire measures what it is intended to measure. A questionnaire is considered valid if each of its items is able

to represent the variable being studied. The validity test is performed by comparing the calculated r-value (r-count) with the r-table value. The results of the validity test are presented in the following table.

Table 4 Validity Test

Variables	Statement	r _{count}	r _{table}	Is.
Free shipping promotion (X ₁)	X _{1.1}	0,703	0,198	Valid
	X _{1.2}	0,800	0,198	Valid
	X _{1.3}	0,833	0,198	Valid
	X _{1.4}	0,787	0,198	Valid
	X _{1.5}	0,675	0,198	Valid
Free shipping promotion for work (X ₂)	X _{1.4}	0,908	0,198	Valid
	X _{2.2}	0,838	0,198	Valid
	X _{2.3}	0,932	0,198	Valid
	X _{1.4}	0,853	0,198	Valid
	X _{1.5}	0,907	0,198	Valid
Employee performance (Y)	AND _{.1}	0,873	0,198	Valid
	AND _{.2}	0,903	0,198	Valid
	AND _{.3}	0,863	0,198	Valid
	AND _{.4}	0,901	0,198	Valid
	AND _{.5}	0,918	0,198	Valid

Source: Processed data, 2026

Based on Table 4, it shows that all question items from the free shipping promotion variable (X₁), customer trust (X₂), and Shopee customer loyalty (Y) each have an r value_{count} > r_{table} which is the value of r_{table} of 44 samples is 0.198 with a significant value of less than 5% (pvalue < 0.05), so it can be said that all question items are valid.

2. Reliability Test

Measuring the reliability of the questionnaire to determine whether the results of the data measurement obtained meet the reliability requirements or not. Reliability criteria using *cronbach alpha* is when the correlation result *alphag* greater than 0.6, the instrument is said to be reliable, and vice versa. The results of the reliability test are presented in the following table.

Table 5 Reliability Test

Variables	Cronbach's Alpha	Alpha	Is.
Free shipping promotion (X ₁)	0,770	0,600	Reliable
Customer trust (X ₂)	0,777	0,600	Reliable
Shopee customer loyalty (Y)	0,774	0,600	Reliable

Source: Processed data, 2026

Based on Table 5, it shows that the free shipping promotion variable (X₁), customer trust (X₂), and Shopee customer loyalty (Y), each of which has a value *cronbach's alphag* greater than 0.6. This means that the statement items for all variables are declared reliable.

Data analysis

1. Classical Assumption Test

a. Normality Test

The normality test aims to determine whether the data used is normally distributed

or not. This test uses *Kolmogorov Smirnov Test* against each variable using *level of significant* (α) 5%, the data is presented as follows.

Table 6 Normality Test (Kolmogorof Smirnov Test)

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.50946488
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.070
Test Statistic		.097
Asymp. Sig. (2-tailed)		.200c

Source: Processed data, 2026

Based on Table 6, it shows the results of the normality test using *Kolmogorof Smirnov Test* significant value of $0.200 > 0.05$ was obtained so it can be concluded that the data used is normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to determine whether one independent variable in a regression is perfectly or nearly perfectly correlated with another. A good regression model should have no correlation between the independent variables. To detect the presence of multicollinearity, see: *Value Inflation Factor* (VIF). If the VIF value is > 10.0 , multicollinearity occurs. Conversely, if the VIF is < 10.0 , multicollinearity does not occur. In this study, the VIF values obtained are as shown in the following table:

Table 7 Multicollinearity Test

Variables	Tolerance	VIF	Information
Free shipping promotion (X) ₁	0,921	1,085	Non-Multicollinearity
Customer trust (X) ₂	0,921	1,085	Non-Multicollinearity

Source: Processed data, 2024

Based on Table 7, it shows that each independent variable consisting of gender (X₁), IPK (X₂), parents' income (X₃), student income (X₄), parental education (X₅), and force (X₆) has a value *tolerance* $0.921 > 0.10$ and VIF value $1.085 < 10.0$ so it can be concluded that the independent variable does not show symptoms of multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test is intended to determine whether there are differences in residual variance in the regression model across observations. In this study, the test is conducted using the Glejser method. If the significance value is greater than 0.05, it can be concluded that the regression model does not exhibit heteroscedasticity. On the other hand, if the significance value is less than 0.05, it indicates the presence of heteroscedasticity. To identify whether this issue occurs, refer to the following table. following.

Table 8 Heteroscedasticity Test (Gledser Test)

Variables	Significant	Information
Free shipping promotion (X) ₁	0,315	There is no heteroscedasticity
Customer trust (X) ₂	0,101	There is no heteroscedasticity

Source: Processed data, 2026

Based on Table 8, it shows that each independent variable has a significant value of more than 0.05 so it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression

Multiple linear regression analysis is used to determine the extent of the influence of independent variables on dependent variables.

Table 9 Multiple Linear Regression Analysis

Variables	Unstandardized Coefficients		Standardized Coefficients Beta	Is.
	B	Std. Error	Beta	
Permanent	6,954	2.746		
Free shipping promotion (X ₁)	0,408	0,125	0,243	Positive
Customer trust (X ₂)	0,719	0,090	0,599	Positive

Source: Processed data, 2026

Based on Table 9, the following multiple regression equation model was created:

$$Y = a + b_1X_1 + b_2X_2 + \text{and}$$

$$Y = 6,954a + 0,408X_1 + 0.719X_2$$

Based on the regression equation above, it can be explained as follows:

- The constant of 6.954 means that if the value of the free shipping promotion variable (X₁) and customer trust (X₂) the value is 0, then the value of the Shopee customer loyalty variable (Y) is 6.954,
- Regression coefficient of free shipping promotion variable (X₁) of 0.408 means that if the free shipping promotion variable (X₁) increases by 1, then the Shopee customer loyalty variable (Y) will increase by 0.408. Conversely, if the free shipping promotion (X) increases by 0.408 ...1) decreases by 1, then the Shopee customer loyalty variable (Y) will decrease by 0.408. The results of this regression analysis indicate that free shipping promotions have a positive effect on Shopee customer loyalty.
- Regression coefficient of customer trust variable (X₂) of 0.719 means that if the customer trust variable (X₂) increases by 1, then the Shopee customer loyalty variable (Y) will increase by 0.719. Conversely, if customer trust (X₁) decreases by 1, then the Shopee customer loyalty variable (Y) will decrease by 0.719. The results of this regression analysis indicate that customer trust has a positive effect on Shopee customer loyalty.

Coefficient of Determination Test (R²)

Coefficient of determination (R²) essentially measures the extent to which the model is able to explain the variation of the independent variable in relation to the dependent variable. The results of the coefficient of determination test (R²) is presented in the following table.

Table 10 Test of the Coefficient of Determination (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,707 ^a	0,500	0,490	2.53520

Source: Processed data, 2026

Based on Table 10, it shows that the results of the simple regression analysis produce a value *R Square* (R²) is 0.500, which means that the contribution of the influence of the variable Free shipping promotion and customer trust in Shopee customer loyalty of 50.0%

and the remaining 0.500 (50.5%) is influenced by other factors or variables that were not studied.

Hypothesis Testing

a. t-test (Partial)

A t-test was conducted to determine the partial influence of free shipping promotions and customer trust on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University. The magnitude of the influence of the independent variables on the dependent variable can be seen in the following table.

Table 11 Results of the t-Test (Partial)

Variables	t_{count}	t_{table}	Sig t
Free shipping promotion (X_1)	3,254	1,985	0,002
Customer trust (X_2)	8,016	1,985	0,000

Source: Processed data, 2026

Based on Table 11, the results of hypothesis testing using the t-test are as follows:

1. Free shipping promotion variable (X_1) has a t value $t_{count} > t_{table}$ ($3.254 > 1.985$) with a significance value of 0.002 ($p \text{ value} < 0.05$) so it can be concluded that the hypothesis H_1 accepted, meaning that partially free shipping promotion has a significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University.
2. Customer trust variable (X_2) has a t value $t_{count} > t_{table}$ ($8.016 > 1.985$) with a significance value of 0.000 ($p \text{ value} < 0.05$) so it can be concluded that the hypothesis H_2 accepted, meaning that partially customer trust has a significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University.

b. F Test (Simultaneous)

The F test was conducted to determine the simultaneous (together) influence of the free shipping promotion variable and customer trust on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University, by comparing F_{count} and F_{table} as follows.

Table 12 F Test (Simultaneous)

Variables	F_{count}	F_{table}	Mr. F
Free shipping promotion (X_1)	48,559	3,090	0,000
Customer trust (X_2)			

Source: Processed data, 2026

Based on table 12, it is known that the free shipping promotion variable (X_1) and customer trust (X_2) has an F value $F_{count} > F_{table}$ ($48.559 > 3.090$) with a significance value of 0.000 ($p \text{ value} < 0.05$). So it can be concluded that the hypothesis H_3 accepted, namely free shipping promotion and customer trust simultaneously (together) have a significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University.

Discussion

The Impact of Free Shipping Promotions on Shopee Customer Loyalty

According to Tjiptono (2017:223), promotion is a company's effort to communicate the benefits of a product or service with the aim of influencing consumer behavior to make a purchase. The results of testing the first hypothesis (H₁) proves that partially free shipping promotion has a significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University. The results of multiple regression analysis obtained a positive coefficient value, indicating that there is a positive influence of the free shipping promotion variable on Shopee customer loyalty. The findings of this study provide the meaning that free shipping promotion is able to encourage customers to make repeat purchases (*repeat purchase*), demonstrate commitment to the platform, and recommend Shopee to others.

The findings of this study are consistent with previous research conducted by Purwoko et al. (2025), which concluded that flash sale and free shipping variables have a significant effect on product purchase decisions in e-commerce among Generation Z in Salatiga City. Karmila and Nuryani's (2025) research also concluded that free shipping vouchers influence purchasing decisions among Shopee users in Garut Regency. Zulkifli and Putri's (2025) research also concluded that discounts and free shipping significantly influence students' purchasing decisions on the Shopee application. Nggabut et al. (2025) also concluded that free shipping influences consumer purchasing interest on Shopee. Based on the similarities in these research findings, researchers can argue that free shipping promotions are a sales promotion strategy that has consistently proven effective in influencing consumer behavior, both in the context of purchasing decisions, purchasing interest, and customer loyalty on the platform. *e-commerce*, especially Shopee.

The results of the study show that free shipping promotions significantly influence Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University. This finding indicates that shipping incentives are a key determinant of repeat purchase behavior among the student segment. Students, who tend to have limited income, make cost savings a primary consideration in the purchasing decision-making process. The perception of the economic benefits of free shipping encourages transaction satisfaction, which ultimately contributes to increased loyalty.

Free shipping promotions act as a marketing stimulus that can increase perceived value (*perceived value*) by consumers. Perceived value is formed from the comparison between the benefits obtained and the sacrifices incurred, especially in the context of additional costs such as shipping. Students, as digital consumers, tend to be responsive to promotions that provide direct and measurable financial benefits. Intense use of the free shipping feature strengthens consumer engagement with the platform because it provides a shopping experience that is perceived as more efficient and economical.

Customer loyalty, in the context of this research, is reflected in the tendency to make repeat purchases, recommend the platform to others, and a reluctance to switch to competitors. The significant influence of free shipping promotions indicates that financial incentive-based promotional strategies remain relevant in retaining customers amidst the increasingly competitive e-commerce industry. The practical implications of these findings emphasize the importance of consistent and sustainable free shipping programs as part of a customer retention strategy. Well-targeted promotional management can strengthen Shopee's position among students and foster long-term loyalty.

The Influence of Customer Trust on Shopee Customer Loyalty

According to Soleh & Wahyuni (2018), trust is knowledge that consumers have regarding attributes, objects and their benefits. The results of the second hypothesis test (H_2), proves that partially customer trust has a significant effect on Shopee customer loyalty in Management students at Tribhuwana Tunggal University. The results of multiple regression analysis obtained a positive coefficient value, this indicates that customer trust has a positive effect on Shopee customer loyalty. The positive influence of customer trust on Shopee customer loyalty can provide meaning that customer trust is the basis for forming a long-term commitment in using the platform. Trust built through a safe transaction experience, responsive service, and product conformity with the description will strengthen the tendency to make repeat purchases.

The results of this study support previous research conducted by Rismawan and Cahyono (2025) who also concluded that trust and satisfaction have an impact on customer loyalty. *e-commerce* on the Shopee platform. Research Naomi et al. (2025) also concluded that consumer trust significantly influences consumer purchasing decisions on the Shopee marketplace in Pekanbaru City. Based on these similarities, the researchers argue that this finding further strengthens the argument that trust plays a strategic role in influencing consumer behavior, both at the purchasing decision stage and in the formation of loyalty.

The influence of customer trust on Shopee customer loyalty among students of the Management Study Program at Tribhuwana Tunggal University, Malang, can confirm that the aspect of trust is the main foundation in building long-term relationships between consumers and the platform. *e-commerce* Trust encompasses confidence in transaction security, the reliability of the payment system, and the consistency of the service provided. A high level of trust encourages students to continue using the platform without hesitation when making transactions.

Customer trust is built through repeated positive experiences, transparent product information, and clear consumer protections. Students, as active users of digital technology, have a relatively high level of information literacy, and therefore tend to consider a platform's reputation and credibility before making a purchase. Perceptions of personal data security and refund guarantees are important factors in strengthening trust in a platform. Relationships based on trust minimize the perceived risk that often arises in online transactions.

Customer loyalty in this study is reflected in the commitment to repeat purchases and recommend the platform to others. The significant influence of trust on loyalty suggests that strategies to improve service quality and consumer protection play a crucial role. Strengthening security systems, responsive customer service, and consistently fulfilling service promises can maintain student trust. These efforts have implications for creating more stable and sustainable loyalty in the long term.

The Influence of Free Shipping Promotions and Customer Trust on Shopee Customer Loyalty

Based on the results of testing the third hypothesis (H_3), proves that free shipping promotions and customer trust simultaneously (together) have a significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggal University. This finding indicates that free shipping promotions and customer trust play a very important role in increasing Shopee customer loyalty. This simultaneous influence indicates that the two variables complement each other in creating optimal performance.

Therefore, increasing Shopee customer loyalty cannot depend solely on one factor but must be considered simultaneously. The results of this study support previous research conducted by Purwoko et al (2025), Karmila and Nuryani (2025), Tasrif et al (2025), Zulkifli and Putri (2025), Nggabut et al (2025), Rismawan and Cahyono (2025), and Naomi et al (2025) which both concluded that free shipping promotions and customer trust had a significant influence on Shopee customer loyalty.

The results of the multiple linear regression analysis produce values *R Square* (R^2) is quite high, indicating that free shipping promotions and customer trust have a strong ability to explain variations in Shopee customer loyalty among students of the Management Study Program at Tribhuwana Tunggal University. This value illustrates that both independent variables are able to make a substantial contribution to changes in customer loyalty levels. The relationship formed is functional and directional, where an increase in free shipping promotions and customer trust is simultaneously followed by an increase in loyalty. The strength of the R value: This confirms that customer loyalty is not formed partially, but rather through the simultaneous contribution of economic incentives and trust in the platform.

The research findings, which demonstrate the significant influence of free shipping promotions and customer trust simultaneously, provide insight into the combined role of these two variables in shaping loyalty. Free shipping promotions provide a rational stimulus in the form of transaction cost savings, thereby encouraging repeat purchases. Customer trust strengthens psychological aspects, such as a sense of security and confidence in the quality of service received. The interaction of these two variables results in a tendency for more consistent behavior in using the platform. The synergy between economic benefits and confidence in the platform's credibility creates a stronger and more sustainable foundation for loyalty.

The results of the multiple linear regression analysis also show that the regression coefficient (b) of the customer trust variable is more dominant than the free shipping promotion variable on Shopee customer loyalty among students of the Management Study Program at Tribhuwana Tunggal University, Malang. This dominance indicates that customer trust has a stronger influence in forming loyalty than economic promotional incentives. Trust reflects consumer confidence in transaction security, system reliability, and consistent service quality. A high level of trust encourages the formation of a relatively stable long-term commitment. Customer trust acts as a relational foundation that builds a psychological bond between consumers and the platform. Students as digital consumers tend to consider aspects of personal data security, product information transparency, and the certainty of complaint resolution before deciding to remain loyal to a platform. Free shipping promotions provide a strong attraction, but they tend to be temporary in nature and easily imitated by competitors. Trust has a deeper character because it is formed through the accumulation of repeated positive experiences.

CONCLUSION

Based on the research results and discussion in the previous chapter, the following conclusions can be drawn:

1. Free shipping promotion has a positive and significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggal University.

2. Customer trust has a positive and significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University.
3. Free shipping promotion and customer trust simultaneously (together) have a significant effect on Shopee customer loyalty among Management students at Tribhuwana Tunggaladewi University.

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