

**The Influence of Shopee's Brand Ambassador and "Free Shipping" Tagline on Purchase Decisions by STIE Sakti Alam Kerinci Students**

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ABSTRACT

In the modern era, society's dependence on technology, particularly the internet, has brought significant changes in lifestyle, including shopping behavior. E-commerce, as a form of electronic commerce, is rapidly evolving as a mechanism for exchanging goods and services over the internet. This study aims to measure the influence of brand ambassadors and the "Gratis Ongkir" (Free Shipping) tagline of Shopee on the purchasing decisions of STIE Sakti Alam Kerinci students. The research results indicate a relatively low impact of both factors, with a Coefficient of Determination value of 14.3%. Despite being low, this value provides an initial overview of the extent to which the model can explain variations in students' purchasing decisions. The analysis reveals that the partial influence of brand ambassadors on purchasing decisions is 0.41%, while the "Gratis Ongkir" tagline has an impact of 0.34%. Although these figures are relatively low, it is important to note that low values do not necessarily reflect insignificance. The reduced impact could be influenced by complex factors and variables not measured in the study. The Coefficient of Determination value of 14.3% indicates that the constructed model can explain a small portion of the variation in purchasing decisions among STIE Sakti Alam Kerinci students.

Keywords: Brand Ambassador, Free Shipping, Shopee

INTRODUCTION

Marketing management is a science that can be used to plan, organize, direct, and control marketing activities in a business to achieve effective and efficient goals. Considering that marketing management is an important thing in running a business, marketing management must be flexible by following the development of technological advances. Along with the development of the times, people's dependence on technology, including the internet, also brings major changes in their lifestyles, and an instant lifestyle makes people choose things quickly and efficiently so they don't need to spend a lot of money. a lot of energy, including in shopping. In addition to being used as a source of information and communication, the Internet is also used by several economic entities for specific purposes to market their products called (online stores). Internet media is starting to be used by business people because it is effective. Effective is a person's ability to carry out tasks accurately and precisely, that is, without wasting energy, time, and money. Saving time in online transactions, because buyers and sellers no longer need to meet face to face. People now make many transactions through e-commerce and are increasing every year, this happens because of the many types of products offered in e-commerce such as food, clothing, furniture, electronic devices, and others. With e-commerce sites, buyers no longer need to come to the store to make buying and selling transactions. (Siregar Srianjelina, 2022).

E-commerce E-commerce itself is an application technology that connects companies with consumers in carrying out business processes. E-commerce is a type of electronic trading business mechanism that serves as a medium for exchanging goods or services using the Internet. (Osak & Pasharibu, 2020) Electronic commerce or E-Commerce is the result of information technology which is currently developing very rapidly in the exchange of goods, services and information through electronic systems such as the internet, television and other computer networks. (Latifah, 2022) E-commerce is short for Electronic Commerce, which means a marketing system using electronic media. E-commerce encompasses the sale, purchase, and marketing of a product through an electronic system. (Risanti, 2020).

Shopee is an online shopping center under the auspices of the SEA Group. Shopee was first founded by Forrest Li in 2009 and launched in 2015. Shopee itself entered the Indonesian market in May 2015 and began operating in June 2015. With the increasing use of gadgets, the Shopee company saw new opportunities in Indonesia, Shopee can provide a safe and comfortable shopping experience. (Momongan et al., 2022)

According to databoks.katadata.co.id, there are at least 5 online shopping sites in Indonesia that are currently popular, with Shopee being the e-commerce site with the most visitors in Q1, Q2, and Q3 of 2023.

Table 1. Popular Indonesian Online Shopping Sites

No	Name	Q1, Average Monthly Site Visits	Q2, Average Monthly Site Visits	Q3, Average Monthly Site Visits
1	Shopee	157,966,667	166,966,667	216,766,667
2	Tokopedia	117,033,333	107,200,000	97,066,667
3	Lazada	83,233,333	74,533,333	52,233,333
4	Blibli	25,433,333	27,100,000	28,400,000
5	Bukalapak	18,066,667	15,566,667	12,366,667

(source: <https://databoks.katadata.co.id>)

From the data above, it can be seen that Shopee is ranked first with 157,966,667 visitors in the first quarter, 166,966,667 visitors in the second quarter, and 216,766,667 visitors in the third quarter. Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. (Kotler & Armstrong 2016 in Jaya & Mutiara, 2022). Analysis or recognition of needs and desires, information search, assessment of selection sources for purchasing alternatives, purchasing decisions and post-purchase behavior. (Satria, 2023). A purchasing decision phenomenon where students who make purchases on Shopee tend to make repeat purchases because they are satisfied with the product quality and look for other products according to their needs.

Tagline is a short, concise, meaningful and easy to remember sentence (Amalia Yunia Rahmawati, 2020a). Taglines usually appear in advertisements, whether audio, visual, or audio-visual, alongside the logo. A tagline or slogan is part of an advertisement that aims to make the advertisement easy for consumers to remember. Furthermore, taglines must also be effective, because taglines also function in forming a brand image in the public mind and are not just an addition or sweetener. (Firmansyah, 2022) Shopee has had the tagline "Free Shipping Throughout Indonesia" since 2016. This tagline provides information about the offer of free shipping throughout Indonesia. (Azlin et al., 2022).

The tagline phenomenon must be able to influence purchasing decisions made by consumers, where every sentence used as a tagline is able to stick in the minds of consumers where in 2016 when Shopee first used the tagline "Free shipping throughout Indonesia" many consumers were interested in using Shopee.

Brand ambassador is an advertising supporter or also called a product spokesperson who is chosen from famous or unknown people who have an attractive appearance to attract the attention and memory of consumers, so that consumers want to buy the product. (Kotler and Keller 2009 in Momongan et al., 2022) The use of Brand Ambassadors acts as an advertising attraction that is considered to be able to influence consumer preferences because brand ambassadors can become a reference group that influences consumer behavior and becomes a trendsetter for the products the company sells. (Brestilliani, nd)

The phenomenon of brand ambassadors as brand speakers, namely consumers, especially STIE-SAK students, make purchases on Shopee because they are interested in the brand ambassador from Shopee because the brand ambassador figure is a figure who is admired and loved by many people, thus influencing purchasing decisions by consumers, especially STIE-SAK students.

The researcher's interest in examining the influence of Shopee's brand ambassador and tagline "Free Shipping" on purchasing decisions by STIE Sakti Alam Kerinci students was the reason for this research. It is hoped that the presence of Shopee's brand ambassador and tagline will influence consumer decision-making, especially among STIE Sakti Alam Kerinci students.

Marketing management is a science that studies the procedures for selecting and obtaining target markets, maintaining and developing customers by creating, delivering and communicating superior value to customers. (Swastha, 1989) Management is an activity; its implementation is called managing, and the person who does it is called a manager. Management is needed at least to achieve goals, maintain balance between conflicting goals, and achieve efficiency and effectiveness. Management consists of various elements, namely people, money, methods, machines, markets, materials, and information. The explanation is as follows:

1. *Man*: the person who will carry it out
2. *Money*: financial capability
3. *Method*: specific steps to achieve a goal
4. *Machine*: a tool developed for production
5. *Material*: elements of the material to be processed
6. *Market*: place where goods are sold
7. *Information*: absorptive capacity to compete (Amalia Yunia Rahmawati, 2020b).

Marketing management is a field of management science that is essential for all business activities. Marketing management is the most important factor for the survival of a company or business and its ability to achieve its desired goals. (Arianto, 2023).

Marketing is the activity of fulfilling consumer needs and maintaining them so that those consumers can profit. By implementing a good marketing system, a company is guaranteed to be able to compete with other companies. (Amalia Yunia Rahmawati, 2020b) Marketing activities are designed to provide meaning in serving and satisfying consumer needs in order to achieve the Company's goals. (Swastha, 1989). Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Keller, 2016) Marketing is one of the things that is really needed by companies in running their businesses, spreading product information and inviting friends and relatives. (Ruspindi Junaedi et al., 2022).

E-commerce are business activities involving consumers, manufacturers, service

providers and intermediary traders using computer networks, namely the internet. In another sense, e-commerce is the buying and selling, marketing and servicing, as well as the delivery and payment of products, services and information on the internet and other networks, between networked companies and customers, suppliers and other business partners.(Fahrevi & Satrio, 2018).

In the online buying and selling process, consumers, in addition to paying the agreed amount of money for the product, will usually be added shipping costs according to the quantity, weight, size of the product and based on the shipping distance via the expedition, this shipping cost is also calculated. This shipping cost is called shipping or postage.(SARI, 2022). The purchasing decision is part of the buying process that begins with need recognition, information search, purchase decision, and post-purchase behavior. Purchasing decisions are complex for consumers because they encompass consumer behavior, perceptions, attitudes, and decision-making stages.(Trihadi, 2021)A purchasing decision is a decision made by a person to choose one of several available alternatives. Based on the existing definition, it can be concluded that a purchasing decision is an action taken by a consumer to purchase a product. Five indicators of consumer behavior in purchasing decision-making(SASMITA, 2023 In Handayani, 2022)that is:

1. Recognition of Needs
2. Information Search
3. Alternative Evaluation
4. Buying decision
5. Post-Purchase Behavior

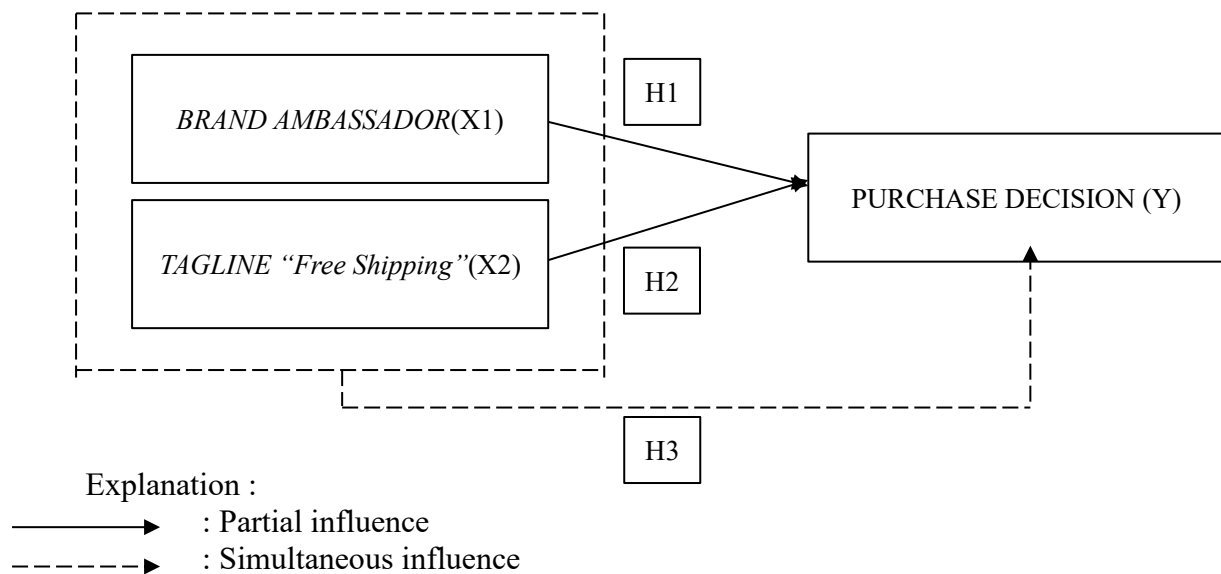
*Tagline*The term tagline itself is a part of advertising. The term tagline comes from English. The word tagline is not yet found in Indonesian dictionaries and is also not yet in the Big Indonesian Dictionary (KBBI). Taking the English dictionary, the meaning of tagline is identical to slogan.(Sasmita, 2021)A tagline is an expressive line used to dramatize the emotional and functional meaning of a brand for customers and potential customers. It tells consumers how they should feel about the brand.(Risanti, 2020). According to(Siregar Srianjelina, 2022 in Darno and Mahisa, 2019:88)The success of a tagline in carrying out its function can be measured by 3 indicators, namely:

1. Familiarity Tagline
2. Differentiation
3. Message or value (Messeger of value)

*Brand Ambassador*is a tool used by companies to communicate and connect with the public to increase sales(Momongan et al., 2022). The use of Brand Ambassadors is usually chosen based on the image of a famous celebrity.(Lawu et al., 2021)*Brand Ambassador*is a cultural identity or icon, where they can act as a marketing tool that will represent a product they offer. The Brand Ambassador indicators used in this study use stages according to(Lea-Greenwood 2012 in Trihadi, 2021), namely as follows:

1. Popularity (Visibility)
2. Credibility
3. Attraction
4. Power

Conceptual Framework



Hypothesis

Based on the description of the background and theoretical basis, the following hypothesis can be obtained:

1. $H_0 : r = 0$, It is assumed that there is no partial influence significant between brand ambassadors and purchasing decisions by SAK STIE students.
 $H_1: r \neq 0$, It is suspected that partially there is a significant influence between brand ambassadors and purchasing decisions by SAK STIE students.
2. $H_0 : r = 0$, It is assumed that there is no partial influence significant between the free shipping tagline and purchasing decisions by SAK STIE students.
 $H_2: r \neq 0$, It is suspected that partially there is a significant influence between the Shopee free shipping tagline on purchasing decisions by SAK STIE students.
3. $H_0: r = 0$, It is suspected that simultaneously there is no significant influence between brand ambassador and Shopee's free shipping tagline on purchasing decisions by SAK STIE students.
 $H_3: r \neq 0$ It is suspected that simultaneously there is a significant influence between brand ambassador and Shopee's free shipping tagline on purchasing decisions by SAK STIE students.

METHOD

This research is part of marketing management research and uses a quantitative approach. Quantitative research is a type of research that analyzes theories and measures variables in the form of data that will be used to test hypotheses based on statistics. (Brestilliani, nd). Quantitative methods were used to measure the influence of brand ambassadors and the "free shipping" tagline on purchasing decisions by STIE Sakti Alam Kerinci students.

The distribution of this questionnaire was carried out using a service from Google, namely Google Form, where respondents included in the research criteria, namely consumers, were active STIE Sakti Alam Kerinci students who were at least 17 years old and had used the e-commerce Shopee.

Due to time, energy and cost limitations, in determining the sample, the researcher used the purposive sampling technique. The purposive sampling technique is a data sample

determination technique based on certain considerations.(SARI, 2022). Respondents were selected by researchers based on criteria including:

1. Has active student status at STIE-SAK.
2. STIE-SAK students who have made transactions using Shopee

In calculating the number of samples, the author uses the Lameshow formula.(Siahaan, 2021)as follows :

$$n = \frac{z^2 \cdot p \cdot (1 - p)}{d^2}$$

Information :

n = Number of Samples

z = z Score At 95% Confidence = 1.96

p = Maximum Estimate

d = Error Rate

From this formula, the determination of the number of samples using the Lameshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,4816 \cdot 0,5 \cdot 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 = 97$$

Based on the calculation above, the sample size was 96.04 to facilitate the research, it was rounded up to 97 respondents.

According to Sugiyono (2014:115) in Risanti, (2020)that population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then conclusions are drawn.(Risanti, 2020)The population in this study were students of STIE Sakti Alam Kerinci who had used Shopee and were active students at STIE Sakti Alam Kerinci.

RESULT AND DISCUSSION

Multiple linear regression analysis

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	29,009	3,660		7,926	.000					
Brand Ambassador	.001	.075	.001	.012	.991	.408	.001	.001	.561	1,782
Tagline"Free Shipping"	.594	.105	.614	5,650	.000	.614	.503	.460	.561	1,782

a. Dependent Variable: Purchase Decision

From the regression coefficients presented, a regression equation can be formed to explain the relationship between the independent variables (Brand Ambassador and "Free Shipping" tagline) and the dependent variable (Purchase Decision) in this model. The

coefficient values illustrate how much change in Purchase Decision is produced by a one-unit change in each independent variable, while holding the other variables constant.

Furthermore, the t-statistic and significance (Sig.) values of the coefficients can provide information on whether each independent variable has a significant influence on the dependent variable. In the data presented, both Brand Ambassador ($t = 0.012$, Sig. = 0.991) and the "Free Shipping" Tagline ($t = 5.650$, Sig. = 0.000) have statistical significance. Therefore, it can be assumed that the "Free Shipping" Tagline has a significant influence on Purchasing Decisions, while Brand Ambassador does not have a significant influence at a certain level of significance.

T-test (partial)

The results of the t-statistic test in the multiple linear regression analysis show the extent to which the independent variables, namely Brand Ambassador and the "Free Shipping" Tagline, have a significant influence on the dependent variable of the Purchasing Decision of STIE Sakti Alam Kerinci students.

First, the Brand Ambassador variable does not have a significant influence on Purchasing Decisions, with a coefficient of 0.001, a standard error of 0.075, a t-statistic of 0.012, and a significance of 0.991. The low t-statistic value and high significance indicate that variations in Brand Ambassadors do not have a significant impact on students' Purchasing Decisions. Second, the "Free Shipping" Tagline variable shows a significant influence on Purchasing Decisions, with a coefficient of 0.594, a standard error of 0.105, a t-statistic of 5.650, and a significance of 0.000. The high t-statistic value and low significance indicate that changes in the "Free Shipping" Tagline have a significant impact on students' Purchasing Decisions.

Thus, the results of this t-statistic test provide a more detailed understanding of the relative contribution of each independent variable to the dependent variable within the framework of the influence of Brand Ambassador and "Free Shipping" Tagline on Purchasing Decisions. These findings can provide valuable guidance for stakeholders, especially in designing more effective marketing strategies in the STIE Sakti Alam Kerinci student environment, in accordance with the research title "The Influence of Shopee's Brand Ambassador and 'Free Shipping' Tagline on Purchasing Decisions by STIE Sakti Alam Kerinci Students."

F Test (Simultaneous)

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	761,973	2	380,986	28,511	.000b
	Residual	1256.110	94	13,363		
	Total	2018.082	96			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Tagline "Free Shipping", Brand Ambassador

The F (Simultaneous) ANOVA test on the results of the regression analysis shows how significant the regression model involving the "Free Shipping" Tagline and Brand Ambassador is on the Purchase Decision variable of STIE Sakti Alam Kerinci students. The test results show that the overall regression model has a significant impact with an F-ratio value of 28.511 and a significance value (Sig.) of .000. A low significance value indicates that at least one of the predictor variables in the model, both the "Free Shipping" Tagline and Brand Ambassador, contributes significantly to the variation in Purchase Decisions. As a result, it can be concluded that the regression model developed in this study has validity and statistical significance, and is able to explain most of the variations in Purchase Decisions of STIE Sakti Alam Kerinci students.

Partial Kd Determination Coefficient Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1 (Constant)	29,009	3,660		7,926	.000					
Brand Ambassador	.001	.075	.001	.012	.991	.408	.001	.001	.561	1,782
Tagline"Free Shipping"	.594	.105	.614	5,650	.000	.614	.503	.460	.561	1,782

a. Dependent Variable: Purchase Decision

1. Brand ambassador has a big influence on purchasing decisions

To find out how much influence brand ambassadors have on purchasing decisions made by STIE SAK students partially, based on the table above, it can be determined using the following formula:

$$\begin{aligned} \text{KD} &= \text{Beta} \times \text{Zero Order} \times 100\% \\ &= 0.001 \times 0.408 \times 100\% \\ &= 0.41\% \end{aligned}$$

This means that the brand ambassador's influence on purchasing decisions is not large, partially at 0.41%.

From the results of the analysis which includes the calculation of the Coefficient of Determination (KD) with the formula $\text{Beta} \times \text{Zero Order} \times 100\%$, the KD value is obtained at 0.41%. This value reflects how much influence the Brand Ambassador and the tagline "Free Shipping" Shopee have on partial purchasing decisions by STIE Sakti Alam Kerinci students. With a KD of 0.41%, it can be interpreted that the influence of the Brand Ambassador and the tagline "Free Shipping" Shopee on purchasing decisions of STIE Sakti Alam Kerinci students is relatively low. However, the low KD value does not automatically indicate that these factors are insignificant.

The interpretation of the Core Competency Index (KD) score needs to be considered in the context of this study. Low scores can be caused by various factors, such as other variability not measured in the study or the more complex impact of these variables. Therefore, the low KD of 0.41% can serve as a starting point for further understanding the dynamics of the influence of Shopee's Brand Ambassador and "Free Shipping" tagline on student purchasing decisions.

These results provide an initial overview of the relative significance of Shopee's Brand Ambassador and "Free Shipping" tagline on purchasing decisions, but for a more comprehensive understanding, further research can be conducted involving additional variables and involving a larger sample.

2. The big influence of taglines on purchasing decisions

To find out how much influence the tagline has on purchasing decisions made by SAK College students partially based on the table above, it can be determined using the following formula:

$$\begin{aligned} \text{KD} &= \text{Beta} \times \text{Zero Order} \times 100\% \\ &= 0.549 \times 0.614 \times 100\% \\ &= 0.34\% \end{aligned}$$

This means that the tagline does not have a large influence on purchasing decisions, partially at 0.34%.

The analysis revealed the significant influence of Shopee's "Free Shipping" tagline on the purchasing decisions of STIE Sakti Alam Kerinci students partially. The formula used was the Coefficient of Determination (KD) by multiplying Beta (regression coefficient) and Zero Order (simple correlation coefficient), and converting the result to a percentage.

Based on this formula, the KD value obtained was 0.34%. This value reflects the extent of the influence of the "Free Shipping" tagline on purchasing decisions partially. With a KD of 0.34%, it can be interpreted that the impact of the tagline on purchasing decisions of STIE Sakti Alam Kerinci students is relatively low. Although the KD value is low, it is important to understand the interpretation of this value in the context of the study. The low KD value can be caused by various factors, such as the influence of other variables not measured in the study or the complexity of other factors that also influence purchasing decisions.

In the context of the research title "The Influence of Shopee's Brand Ambassador and 'Free Shipping' Tagline on Purchasing Decisions by STIE Sakti Alam Kerinci Students," these results indicate that the "Free Shipping" tagline has a limited influence on STIE Sakti Alam Kerinci students' purchasing decisions. This interpretation serves as a starting point for further understanding of other factors that may influence student purchasing decisions.

simultaneous Kd Model Summary									
Model	R	Adjusted R Square	Standard Error of the Estimate	R Square Change	F Change	df1	df2	Sig. Change	F Durbin-Watson
1	.614a	.378	.364	3.65553	.378	28,511	2	.000	1,504

a. Predictors: (Constant), Tagline "Free Shipping, Brand Ambassador

b. Dependent Variable: Purchase Decision

Based on the analysis of the table above, the R Square (Determination) is 0.378 (is the square of the correlation coefficient of 0.614). R Square can be called the Determination Coefficient or can be determined using the determination coefficient formula as follows:

$$\begin{aligned}
 \text{KD} &= R^2 \times 100\% \\
 &= (0.378)^2 \times 100\% \\
 &= 0.143
 \end{aligned}$$

In the table analysis, there is an R Square (Determination) value of 0.378. R Square is the square of the correlation coefficient obtained, in this case 0.614. This correlation coefficient describes the extent to which the variability of one variable can be explained by the variability of another variable in a regression analysis. The Coefficient of Determination (KD) formula is used to measure how much variability of the dependent variable can be explained by the independent variable. The KD formula is $\text{KD} = R^2 \times 100\%$. In the context of this study, the result of the KD calculation is 0.143 or 14.3%.

With a KD value of 14.3%, it can be interpreted that a small portion of the variation in the purchasing decisions of STIE Sakti Alam Kerinci students can be explained by the joint influence of the Brand Ambassador and the "Free Shipping" tagline from Shopee. This indicates that other factors outside the variables studied also play a role in shaping students' purchasing decisions. Although the KD value is relatively low, this does not necessarily indicate a weakness in the study. In the context of complex consumer behavior research, it is often difficult to explain all variability using certain factors. Thus, these results can be a starting point for further understanding the dynamics of student purchasing decisions.

The interpretation of this KD value is that approximately 14.3% of the variation in purchasing decisions of STIE Sakti Alam Kerinci students can be explained by the joint influence of the Brand Ambassador and the "Free Shipping" tagline of Shopee. This means that the model built by these variables can explain approximately 14.3% of the variation in students' purchasing decisions. In the context of the study entitled "The Influence of Brand Ambassador and the 'Free Shipping' Tagline of Shopee on Purchasing Decisions by STIE Sakti Alam Kerinci Students," these results provide an overview of the extent to which the variability in purchasing decisions can be attributed to the factors studied. Although 14.3% is part of the explained variation, there is still a large amount of variation that is not captured in this model.

CONCLUSION

Based on the results of this study, two key aspects can be concluded regarding the influence of Shopee's Brand Ambassador and "Free Shipping" tagline on the purchasing decisions of STIE Sakti Alam Kerinci students:

1. It was found that the partial influence of Brand Ambassadors on purchasing decisions was 0.41%. Although this value indicates a relatively low impact, it should be noted that a low influence does not automatically indicate the insignificance of the factor. Interpretation of this low value needs to be seen in the context of the research, where other factors or the complexity of variable interactions may be contributing factors. These results provide initial insight into the impact of Brand Ambassadors on students' purchasing decisions, but further research is needed to explore additional influencing factors.
2. The analysis results show that the partial influence of the "Free Shipping" tagline on purchasing decisions is 0.34%. This value indicates that the impact of the "Free Shipping" tagline on students' purchasing decisions is also relatively low. Although low, interpretation needs to consider the complexity of other factors that may influence the results. This finding serves as a starting point for further understanding the role of the "Free Shipping" tagline in the context of STIE Sakti Alam Kerinci students' purchasing decisions.
3. Based on the Coefficient of Determination (KD) value of 14.3%, it can be concluded that the model built using Shopee's Brand Ambassador and "Free Shipping" tagline can explain approximately 14.3% of the variation in students' purchasing decisions. While this value is relatively low, it's important to remember that consumer behavior is often influenced by complex and difficult-to-measure factors. The KD value serves as an initial guide to understanding the extent to which the model can explain variation in purchasing decisions.

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