

# The Influence of Shipping Costs and Returns on Consumer Purchase Decisions in Patumbak Village Deli Serdang District Village

Mariyati Harahap<sup>1</sup>, Toni Hidayat<sup>2</sup>

<sup>1,2</sup> Faculty of Economics, Department of Management, Universitas Muslim Nusantara Al-Washliyah Medan  
[harahapmariati730@gmail.com](mailto:harahapmariati730@gmail.com)<sup>1</sup>, [tonirestu98@gmail.com](mailto:tonirestu98@gmail.com)<sup>2</sup>

## Abstract

This research is entitled "The Effect of Shipping and Return on Purchase Decisions of Shopee Consumers in Patumbak Village, Deli Serdang Regency". The purpose of this study was to determine whether there is an effect of postage and return on the purchasing decisions of shopee consumers in Patumbak Village, Deli Serdang Regency. The data used in this study is primary data with the research instrument in the form of a questionnaire. The population used is 1,652 (for 6 months) shopee consumers in Patumbak Village, Deli Serdang Regency ", using random sampling as many as 95 respondents. The method used in this research is descriptive quantitative method. The data analysis technique used multiple linear regression analysis with the regression equation  $Y = 3.198 + 0.116X_1 + 0.919X_2 + e$ . Partial test results (t) are obtained at 727 for postage and 7346 for Returns. While the results of the simultaneous F-Test obtained were 93,669. And the results obtained in this study indicate an R<sup>2</sup> value of 81.9%, so it can be concluded that Shipping and Return Costs to Shopee Consumer Purchase Decisions in Patumbak Village, Deli Serdang Regency and the remaining 32.9% are influenced by other factors, price, product discounts. and product accessories.

**Keywords:** Postage, Return, Purchase Decision.

## Introduction

In era moment this in where technology the more advanced help Public in carrying out their work easily and quickly. If in the past, when you wanted to contact friends or family, you had to go through a letter and needed to wait a long time, now it is enough with a smartphone to exchange news even though different countries can communicate directly via text or video messages. The communication network used to connect electronic media to one another is also known as the internet. The internet itself can be used using a Smartphone, Laptop or Internet Computer.

Online shopping can be done through social media and marketplaces, e-marketplace (*electronic marketplace*) is a virtual market where the market is a meeting place for buyers and sellers to make transactions. It is undeniable that buying and selling *online* has a negative stigma. Some people choose to make purchases *offline* or visit the store directly, this is because consumers can check the quality of the product directly before making a purchase decision, in contrast to buying products *online* which are prone to fraud and mistakes in purchasing. Shopee is the largest *e-commerce* in Indonesia.

In addition, there is a product assessment so that it can be considered by consumers in buying products at Shopee. One of the consumer processes in making *online purchasing decisions* is to search for product information from people who have purchased products, at Shopee where the search for this information lies in the assessment of the products available on each product sold at Shopee can be seen through the assessment of consumer reviews by providing stars on a scale of 1 to 5 by consumers in every purchase of goods. description at checkout in order.

From the pre-survey that the author has done to 30 shopee consumers who shop at shopee, especially residents of Patumbak Village, several phenomena are found, such as the diagram presented below:

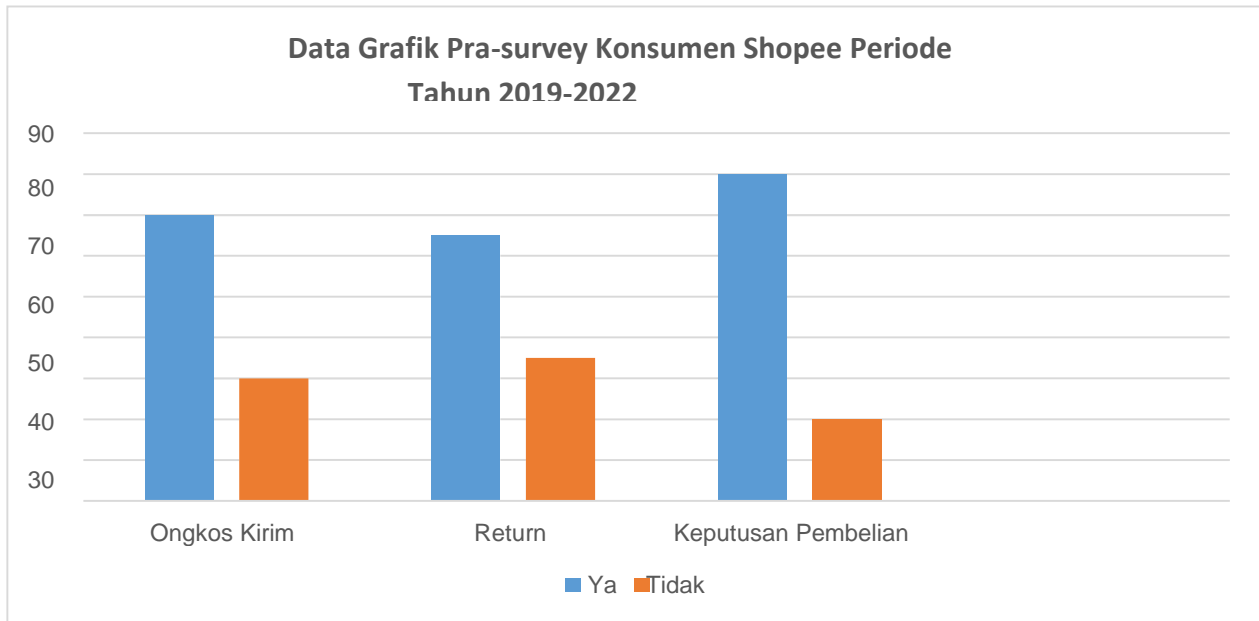


Image 1. Shopee Consumer Graphics

From the graph above, it is known that as many as 65% of consumers who return goods because the goods received do not match the description, although the postage service has increased from the previous year, it does not cause a decrease in consumer buying interest in the goods offered at Shopee. This is what keeps Shopee in a good rating order in the eyes of Shopee consumers.

From the problems above, it was found that, some shopee consumers said: not enough satisfied with service service send which available in *e-commerce* shopee because no all shop have piece price in every shipping, sometimes every shipping service has different rates ranging from moderate to expensive postage rates. With various shipping costs estimated delivery goods still experience lateness delivery to hand buyer. However, there are still many consumers who do Buying goods online at Shopee is because if the goods have not been received and the goods are received in a damaged condition, they can still be returned ( *Return* ) to the seller. This can be proven from the number of people who shop at shopee compared to shopping directly with sellers because through this social media consumers can shop according to their wishes and transact easily. Based on the description above, the researcher wants to do research on. The Effect of Shipping Costs and *Returns* on Shopee Consumer Purchase Decisions in Patumbak Village, Deli Serdang Regency, the problems that will be studied in this study are:

1. Is there an effect of shipping costs on the purchasing decisions of Shopee consumers in Patumbak Village, Deli District? Serdang?
2. Is there an effect of *return* on the purchasing decisions of Shopee consumers in Patumbak Village, Deli District? Serdang?
3. Is there an effect of shipping costs and *returns* on Shopee consumer purchasing decisions in Patumbak Village, Deli Serdang Regency?
4. How big is the influence of shipping costs and *returns* on the purchasing decisions of Shopee consumers in Patumbak Village, Deli Serdang Regency?

The objectives to be studied in this research are:

1. To find out whether there is an effect of shipping costs onShopee consumer purchasing decisions in Patumbak Village, Deli Serdang Regency
2. To find out whether there is an effect of *return* on the purchasing decisions of Shopee consumers in Patumbak Village, Deli Serdang Regency

3. For knowing is There is influence fare send and *return* on the purchasing decisions of Shopee consumers in Patumbak Village, Deli District Serdang
4. To find out how much influence shipping costs and *returns* have on Shopee consumer purchasing decisions in Patumbak Village, Deli Regency Serdang

### Methodology

research method used is the quantitative approach method . The population in this study is all consumers who visit to make purchases and *services* car at Alfalah car *service* Medan namely for 4 months starting from December 2021 to March 2022 totaling 452 consumers , using the slovin formula, the number of samples obtained was 82 people. The data analysis technique used is the classical assumption test, multiple linear regression test and hypothesis testing.

### Research Result and Discussion

Description characteristics respondent decipher about identity respondents according to the research sample that has been determined. One of the purposes of characteristic description respondent is give description which Becomes sample in this research. Where the sample is shopee patumbak kampung consumers. The following is a description of the characteristics of the respondents based on age, gender, level education.

**Table 1 Characteristics of Respondents by Age**

No.	Age	Number of people)	Percentage (%)
1.	41-50	25	26.32
2.	20-40	70	73.68
<b>Amount</b>		<b>95</b>	<b>100</b>

Source: Primary data processed (2022)

Based on Table 4.1 above, it can be seen that respondents with a range of 25 people aged between 41-50 with a percentage of 26.32% and age 20-40 as many as 70 people and a percentage of 73.68%. From the table above respondents with

the age range between 20-40 years is more that as many as 70 people with a percentage (73.68%) of other age ranges. The reason that dominates is because the majority at this age are students and working people.

The validity test aims to determine the accuracy of the questionnaire which means that the questionnaire is able to measure what is actually being measured. This is done by looking for the correlation of each statement item with total score of statements for the results of respondents' answers. To find out the validity each statement item in the research instrument. Can be seen through the calculated *r* column and *r* table. If the value of *r* count is greater than *r* table, then the statement is declared valid. The value of *r* table at = 0.05 with degrees of freedom  $df = n-3 = 92$  in the two-way test is 0.2028.

**Table 2 Postage Validity Test Results (X1) Correlations**

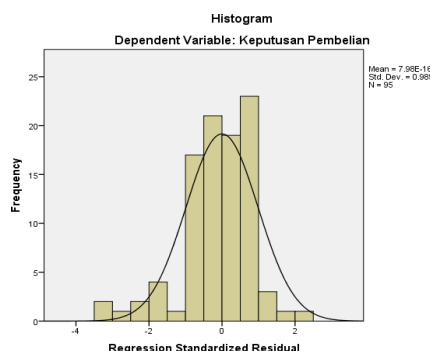
		var001	var002	var003	var004	var005
var00 1	Pearson	1	.672 **	.659 **	.386 **	.507 **
	Correlation					
	Sig. (2-tailed)		.000	.000	.000	.000
	N	95	95	95	95	95
var00 2	Pearson	.672 **	1	.679 **	.492 **	.673 **
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	95	95	95	95	95
var00 3	Pearson	.659 **	.679 **	1	.643 **	.629 **
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	95	95	95	95	95
var00 4	Pearson	.386 **	.492 **	.643 **	1	.606 **
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	95	95	95	95	95
var00 5	Pearson	.507 **	.673 **	.629 **	.606 **	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	95	95	95	95	95

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on table 4.24, table 4.25 and table 4.26 above, it is found that the test of the variable postage (X1), *return* (X2) and purchase decision (Y) has a value of r arithmetic which is greater than r table. Thus it can be concluded that all statements of service quality and customer loyalty used are valid and can be used in research.

**a. Test Normality**

This test is needed to detect statistical problems that can interfere with the model so that it can mislead the conclusions drawn from the equation. The classical assumption test in this study uses the normality test. Ghozali, (2015:110) "said this test aims to determine whether in model regression, variable bully or residual have normal distribution.

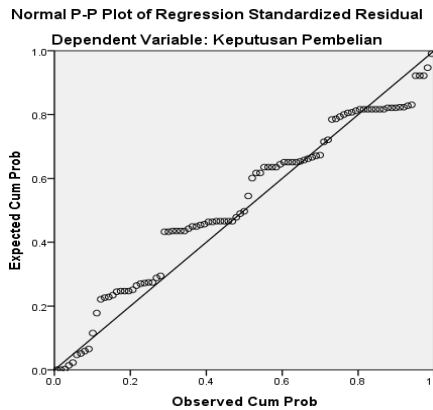


Picture. 2 Histogram Graph

Source: data processing using SPSS Version 23 (2022)

Based on Figure 2 above, the histogram graph shows a normal or symmetrical distribution. So that the histogram graph model in

This study shows that the regression model does not violate the assumption of normality.



Picture. 3. PP Plot

Source: data processing using SPSS Version 23 (2022)

Based on Figure 4.4 above, it can be seen that the plotting points contained in the image always follow and approach the diagonal line. So it can be concluded that the assumption of normality for the residual value in the simple linear regression analysis in this study can be fulfilled. Partial test results using SPSS can be seen in table 4.29 as follows:

**Table 3. Partial Test Results (t) Coefficients <sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.198	.1995		1,603	.112
	Shipping cost	.116	.160	.075	.727	.469
	Return	.919	.125	.757	7.346	.000

a. Dependent Variable: Purchase Decision

Source: data processing using SPSS Version 23 (2022)

The output from the table above can be seen from the t-count value obtained by each variable. By using a significance level of 5% and obtained the t-table value is 1.662. For the t-test criteria, t-table is performed at the level of = 5%. The value of  $t = (α; nk) = (0.05; 95-3) = 92 = (0.05; 92) = 1.662$ . The results of testing the effect of shipping costs and *returns* on purchasing decisions are as following:

- Shipping costs (X1) have no effect on purchasing decisions. The results of the analysis show that the t - count value for the shipping cost variable (X1) is 727 when compared to the t - table value of 1.662. Then the t arithmetic obtained is smaller than the t table value or  $727 < 1.662$  then it is also seen that the sig value is greater than the probability value of 0.05 or  $0.000 > 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected so it can be concluded that the shipping cost variable has no positive effect and significant to decision purchase.
- Return* (X2) has an effect on purchasing decisions, the results of the analysis obtained the t

value for the *Return* (X2) variable of 7,346 when compared to the t table value of 1,662. Then the t arithmetic obtained is greater than the value of t table or  $7.346 > 1,662$  then seen also that score sig more small from a probability value of 0.05 or  $0.000 < 0.05$  then Ho2 is rejected and Ha2 is accepted so that the X2 variable has a contribution to Y. A positive t value indicates that X2 has a direct relationship with Y. So it can be concluded that the *Return* variable has a positive and significant effect on buying decision. Based on table 4.31 above, it can be concluded as follows:

1. The R value of 0.819 means the relationship between Shipping Costs (X1) and *Return* (X2) to Decision Purchase (Y) as big as 81.9%, it means there is very strong relationship between variable.
2. The value of R Square is 671, this means that 67.1% of Purchase Decisions (Y) can be influenced by the Shipping Costs (X1) and *Return* (X2) variables. While the remaining 32.9% is influenced by other factors not examined in this study such as price, product discounts and completeness product.

### Conclusion

1. The results of multiple linear regression test show that the value of  $Y = 3.198 + 0.116X_1 + 0.919X_2 + e$ , while the F test value is 93,669 with a sig level of 0.000 therefore the sig value is  $0.000 > 0.05$  and the F arithmetic value is  $93.669 > F$  table 3.09 this indicates that Ho3 is rejected and Ha3 is accepted so, it can be concluded that The independent variables of postage (X1) and *Return* (X2) simultaneously have a positive and significant effect on the dependent variable of purchasing decisions (Y).
2. The R value of 0.819 means that the relationship between Shipping Costs (X1) and *Return* (X2) on Purchase Decisions (Y) is 81.9%, meaning that there is a very strong relationship between variable.
3. Score R Square is 671 Thing this means 67.1% Decision Purchase (Y) can be affected by the variable Shipping Costs (X1) and *Return* (X2). While the rest 32.9% influenced by factor other which no researched in the this research such as prices, product discounts and completeness product.

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