

## The Influence of Discounts, Ratings, and Free Shipping on Purchase Decision for Kebab Turki Baba Rafi at ShopeeFood Surabaya

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### ABSTRACT

This research investigates how discounts, product ratings, and free shipping influence consumers purchasing choices for Kebab Turki Baba Rafi through ShopeeFood in Surabaya. Facing challenges such as declining sales and heightened competition in the digital food delivery market, the research collected data from 109 respondents using purposive sampling. The study utilized multiple linear regression analysis to evaluate the suggested hypotheses. Findings indicate that both product ratings and free shipping significantly and positively influence purchasing decisions by boosting consumer trust and reducing obstacles to purchase. Conversely, discounts, while positively related, do not have a statistically significant influence, suggesting that consumers in this context value product quality and convenience more than price reductions. The findings underscore the importance for culinary businesses to focus on maintaining high product ratings and offering free shipping as effective strategies to boost online sales. This study contributes valuable insights into consumer behavior in Indonesia's growing digital food and beverage sector.

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## INTRODUCTION

The food and beverage (F&B) sector in Indonesia have experienced notable changes, particularly with the rise of online ordering platforms. This phenomenon is driven by increasing internet penetration and changes in consumer behavior that increasingly prioritize convenience. According to the Momentum Works report, the transaction value of online food delivery services in Indonesia will reach USD 4.6 billion in 2023, making it the largest market in Southeast Asia (Fahmi, 2024). With more than 52 million people classified as middle class, this sector is a major driver of economic growth, where food consumption dominates household spending (Finka, 2024).

Kebab Turki Baba Rafi emerged as one of the culinary brands that adapted to digital developments through the ShopeeFood platform. This brand is widely known for offering quality kebab products and has many branches in various cities, including Surabaya. However, despite its good reputation, Kebab Turki Baba Rafi faces serious challenges in the form of declining sales turnover. This decline can be caused by several factors, including increasingly fierce competition with other brands and the lack of effective marketing strategies on digital platforms.

Discounts are one of the most effective marketing strategies in attracting consumer attention (Choiri, 2025). Discounts can increase the perception of product value and significantly influence consumer purchasing decisions, as well as encourage purchases (Riofita & Paraswati, 2024). Discounts often create a sense of urgency for consumers to make immediate purchases. Nevertheless, over-reliance on discounts may eventually lead to a diminished perception of product quality over time.

Product ratings likewise function as signals of quality and reliability for customers. Positive reviews from previous customers can increase purchasing interest, while low ratings can decrease consumer trust in the product (Abdillah & Pramesti, 2024). Research indicates that 88% of consumers place as much confidence in online reviews as they do in recommendations from friends or family (Zlatin, 2024). This shows the importance of maintaining product reputation on platforms like ShopeeFood to attract more customers.

Free shipping is an important incentive that can influence purchasing decisions as many consumers prefer to purchase a product if they do not have to pay for it, charged additional shipping costs (Hadiyasin et al., 2025). Surveys show that 82% of consumers are more likely to make a purchase if there is a free shipping option (Jason, 2025). However, this strategy must be combined with service and product quality in order to increase customer loyalty sustainably.

By analyzing how discounts, product ratings, and free shipping affect consumer choices for Kebab Turki Baba Rafi on ShopeeFood in Surabaya, this research seeks to offer valuable insights for developing marketing strategies aimed at boosting sales. The findings are anticipated to make meaningful contributions to the advancement of culinary business strategies in the digital age and to broaden the understanding of consumer behavior in the food and beverage industry.

In this context, it is important to carry out an in-depth analysis regarding how discounts, rating, and free shipping influence the decision to purchase Kebab Turki Baba Rafi in Surabaya via ShopeeFood.

## **LITERATURE REVIEW**

### ***Discount***

A discount is a direct price reduction on purchases during a certain period of time, which can be a cash discount for buyers who pay their bills immediately (Kotler & Armstrong, 2016). Additionally, discounts can be understood as price reductions offered by sellers to buyers as an incentive for actions that benefit the seller, such as making bulk purchases or prompt payments (Tjiptono, 2020). In general, discounts function as a promotional tool that not only lowers prices but also increases product appeal and motivates consumers in making purchasing decisions (Riadi, 2022). According to (Cahya et al, 2020) states that discounts have several indicators, including; 1) the amount of the discount, 2) the time of the discount, and 3) the number of product variants that get the discount.

### ***Rating***

Rating is a consumer assessment that refers to the psychological and emotional state of consumers after using or consuming a product, which is usually presented in the form of a star symbol (Farki et al., 2016). This rating functions as a description of product quality and can influence the trust of potential buyers. Furthermore, a rating represents a standard evaluation provided by buyers and serves as a crucial factor in the decision-making process, as it indicates the level of customer satisfaction with the product or service obtained (Filiari, 2015). According to (Farki et al., 2016) states that rating has several indicators, including; 1) benefits rating, 2) belief in the existence of rating, and 3) comfort in rating.

### ***Free Shipping***

Free shipping acts as a sales promotion strategy that leverages different incentives to motivate immediate purchases and boost the volume of consumer orders (Amalia & Wibowo, 2019). Additionally, it serves as a direct persuasive tool, utilizing various incentives designed to stimulate product purchases and encourage customers to buy more items (Tjiptono, 2018). According to (Novita Sari, 2020) states that free shipping has several indicators, including; 1) free shipping provides attention, 2) the attraction of free shipping, 3) free shipping arouses the desire to buy, 4) free shipping encourages purchases.

### ***Purchase Decision***

A purchasing decision represents a phase in the consumer decision-making process where individuals choose to buy a product after evaluating several alternatives (Kotler & Armstrong, 2016). According to (Kotler & Keller, 2009), this process involves integrating knowledge to assess multiple behavioral options and select one, typically progressing through five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. (Veronika, 2017) states that in repurchasing decisions

there are several indicators, including; 1) transactional interest, 2) referential interest, 3) preferential interest, and 4) exploratory interest.

### ***Hypothesis Development***

#### *The Influence of Discounts on Purchasing Decisions*

Discounts are a marketing tactic that has been shown to positively and significantly impact consumers purchasing decisions, as demonstrated by research conducted by (Santoso et al., 2022), (Auli et al., 2021), and (Alghifari & Rahayu, 2021). The study revealed that discounts encourage consumers to make purchases, even on products that were not previously planned, because discounts are considered an opportunity to get products at more affordable prices. The higher the discount offered, the greater the consumer interest and likelihood of making a purchase, indicating that allocating a larger budget to discount programs can substantially boost sales. On the other hand, (Rosmaniar et al., 2020) found that while discounts have a positive impact on purchasing decisions, the effect is not statistically significant. Based on this, the first hypothesis is:

H1: Discounts positively affect on purchase decisions.

#### *The Influence of Ratings on Purchasing Decisions*

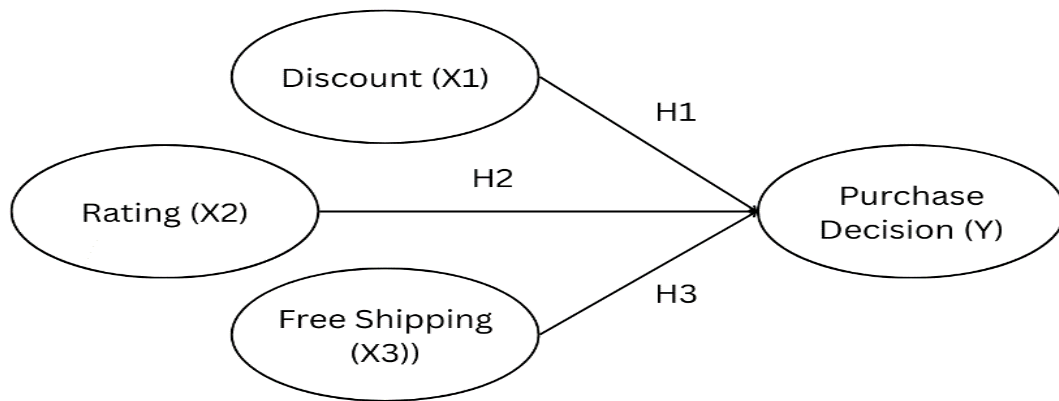
Ratings have a positive and significant influence on consumer purchasing decisions, where the higher the rating of the product or service displayed, the greater the consumer's trust and interest in making a purchase. The statement is proven by research from (Sianipar & Yoestini, 2021), (Mahendra & Edastama, 2022), and (Cahyono & Wibawani, 2025). The study revealed that ratings help consumers evaluate product quality based on previous buyer experiences. As a result, products that receive high ratings are perceived as more valuable and of superior quality, making them more appealing for purchase. In addition, ratings also provide easy access to information that encourages consumers in making purchasing decisions, even without having to go through a deep trust-building process. Meanwhile, (Jannah et al., 2021) noted that although ratings positively affect purchasing decisions, the impact is not significant. Thus, the second hypothesis is:

H2: Ratings positively affect on purchase decisions.

#### *The Influence of Free Shipping on Purchasing Decisions*

Free shipping has a favorable and significant impact on purchase decisions. The statement has been proven by research from (Auli et al., 2021), (Maulana & Asra, 2019), and (Marpaung & Lubis, 2022). The study showed that eliminating shipping costs reduces purchasing barriers, especially for consumers who previously objected to additional shipping costs that often exceeded the price of the product itself. With free shipping, consumers feel more encouraged to make online purchases because they don't have to worry about these additional costs. Meanwhile, (Purwatiningsih et al., 2023) reported that free shipping has a negative, yet not significant, effect on consumers purchasing decisions. Thus, the third hypothesis is:

H3: Free shipping positively affect on purchase decisions.



**Figure 1. Research Model**

Hypotheses 1 to 3 are interrelated. This relationship can be seen from the research model above (Figure 1). The three hypotheses use the same dependent variable, namely purchasing decisions.

## **METHODOLOGY**

### ***Sample and Population***

The population of this study was all people in Surabaya who had purchased Kebab Turki Baba Rafi through ShopeeFood. The research sample was determined based on the classification technique sampling. The sampling technique used in this research is nonprobability sampling with the type used, namely purposive sampling, this is so that researchers can choose elements that can represent or are indeed in accordance with the population being studied (Malhotra, 2020). The data source in this study refers to the origin of the data collected, namely using primary data sources. According to (Malhotra, 2020) primary data is data obtained by researchers directly from the first respondent to solve the problem being studied. The primary data for this study is obtained from respondent's answers collected through research instruments or questionnaires. Primary data from this study were obtained from the results of respondents' answers regarding discounts, ratings, and free shipping on the decision to purchase Kebab Turki Baba Rafi at ShopeeFood Surabaya.

### ***Variable Type***

In this study, variables are classified into two types: independent variables and dependent variables. Dependent variables are those that are affected by independent variables, whereas independent variables are the factors that influence or bring about changes in the dependent variables (Agustian et al., 2019). In this research, the dependent variable is the purchase decision (Y). Meanwhile, the independent variables in this study consist of three variables, namely discounts (X1), ratings (X2), and free shipping (X3), each of which is expected to influence the purchase decision.

### ***Methods and Techniques of Analysis***

In this study, the data analysis and hypothesis were tested using multiple linear regression analysis processed through the SPSS 22 for Windows 10 program. The analytical technique applied in this research is used to measure

how much the independent variables-discount, rating, and free shipping-influence the dependent variable, namely purchasing decisions.

## RESEARCH RESULT

### *Data analysis*

#### *Respondent Data Characteristics*

There were 109 respondents in total, comprising 90 females, which accounts for 82.57% of the sample and 19 males, making up 17.43%. Most respondents were aged 17-21 years (54.13% or 59 respondents), respondents aged 22-26 years (42.20% or 46 respondents), respondents aged 27-31 years (1.83% or 2 respondents), and over 31 years old (1.83% or 2 respondents). The professions of respondents consisted of students or college students as many as 89 respondents with a percentage of 81.65%, employees or entrepreneurs as many as 17 respondents with a percentage of 15.60%, and 3 other respondents with a percentage (2.75%).

#### *Descriptive Statistical Test*

Table 1. Results of Descriptive Analysis

Variables/Indicators	N	Minimum	Maximum	Mean	Std. Dev
<b>Discount (X1)</b>	109	7	15	13.06	1,629
1. Amount of discount (X1.1)	109	2	5	4.45	.631
2. Discount time (X1.2)	109	1	5	4.27	.789
3. Types of products that get discounts (X1.3)	109	1	5	4.35	.712
<b>Rating (X2)</b>	109	12	20	17.99	1,713
1. Benefits rating (X2.1)	109	3	5	4.58	.598
2. Belief in the existence of rating (X2.2)	109	3	5	4.31	.604
3. Belief in the existence of rating (X2.3)	109	3	5	4.59	.548
4. Comfort on rating (X2.4)	109	3	5	4.51	.555
<b>Free Shipping (X3)</b>	109	14	20	18.17	1,603
1. Free shipping pay attention (X3.1)	109	2	5	4.61	.560
2. The attraction of free shipping (X3.2)	109	3	5	4.61	.508
3. Free shipping increases purchase intention (X3.3)	109	3	5	4.50	.618
4. Free shipping encourages purchases (X3.4)	109	3	5	4.45	.631
<b>Purchase Decision (Y)</b>	109	11	20	17.10	2,232
1. Transactional interest (Y.1)	109	3	5	4.21	.681
2. Referential interest (Y.2)	109	3	5	4.21	.746
3. Explorative interest (Y.3)	109	3	5	4.34	.641

4. Preferential interest (Y.4)	109	2	5		4.34	.641
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Based on the descriptive statistical table above, it can be concluded that:

#### *Discount (X1)*

- In a sample of 109 buyers, variable discount (X1) exhibits a minimum value of 7 and a maximum value of 15, with an average level of influence for the variable. The discount shows a positive result of 13.06, and a standard deviation of 1.629.
- In a sample of 109 buyers, the discount size indicator (X1.1) has a minimum value of 2 and a maximum value of 5, with the indicator showing an average level of influence 4.45, and a standard deviation of .631.
- In a sample of 109 buyers, the discount time indicator (X1.2) has a minimum value of 1 and a maximum value of 5, with the indicators average influence yielding a positive result of 4.27, and a standard deviation of .789.
- In a sample of 109 buyers, the indicator of the type of product that received a discount (X1.3) had a minimum value of 1 and a maximum value of 5, with the average influence of the average influence of the indicator showing a positive result of 4.35, and a standard deviation of .712.

#### *Rating (X2)*

- In a sample of 109 buyers, variable rating (X2) has the smallest (minimum) value of 12 and the largest (maximum) value of 20, with an average influence of *variable ratings* showed a positive result of 17.99, and a standard deviation of 1.713.
- In a sample of 109 buyers, the benefit indicators rating (X2.1) has minimum value of 3 and a maximum value of 5, with the indicator's average influence reflecting a positive outcome of 4.58, and a standard deviation of .598.
- In a sample of 109 buyers, the Trust indicator is rating (X2.2) has a minimum value of 3 and a maximum value of 5, with the indicator's average indicator influence indicating positive results of 4.31, and a standard deviation of .604.
- In a sample of 109 buyers, the Trust indicator is rating (X2.3) has a lowest value of 3 and a highest value of 5, with the indicator's average influence reflecting a positive score of 4.59, and a standard deviation of .548.
- In a sample of 109 buyers, the Convenience indicator on rating (X2.4) shows a minimum value of 3 and a maximum value of 5, with the average influence of the indicator producing positive results of 4.51, and a standard deviation of .555.

#### *Free Shipping (X3)*

- In a sample of 109 buyers, variable free shipping (X3) has the smallest (minimum) value of 14 and the largest (maximum) value of 20, with an

- average influence of variable free shipping shows a positive result of 18.17, and a standard deviation of 1.603.
- In a sample of 109 buyers, free shipping pay attention indicator provides attention (X3.1) shows a minimum value of 2 and a maximum value of 5, with the indicator's average influence resulting in a positive value of 4.61, and a standard deviation of .560.
  - In a sample of 109 buyers, the free shipping attraction indicator (X3.2) ranges from a minimum of 3 to a maximum of 5, with the indicator's average influence registering a positive figure of 4.61, and a standard deviation of .508.
  - In a sample of 109 buyers, the free shipping increases purchase intention indicator (X3.3) shows values of minimum 3 and maximum 5, with the indicator's average influence reflecting a positive outcome of 4.50, and a standard deviation of .618.
  - In a sample of 109 buyers, the free shipping encourages indicator (X3.4) ranges from a low of 3 to a high of 5, with the indicator's average influence resulting in a positive result of 4.45, and a standard deviation of .631

#### *Purchase Decision (Y)*

- In a sample of 109 buyers, *variable*The purchasing decision (Y) has the smallest (minimum) value of 11 and the largest (maximum) value of 20, with an average influence of *variable*free shipping shows a positive result of 17.10, and a standard deviation of 2.232.
- In a sample of 109 buyers, the Transactional Interest indicator (Y.1) spans from a minimum value of 3 to a maximum of 5, with the exhibiting an average positive influence of 4.21, and a standard deviation of .681.
- In a sample of 109 buyers, the Referential Interest indicator (Y.2) ranges from a minimum of 3 to a maximum of 5, with the indicator's average influence yielding a positive results of 4.21, and a standard deviation of .746.
- In a sample of 109 buyers, the Explorative Interest indicator (Y.3) varies between a minimum of 3 and maximum of 5, with the average influence of the indicator showing positive results of 4.34, and a standard deviation of .641.
- In a sample of 109 buyers, the Explorative Interest indicator (Y.3) has the minimum value of 2 and maximumvalue of 5, with the average influence producing a positive results of 4.34, and a standard deviation of .641.

#### *Validity Test*

If  $r \text{ count} > 0.30$  or  $\text{sig} < 0.05$ , then the statement item is valid.

If  $r \text{ count} < 0.30$  or  $\text{sig} > 0.05$ , then the statement item is invalid.

Table 2. Results of Validity Test

Variabel	Item	Korelasi	Cut-Off Value	Keterangan
Discount (X1)	Amount of discount (X1.1)	.729	0.30	Valid

	Discount time (X1.2)	.757	0.30	Valid
	Types of products that get discounts (X1.3)	.803	0.30	Valid
Rating (X2)	Benefit in rating (X2.1)	.674	0.30	Valid
	Belief in existence rating (X2.2)	.754	0.30	Valid
	Belief in existence rating (X2.3)	.746	0.30	Valid
	Comfort on rating (X2.4)	.804	0.30	Valid
Free Shipping (X3)	Free shipping send give attention (X3.1)	.633	0.30	Valid
	The attraction of free shipping (X3.2)	.618	0.30	Valid
	Free shipping increase purchase intention (X3.3)	.762	0.30	Valid
	Free shipping encourage purchase (X3.4)	.737	0.30	Valid
Keputusan Pembelian (Y)	Transactional interest (Y.1)	.808	0.30	Valid
	Referential interest (Y.2)	.843	0.30	Valid
	Preferential interest (Y.3)	.817	0.30	Valid
	Explorative interest (Y.4)	.823	0.30	Valid

The results of the validity test show that all statement items in the Discount variable (X1), Rating(X2), Free Shipping (X3), and Purchase Decision (Y) have a value of  $r_{count} > 0.30$  or  $sig < 0.05$ , so it can be concluded that all statement items regarding Discounts (X1), Rating(X2), Free Shipping (X3), and Purchase Decision (Y) are valid.

### Reliability Test

If the Cronbach's alpha value  $> 0.60$ , then the variable is reliable.

If the Cronbach's alpha value  $< 0.60$ , then the variable is not reliable

Table 3. Results of Reliability Test

Variables	Cronbach's Alpha	Cut Off Value	Information
Discount (X1)	.636	0.60	Reliable
Rating (X2)	.729	0.60	Reliable
Free Shipping (X3)	.636	0.60	Reliable
Buying decision	.840	0.60	Reliable

The results of the reliability test show that Discount (X1), Rating(X2), Free Shipping (X3), and Purchase Decision (Y) have value cronbach's alpha  $> 0.60$ , so it can be concluded that variable Discount (X1), Rating (X2), Free Shipping (X3), and Purchase Decision (Y) are reliable.

### Classical Assumption Test

#### Normality Test

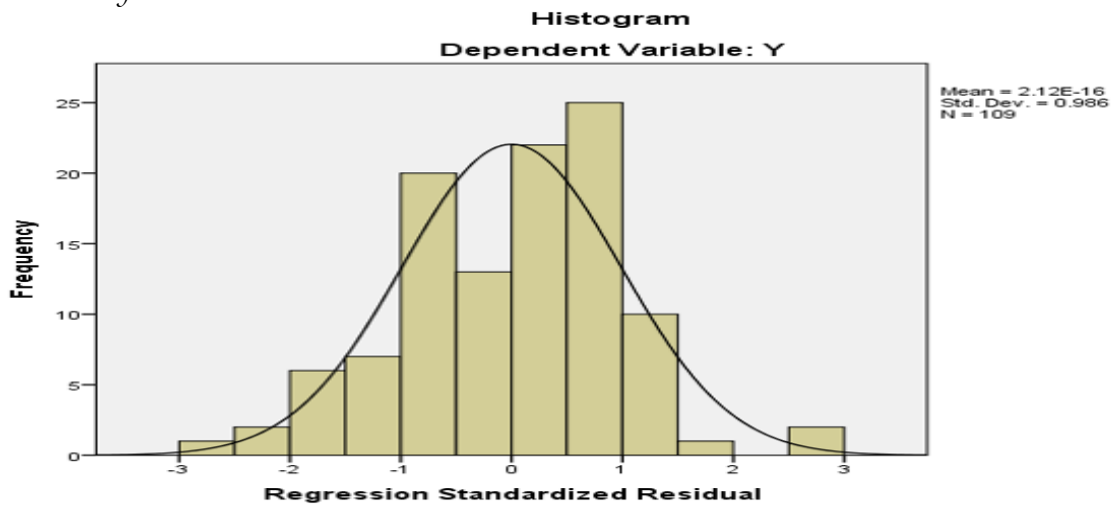


Figure 2. Results of Curve Normality Test

In the histogram above, which is shaped like an inverted bell that fills the bell line with most of the bars below the curve and also the line does not exceed the number 3, which means  $> 0.05$ , which means the data can be said to be normally distributed.

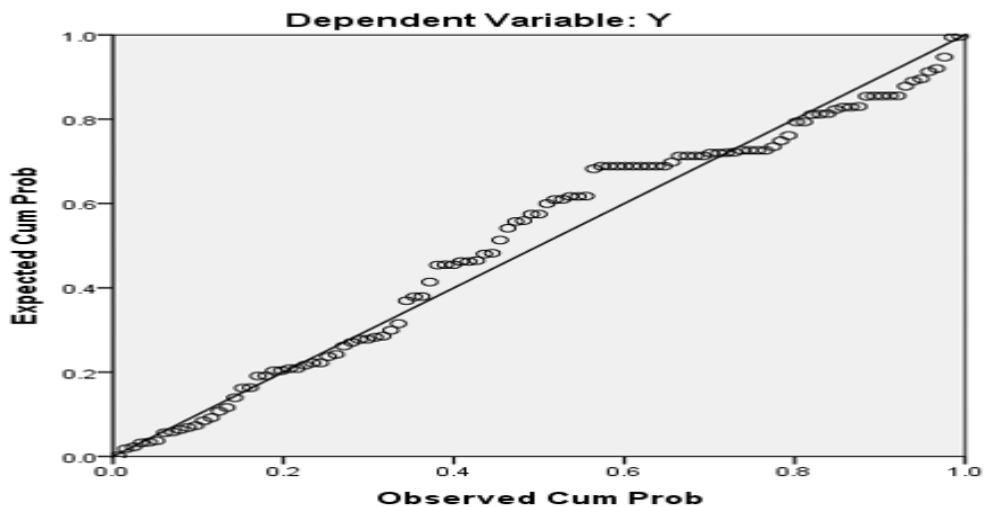


Figure 3. Results of Diagonal line Normality Test

In the P-Plot, if most of the plots follow the line, it can be said that the data is normally distributed. Then in the P-Plot above, it can be seen that the points follow and approach the diagonal line or the diagonal line fit lines it can be concluded that the regression model meets the normality assumption.

#### Multicollinearity Test

If tolerance value below 0.10 or VIF above 10 then multicollinearity occurs. Based on the table above, it is known that:

Table 4. Results of Multicollinearity Test

Variables	Tolerance	VIF	Criteria
X1	.742	1,348	There is no multicollinearity
X2	.672	1,489	There is no multicollinearity
X3	.658	1,519	There is no multicollinearity

*Heteroscedasticity Test*

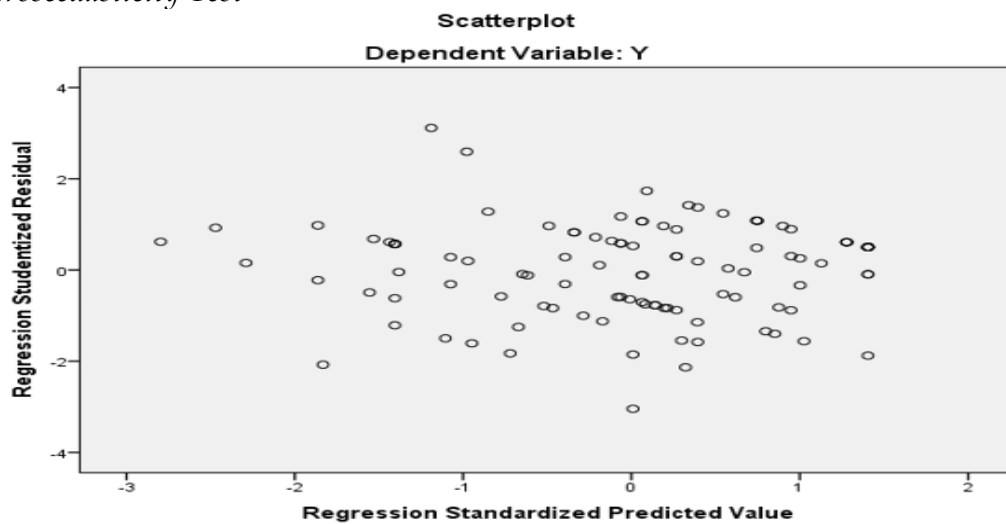


Figure 4. Results of Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there is a storage of the classical assumption of heteroscedasticity, namely the existence of inequality of residual variance for all observations in the regression model. The prerequisite that must be met in the regression model is the absence of heteroscedasticity symptoms. There are several testing methods that can be used, including by looking at the scatterplot. If the dots are spread irregularly then heteroscedasticity does not occur.

*F-Test*

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	231.824	3	77.275	26.510	.000 <sup>b</sup>
	Residual	306.066	105	2.915		
	Total	537.890	108			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Figure 5. Results of F Test

F count > f table (there is an influence) 26.510 > 2.69

Judging from the sig value of 0.00 < 0.05, it shows that each independent variable together has a significant effect on purchasing decisions (Y). That discounts, ratings, and free shipping have an effect on purchasing decisions for Kebab Turki Baba Rafi through ShopeeFood in Surabaya.

T- Test

Tabel 5. Results of T-Test

Variables	T Count	T Table	Sig	Criteria
X1	1,585	0.1882	.116	No effect on Y
X2	3.467	0.1882	.001	Affects Y
X3	3,839	0.1882	.000	Affects Y

Conclusion:

- Discounts do not affect purchasing decisions
- Ratings influence purchasing decisions
- Free shipping influences purchasing decision

Coefficient of Determination

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 <sup>a</sup>	.431	.415	1.707

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Figure 6. Results of Coefficient of Determination

$$KD = r^2$$

0.43 or 43%

This means that 43% of discounts, ratings, and free shipping have an influence on purchasing decisions.

Decision Making in Multiple Regression Testing

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.432	2.087		-.686	.494		
	X1	.186	.117	.135	1.585	.116	.742	1.348
	X2	.406	.117	.311	3.467	.001	.672	1.489
	X3	.485	.126	.348	3.839	.000	.658	1.519

a. Dependent Variable: Y

Figure 7. Decision Making in Multiple Regression Testing

$$Y = -1.432 + 0.186 X1 + 0.406 X2 + 0.485 X3$$

## **DISCUSSION**

### ***Discussion of Test Results of the First Hypothesis***

The first hypothesis states that discounts have a positive effect on purchasing decisions. Based on the results of the t-test, the calculated t value for the discount variable is 1.585 with a significance value of 0.116. Because the significance value (0.116) > 0.05, it can be concluded that discounts do not have a significant effect on purchasing decisions. Thus, the first hypothesis is rejected. This is in line with research by (Rosmaniar et al., 2020) which explains that discounts have a positive but not significant effect on purchasing decisions. However, it is not in accordance with research by (Santoso et al., 2022), (Auli et al., 2021), and (Alghifari & Rahayu, 2021) which explains that discounts have a significant positive effect on purchasing decisions.

### ***Discussion of Test Results of the Second Hypothesis***

The second hypothesis states that ratings have a positive influence on purchasing decisions. The results of the t-test show a calculated t value for the rating variable of 3.467 with a significance value of 0.001. Because the significance value (0.001) < 0.05, it can be concluded that ratings have a positive and significant effect on purchasing decisions. Thus, the second hypothesis is accepted. This is in line with research by (Sianipar & Yoestini, 2021), (Mahendra & Edastama, 2022), and (Cahyono & Wibawani, 2025) which explains that ratings have a significant positive effect on purchasing decisions. However, it is not in accordance with research by (Jannah et al., 2021) which explains that ratings have a positive but not significant effect on purchasing decisions.

### ***Discussion of Test Results of the Third Hypothesis***

The third hypothesis states that free shipping has a positive effect on purchasing decisions. Based on the results of the t-test, the calculated t value for the free shipping variable is 3.839 with a significance value of 0.000. Because the significance value (0.000) < 0.05, it can be concluded that free shipping has a positive and significant effect on purchasing decisions. Thus, the third hypothesis is accepted. This is in line with research by (Auli et al., 2021), (Maulana & Asra, 2019), and (Marpaung & Lubis, 2022) which explains that free shipping has a significant positive effect on purchasing decisions. However, it is not in accordance with research by (Purwatiningsih et al., 2023) which explains that free shipping has a negative and insignificant effect on purchasing decisions.

## **CONCLUSION AND RECOMMENDATION**

### ***Conclusion***

Based on the results of the discussion on "The effect of discounts, ratings, and free shipping on purchasing decisions for Kebab Turki Baba Rafi at ShopeeFood Surabaya," it can be concluded that ratings and free shipping have an influence on purchasing decisions for Kebab Turki Baba Rafi through ShopeeFood in Surabaya. While discounts do not show a

significant effect. This indicates that consumers are more motivated by positive reviews from previous buyers and incentives for eliminating shipping costs than direct discounts.

### **Recommendations**

To improve purchasing decisions, it is recommended that Kebab Turki Baba Rafi focus on improving the quality of service and products to maintain high ratings, and optimize the free shipping program periodically, especially during periods of high demand. Although the discount is not significant, this strategy can be combined with a loyalty program for a specific segment. By implementing this, it is expected to have an impact on increasing the company's turnover.

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