

The Effect of Cashback and Free Shipping, Customer Satisfaction, and Product Diversity on Consumer Buying Interest in Marketplace: Study on University of Sumatra Utara Students Using Tokopedia, Shopee, and Bukalapak

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Abstract: The sophistication of informatics and technology brings various innovations in various fields. The invention from the culture makes a significant impact on business. Its creation meant a new platform called the marketplace. People can buy and sell activities effectively and flexibly in the marketplace in many product diversity. To attract their target and build consumer satisfaction, most of the marketplace gives Cashback and Free shipping to the consumer in their transaction. This study aims to analyze the effect of Cashback and free shipping on repurchase intention, the impact of customer satisfaction on repurchase interest, and how product diversity influences repurchase interest in students application users Marketplace at the University of Sumatra Utara. The research uses a comparative quantitative. The population in this study were students who used the Shopee, Tokopedia, and Bukalapak applications at USU, with a total sample of 99 respondents, and the sampling technique used purposive sampling. The collection technique used is primary data and secondary data. The data analysis methods used in this study are validity and reliability tests, classical assumption tests, multiple linear analysis, partial tests, simultaneous tests, and tests of determination obtained by using SPSS software application tools. The result of this research shows that partially every independent variable for the repurchase interest in the marketplace is different. Meanwhile, in simultaneous testing, the cashback and free shipping variables, consumer satisfaction, and product diversity simultaneously influence the repurchase interest in the marketplace. In the determination test, it is known that the value of the adjusted R square on the Cashback and free shipping variables, consumer satisfaction, and product diversity on repurchase interest in the Shopee marketplace is 63.7%, while the adjusted R square value on Tokopedia is 59.9%, and the amount the adjusted R square value in the Bukalapak application is 27.7%.

1 INTRODUCTION

Technology is developing very rapidly in the era of globalization; many aspects are influenced by technological developments. Daily activities are also influenced by technological developments, for example, communicating, shopping online, and so on. The effects of technological developments and the influence of globalization at this time not only have an impact on industrial aspects but also on people's lives. Most Indonesians take advantage of technological developments through the use of gadgets or also known as smartphones, in their daily

activities. Online people who choose to shop online have increased from 11% before the pandemic to 25.5% in early 2021. Interestingly, 74.5% of consumers who continue to shop offline and online during the pandemic shop online more (Nurcahyadi, 2021),

The increasing interest in online shopping is also influenced by current technological developments. From the first quarter of 2020 to the third quarter of 2021, Tokopedia noted that this application continued to experience an increase in the number of visitors to its website and application. During this period, there were 3 (three) top marketplaces in Indonesia, namely Shopee,

Tokopedia, and Bukalapak. Shopee or known by its official name PT. Shopee Indonesia is a company engaged in the electronic trading sector, headquartered in Singapore. Tokopedia, or with the official name PT. Tokopedia is a platform that provides online shopping services. Founded in 2009 by William Tanuwijaya and Leontinus Alpha Edison. Meanwhile, Bukalapak, Bukalapak is one of the online marketplaces in Indonesia, which was founded by Achmad Zaky in 2010 with the aim of providing a platform for SMEs in Indonesia.

Consumer repurchase interest is a process in which people repurchase the goods and services they have purchased. Most consumers use the marketplace as a means of purchasing the goods or services they want. The increased interest in repurchasing consumers in a marketplace will certainly result in increased income from the marketplace itself. Shopee, which is one of the largest marketplaces in Indonesia, based on a report from Setiyawati (2021), explained that Shopee's revenue in 2021 is predicted to reach US\$ 4.5 billion-US\$ 4.7 billion or around Rp. 64.5 trillion-Rp 67.3 trillion. Meanwhile, with Tokopedia in 7 2018, its revenue has reached Rp. 73 trillion. This value is estimated to increase to IDR 222 trillion in 2019, or equivalent to 1.5 percent of the Indonesian economy (Pramudita, 2019). Furthermore, with Bukalapak announcing its financial performance in the third quarter of 2021, it reached a revenue of Rp. 1.34 trillion, which was triggered by the significant growth of the revenue of Bukalapak's partners. If you look at Bukalapak's financial report in 2020 of Rp 948.4 billion, it can be seen that there is an increase in the Bukalapak marketplace in 2021 (Anestia, 2021).

One of the efforts made by the marketplace to maintain consumer repurchase interest can be made with several promotional techniques such as Cashback and free shipping. Cashback is a promotional strategy by giving coins and discounts to buyers when making a purchase transaction. Free shipping is a form of marketplace promotion to attract consumers to make online shopping transactions in the marketplace. Consumers will get Cashback and free shipping together if consumers claim the two vouchers. One of the advantages offered by other marketplaces is that the marketplace provides various types of products. from various sellers in the application or on the website. In addition to having a variety of products, the marketplace always strives to create trust, safety, and consumer comfort. This is done by the marketplace so that the desires and expectations of

consumers in shopping through their applications and websites can be maintained; in this context, it is hoped that it can lead to consumer confidence and satisfaction during shopping.

Wenas (Syukro, 2016) said that of the many cities in Indonesia, there are five cities whose consumers are the most active in shopping. The five cities are Jakarta, Surabaya, Medan, Bandung, and Makassar. Of the five cities, every day, there must be an order transaction in the marketplace. Students are one of the market targets for the marketplace in the city of Medan. The cause of the marketplace favoring students as its market share is because students are very concerned about lifestyle in terms of clothing and beauty. This makes students often make purchases, especially in the field of fashion and beauty products, for their daily activities, one of the marketplace markets is the University of Sumatra Utara (USU) campus.). The University of Sumatra Utara. It is the largest campus in North Sumatra Province. In addition to its large campus, the University of North Sumatra has a very large number of students compared to other campuses in North Sumatra. In 2021 the number of students registered on the USU campus will reach 50,414 students. The presence of online shopping presents a variety of products, discounted prices, ease of payment, and other advantages offered by the marketplace, which students can use to shop. The advantages offered by various stores in the marketplace can be used by students for the shopping process, for example, saving time in choosing items because they can be accessed via smartphones, students can maximize the promotions offered such as discounted prices and free shipping to save their pocket money, so you can make purchases at a later date.

2 LITERATURE REVIEW

Andika et al. (2021) say that Cashback is money according to the price of the product that consumers buy. Cashback can be interpreted as an offer given to a buyer where the buyer will receive a proportion of cash or virtual.

Saputra et al. (2019) said that free shipping is a promotion providing discounts on shipping costs provided by the marketplace aimed at making consumers interested and also inciting consumers to make purchasing decisions.

According to Indasari (2019:21), Product diversity is a collection of all products and goods offered by certain sellers to buyers.

According to Ritonga (2018:11), Customer satisfaction is the expectation of all producers. Customer satisfaction can be achieved if the customer feels the value of the product purchased is in accordance with their expectations.

According to Hellier (Gama 2020:1), Repurchase can be interpreted as someone's interest in making another purchase at a particular company based on previous experience. This causes consumers who shop online to make repeat purchases on online sites through previous purchase experiences.

3 RESEARCH METHOD

Research form Quantitative method with comparative descriptive approach. Comparative research is research that compares two or more symptoms. Yusuf (2014: 57) comparative research is research that explores events that occur, both the causes and objects studied, and then compared with phenomena that occur in groups. According to Nazir (2018:47), comparative research is a comparative study. This comparison that is studied in this study is to compare three marketplace objects, namely Shopee, Tokopedia, and Bukalapak.

4 RESULT AND DISCUSSION

This multiple linear regression analysis aims to examine the effect of the independent variables, namely Cashback and Free Shipping (X1), Consumer Satisfaction (X2), and Product Diversity (X3), on the dependent variable Repurchase Interest (Y).

Table 1: Multiple linear regression analysis

Model	Collinearity Statistics					
	Shopee		Tokopedia		Bukalapak	
	B	Std. Error	B	Std. Error	B	Std. Error
(Constant)	-.419	6.049	2.425	5.553	15.969	5.025
Cashback and Free Shipping	0.729	.211	.165	.216	.231	.211
Consumer Satisfaction	.640	.217	.460	.193	.315	.246
Product Diversity	-.192	.340	.754	.271	.109	.362

a. Dependent Variable: Repurchase Interest

Source: Primary Data Processing Results (2022)

Based on the results of the regression test above, the multiple linear regression analysis model used in this study can be formulated as:

$$\text{Equation 1 (Shopee)} Y = -0.419 + 0.729 X_1 + 0.640 X_2 + 0.192 X_3$$

$$\text{Equation 2 (Tokopedia)} Y = 2.425 + 0.165 X_1 + 0.460 X_2 + 0.754 X_3$$

$$\text{Equation 3 (Bukalapak)} Y = 15.969 + 0.231 X_1 + 0.315 X_2 + 0.109 X_3$$

Table 2: Partial Significance Test Results (t Test)

Model	Shopee		Tokopedia		Bukalapak	
	T	Sig.	T	Sig.	T	Sig.
(Constant)	-.069	0.945	0.437	0.665	3.178	0.004
Cashback and Free Shipping	3.457	0.002	0.764	0.451	1.097	0.282
Consumer Satisfaction	2.947	0.006	2.382	0.024	1.280	0.211
Product Diversity	-.566	0.576	2.780	0.009	0.301	0.766

a. Dependent Variable: Repurchase Interest

Source: Primary Data Processing Results (2022)

The T-test is used to determine the effect of the variable Cashback and free shipping (X1), consumer satisfaction (X2), product diversity (X3) partially on repurchase interest (Y), and whether it has a significant effect or not. The significance level used is 5% or 0.05 (two-tailed test) with degrees of freedom $df = n - k = 29$, then the table value of 2.045 can be obtained. The results of the partial significance test (T-test) are as follows:

1. Hypothesis testing on the Shopee application can be explained

Cashback and free shipping (X1) for repurchase interest (Y) count $3,457 >$ table $2,045$, with a significance value of $0.002 < 0.05$, $H_{a1.1}$ is accepted.

The variable of consumer satisfaction (X2) on repurchase interest (Y) obtained a value of $t_{count} 2,947 >$ table $2,045$, with a significance value of $0.006 < 0.05$. $H_{a1.2}$ accepted.

Product diversity (X3) on repurchase interest (Y) obtained a count value of $0.556 <$ table 2.045 , while the significance value was obtained at $0.192 > 0.05$. $H_{a1.3}$ is rejected, and $H_{01.3}$ is accepted.

2. Hypothesis testing on the Tokopedia application can be explained

Cashback and free shipping (X1) variables on repurchase interest (Y) obtained a count value of 2.045 , while with a significance value of $0.451 > 0.05$. $H_{a2.1}$ is rejected, and $H_{02.1}$ is accepted.

The variable of consumer satisfaction (X2) on repurchase interest (Y) obtained a count value of

2,382 > table 2,045, while the significance value was obtained at 0.024 < 0.05. Ha2.2 accepted product diversity (X3) on repurchase interest (Y) obtained a count value of 2,780 > table 2,045, while the significance value was obtained at 0.009 < 0.05. Ha2.3 accepted.

3. Hypothesis testing on the Bukalapak application can be explained

Cashback and free shipping (X1) on repurchase interest (Y) obtained a count of 1.097 < table of 2.045, while with a significance value of 0.282 > 0.05. Ha3.1 is rejected, and H03.1 is accepted.

consumer satisfaction (X2) on repurchase interest (Y) obtained a count value of 1,280 < table 2,045, while the significance value was obtained at 0.211 > 0.05. Ha3.2 is rejected, and H03.2 is accepted.

product diversity (X3) on repurchase interest (Y) obtained count 0.301 < table 2.045, while the significance value was obtained at 0.766 > 0.05. Ha3.3 is rejected, and H03.3 is accepted.

Table 3: Simultan Result (F - Test)

Model		Shopee		Tokopedia		Bukalapak	
		F	Sig.	F	Sig.	F	Sig.
1	Regression	19.709	0.000 ^b	16.917	0.000 ^b	4.938	0.007 ^b
	Residual						
	Total						
a. Dependent Variable: Repurchase Interest							
b. Predictors: (Constant), Product Diversity, Cashback and Free Shipping, Consumer Satisfaction							

Source: Primary Data Processing Results (2022)

A simultaneous test (F test) was carried out with a significance level of 5% or 0.05, a Fable of 3.09. 1. Simultaneous testing for the variable Cashback and free shipping (X1), consumer satisfaction (X2), and product diversity (X3) on the variable of repurchase interest (Y) in the Shopee application. It is obtained that Fount > Ftable which is 19,709 > 3.09 or sig. ie 0.000 < 0.05. These results mean that the independent variables, namely Cashback and free shipping (X1), consumer satisfaction (X2) product diversity (X3) at Shopee, have a simultaneous (simultaneous) effect on the dependent variable, namely repurchase interest (Y). So it can be concluded that Ha 1.4 is accepted.

2. Simultaneous testing for the variable Cashback and free shipping (X1), consumer satisfaction (X2), and product diversity (X3) on the variable of repurchasing interest (Y) in the Tokopedia application. The value of Fount > Ftable is 16.917 >

3.09 or sig. ie 0.000 < 0.05. These results mean that the independent variables, namely Cashback and free shipping (X1), consumer satisfaction (X2) product diversity (X3) at Tokopedia, have a simultaneous (simultaneous) effect on the dependent variable, namely repurchase interest (Y). So it can be concluded that Ha 2.4 is accepted.

3. Simultaneous testing for the variable Cashback and free shipping (X1), consumer satisfaction (X2), and product diversity (X3) on the variable of repurchase interest (Y) in the Bukalapak application. The value of Fount > Ftable is 4.938 > 3.09 or sig. ie 0.007 < 0.05. These results mean that the independent variables, namely Cashback and free shipping (X1), consumer satisfaction (X2) product diversity (X3) in Bukalapak, have a simultaneous (simultaneous) effect on the dependent variable, namely repurchase interest (Y). So it can be concluded that Ha 3.4 is accepted.

Table 4: Coefficient of Determination Test Results (R2)

Application	R	Adjusted R Square
Shopee	.819	.637
Tokopedia	.798	.599
Bukalapak	.581	.270

Based on the results of the termination test on the Shopee application, the R-value is 0.819, indicating that the Cashback and free shipping variables are customer satisfaction, product diversity on repurchase interest is 63.7%, and the remaining 36.3 is influenced by other variables not discussed in this research.

Based on the results of the termination test on the Tokopedia application, an R-value of 0.798 shows that the Cashback and free shipping variables are customer satisfaction, product diversity on repurchase interest is 59.9%, while the remaining 40.1% is influenced by other variables not discussed in this research.

Based on the results of the determination test on the Bukalapak application, the R-value is 0.581, indicating that the Cashback and free shipping variables are customer satisfaction, product diversity on repurchase interest is 27%, while the remaining 73% is influenced by other variables, other variables not discussed in this study.

5 CONCLUSION

Based on the results of research and discussions about Cashback and free shipping on the marketplace, only the Shopee application can influence USU students' repurchase interest.

Based on the results of research and discussion on consumer satisfaction in the marketplace, only the Shopee and Tokopedia applications can influence the buying interest of USU students.

Based on the results of research and discussion about product diversity in the marketplace, only the Tokopedia application can influence the buying interest of USU students.

Meanwhile, cashback and free shipping, consumer satisfaction, product diversity in the marketplace, and all applications, namely Shopee, Tokopedia and Bukalapak, can influence USU students' repurchase interest.

6 SUGGESTIONS

1. Shopee App

Shopee can improve product quality and safety during the delivery of goods to consumers. So that Shopee parties can improve their communication with sellers at Shopee to maintain packaging so that the safety and quality of products that reach consumers are maintained without defects and damage, provide vouchers that are easy for consumers to claim.

2. Tokopedia Application

Tokopedia can provide free shipping on the second, third, and fourth products ordered by consumers or not only given to products that are checked out at the beginning to increase repurchase interest, and Tokopedia should be able to provide Free Shipping Features also to users who transact as a drop shipper.

3. Bukalapak Application

It's better to do more in providing free shipping to consumers because the free shipping provided by Bukalapak is currently very little compared to other marketplaces. And Bukalapak should make improvements so that the application is easier to use on various types of cellphones on the device. Because the types of cell phones used by consumers are different, there are consumers who use cell phones at low prices, so this can burden the cell phone when opening the Bukalapak application, it is better for Bukalapak to pay attention to this so that

consumers are satisfied with the services provided by the Bukalapak application.

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