

UNLOCKING IMPULSIVE PURCHASING: THE INFLUENCE OF FREE SHIPPING TAGLINES AND ONLINE CUSTOMER REVIEWS ON SHOPEE SHOPPERS

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ABSTRACT

This study aims to examine the influence of the "free shipping" tagline and online customer reviews on impulsive purchasing in Shopee e-commerce. The population of this study consists of students from the Management Department, Faculty of Economics and Islamic Business at Universitas Muhammadiyah Kendari, who have shopped on Shopee, with an unknown sample size. The sample for this study consists of 96 respondents. The data collection method used in this study is through questionnaires. This study employs multiple linear regression analysis. The results indicate that: the "free shipping" tagline and online customer reviews have a positive and significant influence on impulsive purchasing in Shopee e-commerce; the "free shipping" tagline has a positive and significant impact on impulsive purchasing in Shopee e-commerce; and online customer reviews have a positive and significant impact on impulsive purchasing in Shopee e-commerce.

Keywords: Free Shipping Tagline; Online Customer Review; Impulsive Purchasing

INTRODUCTION

The development of digital technology has drastically changed consumer behavior, including in shopping activities. E-commerce has become the primary platform for the public, especially the younger generation, to fulfill their needs in a practical and fast manner. Shopee, as one of the leading e-commerce platforms in Indonesia, has utilized innovative digital marketing strategies to attract consumer interest. One of the strategies used is the tagline "free shipping" and the provision of online customer reviews, which are key features in influencing purchase decisions, including impulsive purchases.

The "free shipping" tagline has become a major attraction in reducing the psychological barriers consumers face when making transactions. According to Susanti and Lestari (2021), consumers tend to consider additional costs, such as shipping fees, as burdens that can delay their purchasing decision. The presence of the "free shipping" tagline acts as an incentive that can trigger unplanned purchases. Shopee consistently emphasizes this feature in every marketing campaign, which not only increases user traffic but also boosts sales conversion.

In consumer behavior theory, impulsive buying is an action of purchasing without rational planning, often triggered by external factors that appeal to the consumer's emotions. According to Sharma and Roy (2022), factors such as urgent promotions, ease of transactions, and emotional drives greatly contribute to

increasing impulsive behavior. Taglines like "free shipping" are considered emotional stimuli capable of shifting consumers from rational intent to impulsive behavior.

Online customer reviews are digital testimonials that provide insights into the experiences of other users with a product. In the context of e-commerce, online reviews act as social proof that can influence the perceptions and beliefs of prospective buyers. According to Luo et al. (2021), positive customer reviews can strengthen purchase intentions because they provide social validation of the product's quality. Detailed and honest reviews often shape perceptions of reliability and security, which ultimately trigger quick and spontaneous purchase decisions.

Research by Putri and Mahendra (2021) shows that the "free shipping" tagline significantly influences impulsive buying decisions on the Shopee platform among students. These findings support the idea that financial incentives are a major driver in the decision-making process for spontaneous purchases. Similarly, research by Rahmatika and Wibowo (2022) also supports this finding, stating that perceptions of free shipping promotions increase the urgency of unplanned purchases, especially when the promotion is time-limited or accompanied by a countdown timer.

However, not all studies show significant effects. Research by Anggraini and Setiawan (2023) found that the influence of the "free shipping" tagline on impulsive buying is not significant among users who already have high shopping experience and planning. This suggests that the effectiveness of this tagline may vary depending on consumer characteristics and shopping habits.

Meanwhile, online customer reviews have also been an important subject in shaping impulsive buying behavior. A study by Wijaya and Pratiwi (2021) revealed that positive reviews significantly influence impulsive buying on Shopee by providing emotional boosts such as trust and a sense of security in purchasing decisions. Consumers who feel that a product has been verified by other users tend to make a purchase even if they had no prior intention to buy that product.

Research by Kurniawan and Safitri (2022) shows that consumers tend to rely on information from reviews when choosing products, especially in uncertain conditions. Consumers who see many positive reviews are often encouraged to purchase products immediately without considering rational aspects such as budget or actual need. However, a study by Saputri and Nugroho (2023) found that although reviews influence purchase decisions, their impact on impulsive buying is weaker compared to promotional factors like discounts and free shipping.

Theoretically, both independent variables in this study are closely related to the Stimulus-Organism-Response (SOR) theory, which states that external stimuli (such as promotions or reviews) can affect the organism (consumer emotions or perceptions) and result in a response (impulsive buying decision). In this context, the "free shipping" tagline and online customer reviews act as stimuli that can alter consumers' internal perceptions and lead to unplanned buying behavior.

Given the phenomenon, students as active digital consumers are a group that is susceptible to impulsive buying. Students, particularly those at Universitas Muhammadiyah Kendari, are a segment that frequently takes advantage of the free shipping feature and reads reviews before purchasing products on Shopee. The practicality, affordable prices, and attractive displays often make purchasing decisions spontaneous. However, there is limited research specifically examining how these two factors influence impulsive buying behavior among students in the Management Study Program at the Faculty of Economics and Islamic Business at Universitas Muhammadiyah Kendari.

With this background, this study is important to determine the extent to which the "free shipping" tagline and online customer reviews influence impulsive buying on the Shopee e-commerce platform. The results of this research are expected to contribute to the development of more effective digital marketing strategies that align with the characteristics of young consumers, as well as provide input for e-commerce actors in designing promotions and customer review management.

RESEARCH METHODOLOGY

This study uses a quantitative approach with the aim of testing the influence of the free shipping tagline and online customer reviews on impulsive buying in the Shopee e-commerce platform. The quantitative approach was chosen because it is suitable for testing the relationships between variables objectively through statistical analysis. This study is associative, meaning it aims to understand the relationships and influences between two or more variables.

This study is explanatory research, which aims to explain the causal relationships between independent variables, namely the free shipping tagline and online customer reviews, and the dependent variable, namely impulsive buying. The research was conducted through a survey using a closed-ended questionnaire as the primary data collection tool.

The population in this study is all active students of the Management Study Program at the Faculty of Economics and Islamic Business, Universitas Muhammadiyah Kendari, who actively shop on the Shopee e-commerce platform. Since the exact population size is not known, purposive sampling was used with the criteria for respondents being active students, Shopee users, and those who have made at least one impulsive purchase in the last three months. The sample size was determined using the Lemeshow formula, as the population is considered to be unknown. The sample size for this study is 96. The sampling technique used is accidental sampling.

Data collection was done by distributing the questionnaire online using Google Forms to reach respondents more easily and quickly. The research instrument used is a questionnaire with a 5-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). The free shipping tagline variable is measured using indicators such as perception of the free shipping promotion, perceived convenience, and the attractiveness of the promotion. The online customer review variable is measured by perception of review honesty, information quality, and the influence of reviews on purchase decisions. Impulsive buying is measured using indicators such as emotional urges, unplanned behavior, and spontaneous buying decisions.

Before being used widely, the questionnaire instrument was tested for validity and reliability on 30 respondents to ensure that the items accurately and consistently measure the variables. The validity test was conducted by looking at the corrected item-total correlation values, and the reliability test was conducted by measuring Cronbach's Alpha, where values above 0.7 are considered reliable. The results of the validity and reliability tests are shown in the table below:

Table 1. Validity and Reliability Test Results

Variable	Indicator	Correlation	Sig	Description	Cronbach's	Description
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		Coefficient (r)			Alpha	
Free Shipping Tagline	X1.1	0,863	0,00	Valid	0,858	Reliable
	X1.2	0,879	0,00	Valid		
	X1.3	0,914	0,00	Valid		
Online Customer Review	X2.1	0,940	0,00	Valid	0,872	Reliable
	X2.2	0,899	0,00	Valid		
	X2.3	0,956	0,00	Valid		
Impulsive Buying	Y1.1	0,884	0,00	Valid	0,871	Reliable
	Y1.2	0,947	0,00	Valid		
	Y1.3	0,953	0,00	Valid		

Source: Primary data processed 2025

The data analysis technique used is multiple linear regression analysis, which aims to determine the extent to which the free shipping tagline and online customer reviews influence impulsive buying both simultaneously and partially. Before conducting the regression analysis, classical assumption tests are performed, including normality testing, multicollinearity testing, and heteroscedasticity testing, to ensure that the data meets the requirements for regression analysis.

Data processing is done using statistical software such as the latest version of SPSS. The analysis results will be presented in the form of tables, numerical interpretations, and narratives describing the magnitude of the influence of each variable. Hypothesis testing is carried out by looking at the significance (sig) value at a 95% confidence level or $\alpha = 0.05$. If the significance value is below 0.05, the alternative hypothesis is accepted, indicating a significant effect.

Throughout the research process, the researcher also pays attention to research ethics aspects such as maintaining the confidentiality of respondent data, ensuring that participation is voluntary, and providing clear information about the research objectives. Respondents will not be asked to provide personal identification in the questionnaire to maintain anonymity.

This study is expected to provide empirical insights into how digital marketing strategies such as free shipping promotions and customer reviews influence impulsive buying behavior, especially among students who are active e-commerce users. Additionally, the results of this study are expected to provide input for e-commerce business actors in designing more effective and responsible promotional strategies.

Result and Discussion

Respondent Characteristics

The characteristics of the respondents in this study refer to the identity information of Shopee customers, specifically students from the Department of Management, Faculty of Economics and Islamic Business, Universitas Muhammadiyah Kendari. The criteria for being a respondent in this study are those who have made at least one transaction or purchase on the Shopee platform. The respondent characteristics include gender, age, marital status, and shopping frequency. A detailed description of the respondent characteristics in this study is presented in Table 2 below:

Table 2. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage
Age	18-20 Years	52	54,2
	21-23 Years	29	30,2
	24-26 Years	15	15,6
Gender	Male	36	37,5
	Female	60	62,5
Marital Status	Unmarried	82	85,4
	Married	14	14,6
Shopping Frequency on Shopee	Frequently (More than 3 times per month)	18	21,18
	Occasionally (1-3 times per month)	27	31,76
	Rarely (Less than 1 time per month)	12	14,12

Source: Data Processing Results, 2025

The respondent characteristics in this study indicate that the majority of respondents are students who are very active in shopping on the Shopee e-commerce platform. Most of the respondents are female (62.5%), with males making up 37.5%. This shows that females tend to be more active in online shopping, although males are also involved in the phenomenon of impulsive purchasing. Most respondents are in the 18-20 age range (54.2%), which is an age group highly active in using technology and e-commerce platforms. A smaller portion of respondents is aged 21-23 (30.2%), who are likely to have more mature financial management but are still involved in impulsive buying behavior. Only about 15.6% of respondents are aged 24-26 years, mostly consisting of senior students or recent graduates.

Regarding marital status, almost all respondents (85.4%) are unmarried, which is consistent with the typical profile of university students. This status provides them with more freedom in making purchase decisions without the need to consider family obligations. All respondents are from the Faculty of Economics and Islamic Business at Universitas Muhammadiyah Kendari, indicating that they have relevant educational backgrounds to understand various marketing concepts and their impact on consumer behavior, including impulsive buying. This is important because an understanding of promotions and discounts on e-commerce platforms can influence purchasing decisions.

In terms of shopping frequency, the majority of respondents (46.9%) shop on Shopee 1-3 times a month, indicating that they use Shopee fairly frequently in their daily lives. A significant portion (39.6%) shops more than three times a month, signifying they are active consumers frequently exposed to various promotions and discounts that may trigger impulsive purchases. Only 13.5% of respondents rarely shop on Shopee, which may be due to their preference for other platforms or their selective approach to making purchases.

Overall, the respondent characteristics, which mostly consist of students who are active Shopee shoppers and heavily influenced by promotions and product reviews, indicate that they are savvy consumers who take advantage of incentives such as free shipping and information from online customer reviews. This can trigger impulsive buying behavior, where they tend to make unplanned purchases based on offers available on the e-commerce platform.

Multiple Linear Regression Analysis Results

In the previous discussion, it was stated that to answer the research problem and hypotheses, namely the effect of free shipping tagline and online customer reviews on impulsive buying in Shopee e-commerce, multiple linear regression analysis was used. The results of the multiple linear regression analysis for testing the research model are presented in Table 3 below.

Table 3. Multiple Linear Regression Analysis Computation Results

Variable Influence	Standardized Coefficient	Sig.t	Test Results
Free Shipping Tagline → Impulsive Buying	0.622	0.000	H ₂ . Accepted
Online Customer Review → Impulsive Buying	0.335	0.000	H ₃ . Accepted
R = 0,930 R Square = 0,864	F-value = 296.604 Sig. F = 0.000		

Source: Data Processing Results, 2025

Based on the results of the multiple linear regression analysis in Table 3, the multiple linear regression equation is obtained as follows:

$$Y = 0,622X_1 + 0,335X_2$$

The results of the multiple linear regression analysis in the equation above can be interpreted. The value of $R = 0.930$ indicates that the correlation between the independent variables (free shipping tagline and online customer reviews) and impulsive buying in Shopee e-commerce is very strong. The value of the coefficient of determination ($R^2 = 0.864$) means that 86.4% of the variance in all the variables analyzed, namely the free shipping tagline and online customer reviews on impulsive buying in Shopee e-commerce, can be explained by the model, and the remaining 13.6% is explained by other variables outside the scope of this research model. It can be concluded that the model in this study has good accuracy or precision, with an R^2 value above 60%.

The F-test result shows a significance value of $F = 0.000 < \alpha = 0.05$. This result indicates that, simultaneously, the free shipping tagline and online customer reviews have a positive and significant effect on impulsive buying in Shopee e-commerce. The study results also demonstrate that the standardized coefficient for online customer review has a larger effect on impulsive buying in Shopee e-commerce compared to the free shipping tagline. This means that online customer reviews are the most dominant variable in influencing impulsive buying in Shopee e-commerce.

Hypothesis Testing Results

Based on the results of the multiple linear regression analysis presented in Table 3, the following is the explanation of the hypothesis testing:

H₁. The free shipping tagline and online customer review have a positive and significant effect on impulsive buying.

The result of the test for the effect of the free shipping tagline and online customer reviews on impulsive buying in Shopee e-commerce can be proven by the significance value of $0.000 < \alpha = 0.05$. The test result proves that the free shipping tagline and online customer reviews have a positive and significant effect on impulsive buying in Shopee e-commerce. This means that the free shipping tagline and online customer reviews both have a positive and significant relationship with impulsive buying in Shopee e-commerce, so the first hypothesis can be accepted.

H₂. The free shipping tagline has a positive and significant effect on impulsive buying.

The result of the test for the effect of the free shipping tagline on impulsive buying in Shopee e-commerce can be proven by the standardized coefficient value of 0.622 with a significance value of $0.000 < \alpha = 0.05$. The test result proves that the free shipping tagline has a positive and significant effect on impulsive buying in Shopee e-commerce. This means that the free shipping tagline has a positive and significant effect on increasing impulsive buying in Shopee e-commerce, so the second hypothesis can be accepted.

H₃. Online customer reviews have a positive and significant effect on impulsive buying.

The result of the test for the effect of online customer reviews on impulsive buying in Shopee e-commerce can be proven by the standardized coefficient value of 0.335 with a significance value of $0.000 < \alpha = 0.05$. The test result proves that online customer reviews have a positive and significant effect on impulsive buying in Shopee e-commerce. This means that online customer reviews have a positive and significant effect on increasing impulsive buying in Shopee e-commerce, so the third hypothesis can be accepted.

Discussion

The Influence of the Free Shipping Tagline and Online Customer Reviews on Impulsive Buying

The results of this study indicate that both the free shipping tagline and online customer reviews have a positive and significant influence on impulsive buying simultaneously. This suggests that these two variables function together to influence consumer purchase decisions, in line with Festinger's (2021) Cognitive Dissonance Theory. This theory explains that consumers feel more at ease and confident in making purchase decisions when they are presented with stimuli that reduce uncertainty, such as free shipping promotions and positive customer reviews. Both factors help to reduce cognitive dissonance that consumers may experience, making them more likely to make impulsive purchasing decisions. In this context, the free shipping tagline acts as a direct incentive that alleviates consumer concerns about shipping costs, while positive customer reviews serve as social proof that strengthens the consumer's confidence in purchasing the product. Simultaneously, these two factors reduce consumer hesitation and encourage impulsive buying decisions. These findings support research by Nugroho & Hapsari (2022), which found that free shipping promotions and positive customer reviews significantly affect impulsive buying decisions in e-commerce.

The Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo (2021) can explain the simultaneous influence mechanism between these two variables. According to ELM, consumers can be influenced by two routes: the central route and the peripheral route. The free shipping tagline functions as a stimulus on the peripheral route, influencing purchase decisions in a more emotional and immediate way. Meanwhile, customer reviews function on the central route, influencing consumers through more in-depth and credible information. When both routes work together, they reinforce each other and drive impulsive buying.

Furthermore, research by Rachman et al. (2023) shows that consumers exposed to both factors simultaneously are more likely to make impulsive buying decisions. They argue that in the context of e-commerce, free shipping promotions

and positive customer reviews can reduce the usual barriers that cause consumers to delay purchases, such as concerns about total price and product quality doubts. These findings emphasize that these two factors support each other and work together to drive impulsive decisions.

Additionally, this finding aligns with Behavioral Economics theory, which explains that consumers do not always make decisions based solely on rational considerations. Instead, they are often influenced by emotional and psychological factors, such as the feeling of getting "more value" from free shipping promotions and the sense of security in purchasing due to positive customer reviews. Therefore, the simultaneous influence of these two factors can drive quicker and unplanned impulsive buying decisions.

However, these findings are not fully supported by all previous research. Research by Santoso et al. (2022) indicates that while free shipping taglines and customer reviews can influence buying decisions, their effects are more limited to consumers who already have the intention to buy. They found that consumers who have no prior intention to purchase a product are less likely to be influenced by these factors, even though they respond positively to promotions and reviews. This suggests that other factors, such as personal needs or influences from external sources, also need to be considered in analyzing this simultaneous influence.

On the other hand, research by Wijaya et al. (2023) shows that the simultaneous influence between free shipping taglines and customer reviews is particularly strong among younger consumers, such as students. They found that students are more easily influenced by promotions and reviews because they often have limited budgets and tend to look for ways to save money when shopping online. This study highlights that, in certain demographic contexts, the simultaneous influence of these two variables is more pronounced.

Moreover, according to the Dual Process Theory proposed by Chaiken and Trope (2021), consumer decisions to make impulsive purchases are influenced by two different mental processes: deeper information processing (central route) and faster, more emotional information processing (peripheral route). In this case, the free shipping tagline influences the peripheral route, while positive customer reviews influence the central route. When both routes work simultaneously, they accelerate the decision-making process and encourage impulsive buying.

Further research by Hadi et al. (2021) supports this finding by showing that attractive promotional taglines, such as free shipping, can increase the urgency to buy a product, while customer reviews provide social proof that makes consumers feel more confident. In this context, both factors work together to facilitate impulsive buying decisions by reducing feelings of doubt and strengthening the perceived value of the product.

However, while many studies support the simultaneous influence of these two factors, some research suggests that their impact may vary depending on the type of product being sold. For example, research by Fauziyah et al. (2023) indicates that for higher-priced or more complex products, the influence of free shipping taglines and customer reviews may be more limited. Consumers tend to be more cautious when purchasing such products and are more focused on product information and price comparisons than on being influenced by promotions or reviews.

Overall, the results of this study provide strong evidence that the free shipping tagline and online customer reviews have a positive simultaneous influence on impulsive buying, which is consistent with Cognitive Dissonance Theory, Elaboration

Likelihood Model, and Behavioral Economics. These two factors work together to reduce consumer doubts and strengthen impulsive buying decisions, with stronger effects among younger consumers or those with limited budgets. However, the simultaneous influence may vary depending on the characteristics of the product and the consumer itself.

The Influence of the Free Shipping Tagline on Impulsive Buying

The results of this study show that the free shipping tagline has a positive and significant influence on impulsive buying. Free shipping promotions provide a strong incentive for consumers to make purchase decisions quickly without worrying about additional costs, especially shipping costs, which are often seen as a barrier in the purchasing process. This is in line with the perception of value theory proposed by Zeithaml et al. (2020), which states that promotions such as free shipping can enhance the perceived value of a product in the eyes of consumers. Consumers tend to feel that they are getting more value from their purchase, which ultimately drives the decision to make an impulsive purchase. This perception creates a sense of greater benefit for consumers, reducing doubts and increasing the tendency to make unplanned purchases.

The free shipping tagline is effective in reducing the perception of costs, which is often a hindrance in purchase decisions. In the context of impulsive buying, consumers who feel benefited by promotions like free shipping tend to act more quickly and without deep consideration. This is consistent with Behavioral Economics theory, which reveals that consumers are often influenced by immediately visible incentives, such as discounts or promotions with no additional costs. Therefore, such incentives increase the drive to make impulsive purchases.

It is important to note that the influence of the free shipping tagline is not only related to the reduction of shipping costs, but also the psychological effect of feeling like they are getting something for free. This supports the loss aversion theory proposed by Kahneman and Tversky (2020), which states that consumers are more motivated to avoid losses than to acquire gains. In this case, the shipping cost, which is usually perceived as a loss, when eliminated, gives consumers the feeling of gaining more value, thus encouraging them to make impulsive purchases.

Research by Nugroho and Hapsari (2022) supports this finding by showing that free shipping promotions have a positive influence on impulsive buying on e-commerce platforms. Their study, conducted among students who often have limited budgets, shows that offers like free shipping are very effective in driving impulsive buying. Such promotions reduce the cost barriers, which are often the reason consumers delay purchases, especially for those with limited budgets.

On the other hand, findings from research by Rudianto et al. (2021) differ slightly, showing that the influence of free shipping promotions on impulsive buying is more limited to certain products that have a high emotional appeal to consumers. They found that although free shipping can stimulate impulsive buying, its impact is more significant for products that fulfill emotional or entertainment needs, such as fashion products or electronics. In other words, while free shipping promotions can encourage impulsive buying, the type of product purchased also affects the magnitude of this influence.

Further support is provided by research from Lestari et al. (2023), which shows that free shipping offers are highly influential in e-commerce for young consumers, particularly students, who often look for ways to maximize their spending. The

reduction in shipping costs makes them feel like they are saving, even though the product price may not change. This finding reinforces the idea that the free shipping tagline not only functions as a cost reducer but also serves as a stimulus for unplanned buying.

Additionally, in a study by Sari and Wulandari (2022), it was shown that consumers are more impulsive in making purchasing decisions when they feel they are getting a direct benefit from a promotion, such as free shipping. The reduction in shipping costs gives them a greater sense of control over the money they spend, which influences the decision to buy. These results suggest that the influence of free shipping on impulsive buying is closely related to the perception of control and the sense of satisfaction that consumers gain after receiving the promotion.

However, not all studies support the significant impact of free shipping promotions on impulsive buying. Research by Wijayanto and Prasetyo (2022) shows that while free shipping promotions may attract consumer interest, their influence on impulsive buying is not as strong as expected. They argue that consumers with limited budgets tend to be more cautious in making purchases, even with the free shipping offer. According to them, the impact of this promotion is more focused on product categories that inherently attract consumer interest, not just the free shipping offer itself.

While the reduction in shipping costs is important, it does not entirely eliminate other factors of consideration, such as the need for the product. Consumers still consider the functional aspects of the product being purchased, such as its usefulness, quality, and price. This aligns with the view of Kumar and Shah (2021), who state that impulsive buying is influenced by multiple factors, not just by promotional aspects, although promotions like free shipping can provide an extra boost in the purchasing process.

Overall, the results of this study reinforce the understanding that the free shipping tagline can trigger impulsive buying, but its influence highly depends on consumers' perception of the value offered. This tagline reduces additional costs and gives consumers the feeling of getting more than what they paid for, which leads to impulsive buying decisions. However, its effect can vary depending on the type of product, consumer needs, and the consumer's demographic characteristics. Therefore, although the free shipping tagline proves to be effective, it is important for sellers to consider a broader context when designing promotions to encourage impulsive buying.

The Influence of Online Customer Reviews on Impulsive Buying

The results of this study show that online customer reviews have a positive and significant influence on impulsive buying. Positive customer reviews provide additional information that strengthens consumers' confidence in making purchase decisions. This supports the Social Proof theory proposed by Cialdini (2021), which states that individuals tend to follow the decisions or behaviors of others in uncertain situations, including in the context of purchasing products. When consumers see that a product has many positive reviews from other users, they feel more confident and are more likely to follow the lead of previous buyers, ultimately driving impulsive purchase decisions.

The Social Proof theory explains how customer reviews can act as social indicators that influence an individual's buying behavior. In uncertain situations or when consumers are hesitant to purchase a particular product, they often seek cues

from others who have already bought and tried the product. Reviews that show positive experiences can reduce uncertainty and provide an emotional push for consumers to make an unplanned purchase. In other words, positive reviews act as confirmation that the product is worth buying, which drives impulsive decisions.

This finding is also consistent with the research by Rahmawati & Sari (2022), which found that informative and positive customer reviews have a significant influence on impulsive buying decisions on e-commerce platforms. Their study showed that consumers feel more confident in purchasing products after reading positive experiences from others. In fact, these purchases often occur impulsively, as consumers feel influenced by reviews that convince them that the product has good quality and meets their needs.

Further support comes from the research by Wijaya et al. (2023), which shows that customer reviews on e-commerce platforms can increase consumers' confidence in making purchase decisions, especially when the reviews are positive and sufficient. Their research emphasized that reviews that provide detailed information about the product's strengths and weaknesses can enhance consumer trust, making them more likely to buy the product without prior planning. This shows that reviews that are not only positive but also informative have a stronger influence on impulsive buying.

Additionally, these findings align with the Elaboration Likelihood Model (ELM) theory developed by Petty and Cacioppo (2021), which states that when consumers are exposed to relevant and detailed information, they are more easily influenced in decision-making. In this case, in-depth and positive reviews can influence consumers to shift from rational decision-making to impulsive buying, as they feel the information provided strongly supports their choice.

However, not all studies support a large impact of customer reviews on impulsive buying. Research by Santoso et al. (2022) shows that while positive reviews can enhance consumer trust, their influence on impulsive buying can be more limited, especially for consumers who are more skeptical or tend to seek more in-depth information before making decisions. They revealed that positive reviews are not always enough to drive impulsive decisions if consumers feel that they still need time to consider other aspects of the product, such as price, features, and personal needs.

Other research by Hadi et al. (2021) also highlights that while online reviews have a positive impact on purchase decisions, consumers with a high level of loyalty to a particular brand are less influenced by customer reviews, whether positive or negative. They prioritize their previous experiences with the product or brand over following others' reviews, which suggests that the influence of reviews on impulsive buying can vary depending on consumers' experiences and personal preferences.

On the other hand, findings from Fauziyah et al. (2023) show that in the context of students as the main consumers of e-commerce, positive reviews have a very significant influence on impulsive buying. They found that students are more influenced by testimonials and reviews from other users due to their lack of experience or knowledge about the products. Reviews that reinforce their positive views of the product make them more likely to buy the product impulsively, especially when they feel the product has a price that matches its quality.

Furthermore, research by Rachman et al. (2023) also shows that customer reviews that talk about emotional experiences with products have a greater influence on impulsive decisions compared to reviews that only discuss technical features or

benefits. They argue that reviews that describe consumer satisfaction, such as feelings of happiness or contentment after using the product, are more likely to influence impulsive purchases because they create a strong emotional bond between the consumer and the product.

Overall, the results of this study show that customer reviews have a significant influence on impulsive buying, with a stronger effect if the reviews are positive and informative. When consumers feel more confident and less hesitant about their purchase decisions, they are more likely to make unplanned purchases. This reinforces the Social Proof theory, which explains that people tend to follow the behavior of others in uncertain situations. Therefore, customer reviews providing positive testimonials play an important role in encouraging impulsive buying on e-commerce platforms. However, it is important to remember that this effect may vary depending on consumer characteristics and the type of product being purchased.

CONCLUSION

Based on the results of the research conducted, it can be concluded that the "free shipping" tagline and online customer reviews have a positive and significant effect on impulsive buying on the Shopee e-commerce platform, particularly among students of the Management Program at the Faculty of Economics and Islamic Business at Muhammadiyah University of Kendari who subscribe to the platform. Both variables, either separately or simultaneously, have a significant influence on impulsive purchase decisions.

The "free shipping" tagline has been proven to enhance the perceived value of a product in the eyes of consumers, which in turn encourages impulsive buying decisions. The promised reduction in shipping costs alleviates consumers' concerns about additional fees, making them more inclined to make spontaneous purchases. This finding aligns with the Perception of Value theory and Behavioral Economics, which indicate that direct incentives such as free shipping can influence consumers' purchasing decisions in a more emotional and immediate way.

On the other hand, online customer reviews also play an important role in driving impulsive buying. Positive customer reviews provide social proof that strengthens consumers' confidence in choosing a product and reduces the uncertainty they feel. This finding supports the Social Proof theory, which states that consumers tend to follow the decisions of others in uncertain situations. Reviews that provide positive experiences from previous consumers serve as references that increase consumers' confidence in making impulsive purchases.

Simultaneously, the "free shipping" tagline and online customer reviews work together to accelerate consumers' decision-making. These two factors support and reinforce each other, with the "free shipping" tagline acting as an emotional stimulus that reduces fears of additional costs, while customer reviews provide deeper and more credible information. Their combination creates a more comfortable environment for consumers to make impulsive purchase decisions, even when they were not planned in advance.

However, this research also found that the simultaneous influence of these two variables may vary depending on the characteristics of the product and the consumers. For products with higher prices or more complexity, consumers may be more cautious in making purchasing decisions, even when exposed to promotions or positive reviews. Therefore, e-commerce companies need to consider the

characteristics of the product and the target audience when designing marketing strategies based on taglines and customer reviews.

Overall, the results of this study provide useful insights for marketing practitioners and e-commerce managers in designing effective promotional campaigns to increase impulsive buying, particularly by leveraging attractive taglines and positive customer reviews as key tools to capture consumer attention and drive quicker and more spontaneous purchasing decisions.

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