

Influence Evaluation Products , Cash On Delivery, and Free Shipping Promos on Shopee Purchasing Decisions among Generation Z in Batam City

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ABSTRACT

development of *e-commerce* has triggered intense competition among digital platforms, with Shopee becoming the market leader widely accessed by *Generation Z*. However, initial surveys indicate a phenomenon of consumer doubt regarding the credibility of ratings, the risks of the *Cash On Delivery* (COD) payment system, and the terms and conditions of free shipping promotions. This study aims to analyze the influence of product ratings, *Cash On Delivery* (COD) services, and free shipping promotions on purchasing decisions on Shopee among *Generation Z* in Batam City, both partially and simultaneously. The method used is a quantitative approach through a questionnaire survey to 385 *Generation Z* respondents aged 17–29 years domiciled in Batam City. The sample was selected using a *purposive sampling technique* and the data were analyzed using SPSS-based multiple linear regression. The results show that product ratings, *Cash On Delivery* (COD) services, and free shipping promotions have a positive and significant effect on purchasing decisions, both partially and simultaneously. The conclusion of the study confirms that combining aspects of review trust, payment risk mitigation, and economic benefits can reduce psychological barriers for digital consumers in transactions. This research provides scientific contributions to the study of consumer behavior as well as practical input for *sellers* in optimizing digital marketing features.

Keywords: Product evaluation, *Cash On Delivery* (COD) service, Free shipping promotion, Purchase decision, *Generation Z*.

ABSTRACT

The rapid growth of e-commerce has intensified competition among digital platforms, with Shopee emerging as the leading marketplace widely used by Generation Z. However, preliminary findings indicate that consumers still have concerns regarding the credibility of product ratings, the risks associated with the Cash on Delivery (COD) payment system, and the terms and conditions of free shipping promotions. This study aims to analyze the influence of product ratings, Cash on Delivery (COD) services, and free shipping promotions on purchasing decisions among Generation Z consumers using Shopee in Batam City, both partially and simultaneously. This study employed a quantitative approach through a questionnaire survey involving 385 Generation Z respondents aged 17–29 years residing in Batam City. The sample was selected using purposive sampling, and the data were analyzed using multiple linear regression using SPSS software. The results indicate that product ratings, Cash on Delivery (COD) services, and free shipping promotions have a positive and significant effect on purchasing decisions, both partially and simultaneously. The findings suggest that the integration of review credibility, payment risk mitigation, and economic benefits can reduce the psychological barriers experienced by digital consumers in online transactions. This study contributes to the consumer behavior literature and provides practical implications for sellers in optimizing digital marketing features.

Keywords: Product rating, *Cash On Delivery* (COD) service, Free shipping promo, Purchase decision, *Generation Z*.

1. Pendahuluan

Evolution technology information and commerce electronic fundamentally has shift pattern habit public in look for reference , assess quality services , up to take decision For buy something goods . Shopping trends moment This in a way massive switch to virtual realm because considered more efficient and economical time . In case this group *Generation Z*, who were born and grew up in the internet era (*digital natives*), dominate the online market cycle . These groups rely heavily on the internet as their primary reference before completing the payment process.

In Indonesia, Shopee plays a crucial role as one of the most popular online shopping apps. According to the APJII (2025) report, the platform tops the list with a market share of 53.22%. This dominance makes Shopee a crucial platform for entrepreneurs to sell their products through various interactive features. Shopee's strong reputation is bolstered by its product review facility, *Cash on Delivery* (COD) method, and free shipping campaigns, which are believed to significantly influence the direction of today's consumer shopping preferences.

From a consumer behavior perspective, the purchasing process is the culmination of a series of stages, from need awareness to information gathering to comparing available options (Kotler et al., 2022). In the digital shopping ecosystem, written reviews and star ratings act as social validation (*electronic word of mouth*) that guarantees the quality of an item. Meanwhile, *Cash on Delivery* (COD) services provide a secure transaction, allowing buyers to pay when their order physically arrives. Meanwhile, free shipping programs serve as an economic stimulus, alleviating the burden of additional logistics costs when consumers are at the checkout page.

Field findings, gathered through a preliminary survey of 30 *Generation Z* respondents in Batam City in May 2026 using an online questionnaire using purposive sampling, suggest consumer hesitation when transacting on Shopee. This consumer hesitation phenomenon can be observed in more detail in the table below:

No	Indicator	Percentage	Information
1	Doubts about the authenticity of product ratings	71.9%	Respondents doubt the validity of the ratings
2	Concerns about COD regulations	65.6%	Respondents are concerned about the Cash On Delivery mechanism
3	Free shipping promotion is considered not optimal	56.2%	Obstructed by minimum quota/purchase requirements

4	Transactions are not as expected	34.4%	Direct impact on purchasing decisions
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Source: Data processed by researchers (2026)

Various previous studies have highlighted that product ratings, *Cash On Delivery* (COD) services, and free shipping incentives have a positive impact on purchase intentions . thus , some another study noted contradictory findings , where the elements the No always bear fruit substantial influence . There is a difference conclusion This give birth to gap urgent research *gap* For investigated more deep .

From the background behind said , research This try present novelty with examine relatedness between review products , facilities *Cash On Delivery* (COD), and offers fare free shipping together to encouragement shopping on Shopee, especially in demographics *Generation Z* in Batam City. Outcomes from studies This estimated capable enrich literature related habit consumers in cyberspace, at the same time contribute strategic advice for practitioners business in order to be able to formulate scheme the right promotion target .

2. Literature Review

Consumer Behavior

Behavior consumer is studies that analyze individual processes or group in selecting , purchasing , using , and evaluating product or service For fulfil need they (Solomon, 2020). In the digital era, behavior This become very dynamic consequence convenience access information on *e-commerce* (Schiffman & Wisenblit, 2019)platforms . Stimulation digital marketing such as transparent review , method secure payments , and incentives promotion has a big influence aspect cognitive and affective consumer in pressing obstacle psychological before transact .

Rating Products

Evaluation product is results evaluation buyer in the form of star ratings (scale 1–5) and reviews written that works as form *electronic word of mouth* (e-WOM) in the marketplace. This feature provide information transparent about quality products and reputation sellers to reduce risk uncertainty online (Mayangsari et al., 2022)shopping . According to (Aeni, 2021), effectiveness evaluation product measured through four indicator main : search information products , considerations and selection product , evaluation quality and credibility , as well as desire own product .

Service *Cash on Delivery* (COD)

Cash on Delivery (COD) service is method payment cash made direct to courier at the time goods arrived at the address objective (Damayanti et al., 2024) This method is in great demand Because provide a sense of security , transparency full , and control for consumers who do not own access digital (Alfi Larissa et al., 2025) banking . Based on references (Sabrina, 2024), variables service *Cash On Delivery* (COD) is measured use four indicators : comfort and practicality payment , suitability and protection consumers , security and mitigation risks , as well as control quality product .

Shipping Promo

shipping promo is a promotional strategy sale in *e-commerce* in the form of subtraction or liberation cost delivery goods . Incentives This proven effective remove obstacle cost logistics frequent additions trigger cancellation transactions at the stage end of checkout (Febria Mira Fujita et al., 2022). Referring to research (Cahyani, 2024), the effectiveness of free shipping promos measured through four indicators that adopt the AIDA model: interesting attention , arouse interest , growing desire , and *drive* action purchase (*action*).

Purchase Decision

Buying decision is a process of solving problems by consumers in choose and buy something product from various available alternatives (Silvia et al., 2022). This process includes five stages fundamental , namely introduction needs , search information , evaluation alternative , decision purchase , up to behavior post-purchase (Belch et al., 2018). Characteristics decision purchase *Generation Z* measured use four indicator according to (Amalia, 2023): *product conviction* (belief product), shopping platform preferences , *interpersonal recommendations* , and intentions retention transactional (purchase) repeat).

H¹ : It is suspected that the product assessment variable has a positive and significant influence on purchasing decisions.

Research by (Hayuni et al., 2025) shows that product assessment has a positive and significant influence on purchasing decisions on Shopee, where Consumer ratings are the main information that drives product purchases. by prospective buyers.

H² : It is suspected that the *Cash on Delivery* (COD) service variable has a positive and significant effect on purchasing decisions.

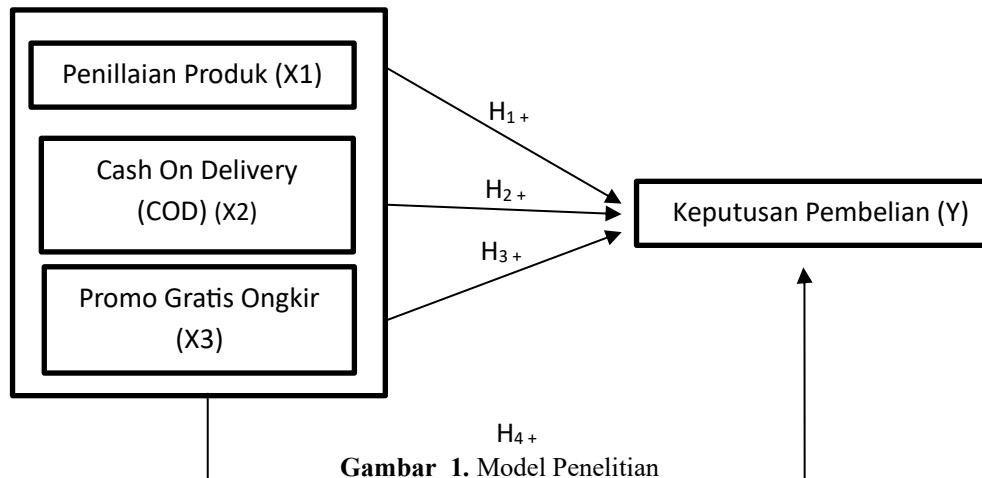
Research by shows that (Mayangsari et al., 2022) *Cash on Delivery* (COD) services have a positive and significant influence on purchasing decisions in the Shopee marketplace, where the on-site payment system provides a sense of security and ease of transactions for consumers.

H³ : It is suspected that the Free Shipping Promo Variable has a positive and significant influence on purchasing decisions.

Research by (Wilda Julianti et al., 2024) shows that free shipping promotions have a positive and significant influence on purchasing decisions on Shopee *e-commerce* , where free shipping is a direct economic incentive that attracts consumer purchasing interest.

***Cash on Delivery* (COD) service , and free shipping promotion simultaneously have a positive and significant influence on purchasing decisions.**

Research by (Damayanti et al., 2024) shows that product ratings, *Cash on Delivery* (COD) services, and free shipping promotions simultaneously have a positive and significant influence on purchasing decisions in the Shopee marketplace, where the combination of these three features can increase consumer trust, provide a sense of security in transactions, and reduce the burden of shipping costs, thus encouraging consumers to make purchasing decisions.



Gambar 1. Model Penelitian
Sumber: Data diolah peneliti (2026)

3. Research methods

This study uses a quantitative approach to examine the influence of product ratings, *Cash on Delivery* (COD) services, and free shipping promotions on purchasing decisions on Shopee among *Generation Z* in Batam City. Primary data was obtained through the distribution of online questionnaires using Google Forms in July 2026 using a purposive sampling technique. Respondents in this study were *Generation Z* aged 17–29 years who resided in Batam City, had made a purchase on Shopee in the last three months, and had used the product rating feature, *Cash on Delivery* (COD) services, and free shipping promotions. The object of the study was *Generation Z* in Batam City with the sample size determined using the Lemeshow formula. Based on this calculation, the number of samples used in this study is as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{(0,05)^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,0025}$$

$$n = 384,16$$

Information:

n = number of samples

Z = standard value of normal distribution (95% → Z = 1.96)

p = estimated proportion of events (p = 0.5)

$$q = 1 - p$$

d = margin of error (5% = 0.05)

Based on the calculation results, the number of samples obtained was 384.16 respondents, so in this study the number of samples was rounded to 385 respondents. The data used consisted of primary data through the distribution of closed questionnaires using a Likert scale of 1–4. Data processing and analysis were carried out using the SPSS version 27 program. The analysis stages included instrument validity and reliability tests, classical assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity tests, as well as multiple linear regression analysis. Hypothesis testing was carried out through t-tests, F-tests, and R² determination coefficient tests .

Table 1Operational Definition and Measurement of **Variables**

Definition Variables	Variable Definition	Indicator	Measurement Scale	Source
Evaluation Product (X1)	Evaluation product is results evaluation buyer in the form of ratings and reviews that can help other consumers in get information about quality and truth product . Information this is very crucial in reduce risk uncertainty moment online shopping . (Aeni, 2021)	1. Product information search 2. Product considerations and selection 3. Evaluation of quality and credibility 4. Desire to own the product	Likert 1-4	(Aeni, 2021)
Cash On Delivery Service (COD) (X2)	Cash on delivery (COD) is a payment method where the buyer pays cash to the courier upon delivery. This method is a driving factor in online shopping, providing a sense of security because consumers can ensure the package has been received before paying.(Silvia et al., 2022)	1. Convenience and practicality of payment 2. Consumer compliance and protection 3. Security and mitigation 4.Product quality control	Likert 1-4	(Mayangsari et al., 2022)

Free Shipping Promo (X3)	Free shipping promotions are a form of marketing incentive in the form of waived shipping costs to encourage product sales. This promotion aims to attract potential buyers, provide economic benefits, and persuade consumers to make immediate purchases on the Shopee platform.	1. Attract Attention 2. Arousing Interest 3. Cultivate Desire 4. Encourage Purchase Action	Likert 1-4	(Cahyani, 2024)
Purchase Decision (Y)	Buying decision is the stage at which consumers truly do action purchase after through the introduction process problem , search information and evaluation various alternative product .	1. <i>Product Conviction</i> 2. <i>Preferences shopping platform</i> 3. <i>Interpersonal recommendation</i> 4. <i>Transactional Retention Intention</i>	Likert 1-4	(Rafidah Siti et al., 2025)

4. Results and Discussion

a. Respondent Description

Respondent characteristics were examined from several perspectives to provide a general overview of the background of *the e-commerce platform users* involved in this study. A total of 385 respondents from *Generation Z* who resided in Batam City were part of the research sample. Aspects examined included gender, age group, highest level of education, and residential district. This information is crucial for understanding respondents' backgrounds, as these demographic factors can influence their perceptions, trust, and efficiency in evaluating product ratings, utilizing Cash On Delivery (COD) services , *responding* to free shipping promotions, and ultimately determining their purchasing decisions on Shopee. complete respondents presented in the table following :

Table 2 Respondent Characteristics

Characteristics	Category	Amount	Percentage
Gender	Woman	228	59.2%
	Man	157	40.8%
	Total	385	100.0%
Age	17–20 years	22	5.7%

	21–24 years	220	57.1%
	24–29 years	143	37.1%
	Total	385	100.0%
Last education	High School/Vocational School	170	44.2%
	Diploma (D1–D3)	68	17.7%
	Bachelor's Degree (S1/D4)	132	34.3%
	Postgraduate (S2)	15	3.9%
	Total	385	100.0%
Batam City District	Aji Stone	63	16.4%
	Sekupang	60	15.6%
	Batam City	53	13.8%
	Steel Pool	47	12.2%
	Jicama	45	11.7%
	Batu Ampar	36	9.4%
	Sagulung	31	8.1%
	Sei Beduk	27	7.0%
	Nongsa	14	3.6%
	Headdress	7	1.8%
	Galang	2	0.5%
	Total	385	100.0%

Source : Processed Data 2026

The respondent profile in the table shows that in terms of gender, the majority of respondents were female, namely 228 people (59.2%), followed by male respondents as many as 157 people (40.8%). Viewed from the age group, the majority of respondents were in the productive age range of college and early work, namely 21–24 years (220 people or 57.1%), followed by 24–29 years old (143 people or 37.1%), and the youngest age range was 17–20 years (22 people or 5.7%).

Regarding the last educational background, the largest proportion was dominated by high school/vocational school graduates as many as 170 people (44.2%), followed by Bachelor's degree (S1/D4) graduates as many as 132 people (34.3%), Diploma level (D1–D3) as many as 68 people (17.7%), and Postgraduate level (S2) as many as 15 people (3.9%). Meanwhile, if we look closely at the residential areas in Batam City, the distribution of respondents mostly came from Batu Aji District (63 people or 16.4%), followed by Sekupang (60 people or 15.6%), Batam City (53 people or 13.8%), Lubuk Baja (47 people or 12.2%), Bengkong (45 people or 11.7%), Batu Ampar (36 people or 9.4%), Sagulung (31 people or 8.1%), Sei Beduk (27 people or 7.0%), Nongsa (14 people or 3.6%), Bulang (7 people or 1.8%), and the least came from Galang District (2 people or 0.5%).

b. Descriptive Statistics

Table 3 Descriptive Statistics
Descriptive Statistics

Variable	Items	N	Minimum	Maximum	Mean	Std. Deviation
Penilaian Produk (X1)	X1.1	385	1	4	2.54	0.544
	X1.2	385	1	4	2.50	0.560
	X1.3	385	1	4	2.54	0.577
	X1.4	385	1	4	2.53	0.568
	X1.5	385	1	4	2.56	0.532
	X1.6	385	1	4	2.55	0.567
Layanan Cash On Delivery (COD) (X2)	X2.1	385	1	4	2.53	0.554
	X2.2	385	1	4	2.56	0.547
	X2.3	385	1	4	2.55	0.576
	X2.4	385	1	4	2.50	0.555
	X2.5	385	1	4	2.56	0.552
	X2.6	385	1	4	2.57	0.556
	X2.7	385	1	4	2.55	0.557
	X2.8	385	1	4	2.54	0.553
	X2.9	385	1	4	2.54	0.577
	X2.10	385	1	4	2.53	0.582
Promo Gratis Ongkir (X3)	X3.1	385	1	4	2.54	0.558
	X3.2	385	1	4	2.56	0.570
	X3.3	385	1	4	2.52	0.578
	X3.4	385	1	4	2.57	0.550
	X3.5	385	1	4	2.54	0.577
	X3.6	385	1	4	2.51	0.600
	X3.7	385	1	4	2.52	0.564
	X3.8	385	1	4	2.52	0.555
	X3.9	385	1	4	2.54	0.568
	X3.10	385	1	4	2.53	0.577
	X3.11	385	1	4	2.52	0.554
	X3.12	385	1	4	2.51	0.573
Keputusan Pembelian (Y)	Y1	385	2	4	2.55	0.503
	Y2	385	2	3	2.49	0.501
	Y3	385	1	4	2.57	0.517
	Y4	385	2	3	2.54	0.499
	Y5	385	2	4	2.53	0.515
	Y6	385	1	4	2.56	0.518
	Y7	385	2	4	2.52	0.506
	Y8	385	2	3	2.53	0.500
	Y9	385	2	4	2.56	0.503

Source: Data processed using SPSS 2 7

Based on results statistical data processing descriptive of 385 respondents , obtained minimum, maximum , *mean* , and standard values deviation in each statement item . In the variable Evaluation Product (X1), the average value of the items is in the range of 2.50–2.56, with standard deviation 0.53–0.58. *The Cash On Delivery* (COD) Service variable (X2) has the average item value is 2.50–2.57 with standard deviation of 0.55–0.58. Meanwhile, the Free Shipping Promo variable (X3) showed an average item value between 2.51–2.57 with a standard deviation of 0.55–0.60. These results indicate that respondents' responses to the three variables tended to be in a relatively close range of values.

In the Purchase Decision variable (Y), the average value of each item ranges from 2.49 to 2.57, while the standard deviation ranges from 0.50 to 0.52. The lowest average value is found in item Y2 at 2.49 and the highest value in item Y3 at 2.57. Overall, the average value for each research item is around the midpoint of the Likert scale of 1–4. This indicates that respondents' responses to statements in each variable tend to be at a relatively similar level and do not show significant differences in averages between items.

Furthermore, the standard deviation values, which ranged from 0.50 to 0.60, indicate a relatively low spread of respondents' responses to each item. Thus, the responses tended to be concentrated around the average value of each item. These descriptive statistics provide an initial overview of the trends in respondents' responses to each indicator used in the study before further analysis is conducted.

the Validity Test Instrument

Table 4 Validity Test

Variables	Items	r Count	r Table	Information
Product Assessment (X1)	X1.1	.773	0.084	Valid
	X1.2	.746	0.084	Valid
	X1.3	.796	0.084	Valid

	X1.4	.807	0.084	Valid
	X1.5	.790	0.084	Valid
	X1.6	.833	0.084	Valid
Layanan Cash On Delivery (COD) (X2)	X2.1	.738	0.084	Valid
	X2.2	.770	0.084	Valid
	X2.3	.770	0.084	Valid
	X2.4	.754	0.084	Valid
	X2.5	.734	0.084	Valid
	X2.6	.752	0.084	Valid
	X2.7	.722	0.084	Valid
	X2.8	.755	0.084	Valid
	X2.9	.778	0.084	Valid
	X2.10	.745	0.084	Valid
Promo Gratis Ongkir (X3)	X3.1	.758	0.084	Valid
	X3.2	.779	0.084	Valid
	X3.3	.781	0.084	Valid
	X3.4	.772	0.084	Valid
	X3.5	.736	0.084	Valid
	X3.6	.791	0.084	Valid
	X3.7	.749	0.084	Valid
	X3.8	.741	0.084	Valid
	X3.9	.796	0.084	Valid
	X3.10	.753	0.084	Valid
	X3.11	.758	0.084	Valid
	X3.12	.768	0.084	Valid
Keputusan Pembelian (Y)	Y1	.625	0.084	Valid
	Y2	.649	0.084	Valid
	Y3	.631	0.084	Valid
	Y4	.626	0.084	Valid
	Y5	.615	0.084	Valid
	Y6	.641	0.084	Valid
	Y7	.665	0.084	Valid
	Y8	.598	0.084	Valid
	Y9	.649	0.084	Valid

Source: Data processed using SPSS 27

The summary of validity test results shows that each question in this questionnaire functioned effectively in measuring the research data. Therefore, all questions were declared valid and suitable for use in the next data testing phase.

Reliability Test

Table 5 Reliability Test

Variables	Cronbach's Alpha	N of Items	Information
Product Assessment (X1)	.880	6	Reliable
Cash On Delivery (COD) Service (X2)	.914	10	Reliable
Free Shipping Promo (X3)	.936	12	Reliable
Purchase Decision (Y)	.813	9	Reliable

Source: Data processed using SPSS 27

The results of the reliability test as presented in the table above show that the Product Assessment variable (X1) obtained a Cronbach's Alpha value of .880 , *Cash On Delivery* (COD) Service (X2) of .914 , Free Shipping Promo (X3) of .936 , and Purchase Decision (Y) of .813 , all of which are above the threshold value of 0.70. Thus, it can be concluded that all variables in this study, both X1, X2, X3, and Y, are stated reliable and worthy used For analysis more carry on .

d. Classical Assumption Test

Normality Test

Table 6 Normality Test

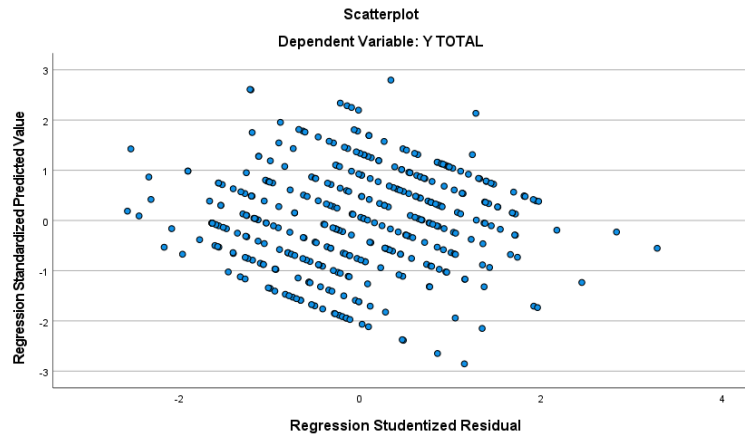
Variable	N	Std. Deviation	Asymp. Sig. (2-tailed)
Unstandardized Residual	385	1.66304479	0.200

Source: Data processed using SPSS 27

Data processing with IBM SPSS Statistics 27 produced an Asymp. Sig. (2-tailed) value of 0.200, which is above the significance threshold of 0.05. In other words, the residuals of the regression model can be said to be normally distributed, so this research model has met the assumptions of the Normality Test. and worthy of proceeding to the next stage of analysis.

H- eteroscedasticity test

Figure 1 Heteroscedasticity Test



Source: Data processed using SPSS 27

The scatterplot graph shows points randomly distributed above and below zero, without forming any particular pattern. This indicates that the regression model is free from heteroscedasticity, thus fulfilling one of the requirements of the classical assumption test, allowing the model to proceed to further analysis.

Multicollinearity Test

Table 7 Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
Product Assessment (X1)	.996	1,004
On Delivery (COD) Service (X2)	.996	1,004
Shipping Promo (X3)	.998	1,002

Source: Data processed using SPSS 27

The test results show that all independent variables meet the required criteria, so that the regression model in this study can be declared free from multicollinearity symptoms.

Linearity Test

Table 8 Linearity Test

Variable Name		Sig Deviation from Linearity	Information
Free	Bound		
Product Assessment (X1)	Purchase Decision (Y)	.931	Linear
Cash On Delivery (COD) Service (X2)	Purchase Decision (Y)	.234	Linear
Free Shipping Promo (X3)	Purchase Decision (Y)	.563	Linear

Source : Data processed using SPSS 2.7

Referring to the Sig. Deviation from Linearity value which is above 0.05, it can be concluded that the relationship between each independent variable and the dependent variable is linear.

e. Hypothesis Testing

Multiple Regression Line Equation

Table 9 Multiple Regression Line Equation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-.172	.838		-.206	.837
1	Product Assessment (X1)	.490	.032	.449	15,198	.000
2	Cash On Delivery (COD) Service (X2)	.280	.020	.409	13,843	.000
3	Free Shipping Promo (X3)	.278	.016	.502	16,994	.000

Source: Data processed using SPSS 2 7

The multiple linear regression analysis carried out produced the following regression equation:

$$Y = -.172 + .490X_1 + .280X_2 + .278X_3$$

Partial Test (t-Test)

The t-test is used to determine how much influence each variable individually has on marketing performance.

Table 10 Partial Test (t-Test)

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-.172	.838		-.206	.837
1	Product Assessment (X1)	.490	.032	.449	15,198	.000
2	Cash On Delivery (COD) Service (X2)	.280	.020	.409	13,843	.000
3	Free Shipping Promo (X3)	.278	.016	.502	16,994	.000

Source: Data processed using SPSS 27

Partial hypothesis testing (t-test) in the table shows that all independent variables have been proven to have a significant impact on purchasing decisions. The Product Rating variable (X_1) produces a value t_{hitung} of 15,198 with a significance level of 0.000 (<0.05), which means that product reviews and *rating systems* significantly influence consumer purchasing actions. In the *Cash On Delivery* (COD) Service variable (X_2), a value t_{hitung} of 13,843 and a significance level of 0.000 (<0.05) is obtained, so the existence of a confirmed cash on delivery option is an important instrument that encourages transactions. Meanwhile, the most dominant partial influence is shown by the Free Shipping Promo variable (X_3) with t_{hitung} the highest achievement of 16,994 and a significance level of 0.000 (<0.05). Through these test results, it can be concluded that trust in reviews, the ease of *Cash On Delivery* (COD) payments, and the attractiveness of free shipping separately have a large and real contribution in strengthening the shopping decisions of *Generation Z* consumers on the Shopee platform.

Simultaneous Test (F Test)

This test is intended to see the impact of all independent variables when tested together.

Table 12 Simultaneous Test (F Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2140.655	3	713,552	255,983	.000b
	Residual	1062,036	381	2,787		

Total	3202.691	384			
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Source: Data processed using SPSS 2 7

Data processing yielded a calculated F value of 255.983 with a significance of 0.000. Considering that the significance value is far below 0.05, it can be concluded that product assessment, *Cash On Delivery* (COD) services, and free shipping promotions together have a positive and significant effect on purchasing decisions on Shopee among *Generation Z* in Batam City, so the fourth hypothesis is accepted.

Coefficient of Determination (R²)

Table 13 Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.818a	.668	.666	1,670

Source: Data processed using SPSS 2 7

The coefficient of determination (R^2) obtained was 0.668 or 66.8%, which means that variations in purchasing decisions can be explained by product ratings, *Cash On Delivery* (COD) services, and free shipping promotions. The remaining 33.2% is influenced by other factors outside this research model.

f. Discussion

The Effect of Product Assessment on Purchasing Decisions (H1)

The partial test results show that Product Rating (X1) has a positive and significant effect on Purchase Decisions, thus H1 is accepted. This finding can be explained through the perspective of digital consumer behavior theory, where product ratings act as social proof *that* helps *Generation Z consumers* , who are known to be critical and accustomed to comparing products, to assure themselves of the quality of goods before purchasing. This is in line with the opinion

(Hayuni et al., 2025) that product ratings function to measure quality while minimizing transaction risks, so that ratings become the main information that drives purchases by potential buyers. This finding is also consistent with the results of research (Mayangsari et al., 2022) which found that product ratings have a positive and significant effect on purchase decisions on Shopee, albeit in a different regional context.

However, these results differ from those of Ilmiyah et al. (2020) in Mojokerto, which found that product reviews had no significant influence on purchasing decisions, while convenience was the most dominant factor. This difference indicates that the role of product ratings in purchasing decisions is contextual, depending on consumers' demographic characteristics and their level of trust in the review system on the platform they use.

When examined at the item level, the three Product Assessment indicators show relatively even results, but the highest average value is found in the Quality and Credibility Evaluation indicator, especially in the items "I spend time looking at product reviews" (X1.5, mean = 2.56) and "I believe product reviews (ratings) on Shopee help ensure product quality before purchasing" (X1.6, mean = 2.55). The high scores on these two items indicate that Generation Z consumers do not just glance at ratings, but actively take the time to examine the credibility of reviews as a basis for confidence before purchasing. Thus, the higher the consumer's confidence in the quality and credibility of a product's reviews, the greater their encouragement to continue the purchase decision process, making this indicator the main driver of the influence of Product Ratings on Purchase Decisions.

Cash On Delivery (COD) Services on Purchase Decisions (H2)

Test results partial show that *Cash On Delivery* (COD) Service (X2) has a positive and significant effect on Purchasing Decisions, so H2 is accepted. Consumer behavior in *the e-commerce ecosystem* is greatly influenced by ease of access and features that can reduce risk perception while providing added economic value for users. *Cash On Delivery* (COD) services work on the dimensions of trust and financial risk mitigation, because consumers can verify the physical condition of goods before money changes hands, making it suitable for *Generation Z* who still doubt the security of completely non-cash transactions.

Findings This in line with (Mayangsari et al., 2022) which states that the on-site payment system provides a sense of security and ease of transactions for consumers, while being consistent with the results of the study which also found that *Cash On Delivery* (COD) services are generally

partial influential positive and significant to decision purchases on Shopee, although in different regional contexts .

In level grains questions , indicators Security and Mitigation Risk show contribution highest on the variable this , especially in the item " Consumers" feel safe because the money is paid after ensure goods complete and correct ” (X2.6, mean = 2.57). This value confirm that aspect security financial , namely guarantee that payment new done after goods checked , to be the strongest consideration that drives consumer Generation Z takes advantage of Cash On Delivery (COD) feature . This result clarify connection between indicator security and mitigation risk with decision purchase , because of a sense of security financial the in a way direct lower perception risk transactions , so that consumer become more Certain For complete the purchase process on Shopee.

The Effect of Free Shipping Promos on Purchasing Decisions (H3)

Test results partial show that the Free Shipping Promo (X3) has an effect positive and significant on Purchasing Decisions , so that H3 is accepted , with mark the highest beta coefficient (.502) and t count (16.994) compared to two variables others . Dominance This can explained through four stages psychological consumer in respond promotion , namely interesting attention , arouse interest , growing desire , until push action purchase real (*action*), as stated (Cahyani, 2024).

For *Generation Z* , who are highly price-sensitive and tend to carefully calculate total shopping costs, shipping costs are often a major barrier at the final stage of the transaction (*checkout*), so that the waiver of these fees is perceived as a direct economic benefit that is more easily perceived compared to the benefits of evaluating products or *Cash On Delivery* (COD) services, which are more about risk mitigation. (Herayanti and Dhany Efiti Sari, 2024) also emphasized that free shipping is the most dominant trigger factor *that* accelerates the purchasing decision-making process because it directly reduces the burden of additional costs. This condition is also reinforced by the demographic characteristics of this study's respondents who are spread across various sub-districts of Batam City, from the city center to relatively remote sub-districts such as Bulang and Galang, where shipping costs between regions can vary quite significantly due to the geographical conditions of Batam City as an archipelago. For consumers who live in these areas, free shipping promotions are not just an additional incentive, but a determining factor that truly reduces the burden of logistics costs.

This finding is also in line with research (Azahra Intan Nabila et al., 2024) which found that Shopee's free shipping tagline had a positive and significant influence on *Generation Z purchasing decisions* in Bandar Lampung City, as well as a study (Amelia Langie et al., 2023) which showed that *Generation Z's self-control* in online shopping often weakens when faced with instant benefits such as free shipping promotions, thus encouraging higher shopping intensity. Thus, the dominance of free shipping promotions in this study is not merely a statistical phenomenon, but a reflection of the psychological characteristics and geographic conditions of *Generation Z consumers* in Batam City who place cost efficiency as the final and most decisive consideration before completing a transaction.

Traced down to the item level, the Having Attractiveness indicator yielded the highest average value for this variable, particularly for the item “I am more interested in buying products that have free shipping promotions on online sites” (X3.4, mean = 2.57). This finding indicates that the visual and psychological appeal of the free shipping promotional label on the product display is the strongest initial trigger before consumers move to the desire stage or purchase action. Thus, the relationship between this indicator and purchasing decisions is direct: the more attractive the free shipping offer displayed by the seller, the greater the chance that the product will be considered and ultimately purchased by Generation Z consumers, in line with the AIDA pattern that underlies the measurement of this variable.

Simultaneous Product Ratings, Cash On Delivery (COD) Services, and Free Shipping Promotions on Purchasing Decisions (H4)

Test results Simultaneous (F test) shows that Product Assessment, *Cash On Delivery* (COD) Service, and Free Shipping Promo together have a positive and significant effect on Purchasing Decisions, so H4 is accepted. This finding confirms that *Generation Z consumers' purchasing decisions* on Shopee cannot be explained by a single factor, but rather is the result of an interaction between cognitive aspects in the form of rational evaluation of product assessments, security aspects in the form of transaction guarantees through *Cash On Delivery* (COD), and economic aspects in the form of cost efficiency through free shipping promos.

Third aspect This each other complete in form Consumer confidence before confirming a purchasing decision aligns with Solomon's (2020) view that consumer behavior is a process involving multiple considerations, not a decision based on a single aspect. This simultaneous finding also supports the research findings of Damayanti et al., 2024, which showed that the

combination of discounts, free shipping, *Cash On Delivery* (COD), and customer product ratings significantly influence online purchasing decisions on Shopee, as well as become proof empirical that the marketing strategy of the *e-commerce* platform need designed in a way integrated , not only depend on One superiority service solely .

Coefficient of Determination (R²)

Magnitude this 66.8% contribution classified as strong For research in the field behavior consumers , considering decision purchase basically is construct multidimensional influenced by many factor . Remaining variation 33.2 % chance big originate from other factors that are not entered in the research model this , like convenience use application (*perceived ease of use*), influence group reference or social media , price products , as well as factor security transaction in a way general .

R² value in research this is also relative in line with findings (Damayanti et al., 2024)which shows that combination variables promotions and services transaction capable explain portion variation decision sufficient purchase big on the Shopee platform, so strengthen relevance of assessment models products , services *Cash On Delivery* (COD), and free shipping promo in explain behavior shopping *Generation Z* in the *e-commerce era* moment This

5. Closing

Conclusion

Referring to the results data analysis and testing hypothesis to consumer *Generation Z* in Batam City, several conclusion following can put forward .

1. **Evaluation product** be one of consideration main consumer *Generation Z* before decide purchase on Shopee. Product ratings functioning as form validation social that reduces doubt consumer to quality products that have not been Once they use in a way directly , so that the more transparent and convincing the information available , the more great confidence consumer For buy . In more specific , indicators Evaluation Quality and Credibility recorded give contribution highest on the variable this , which shows that willingness consumer take time time examine credibility review become aspect evaluation the most decisive product decision purchase .

2. **Service *Cash On Delivery* (COD)** is proven become instrument important in building a sense of security transactions , especially for consumers who have not fully trust in the system payment non-cash or Not yet own access digital banking . Presence option This give control full to consumer For verify condition goods before do payment , so that lower perception risk in online shopping . Of the four measured indicators , indicators Security and Mitigation Risk give contribution highest , which confirms that guarantee security financial become COD aspects that are most considered by consumers Generation Z in Batam City.
3. **shipping promo** is findings main study This Because proven become most influential factors compared to evaluation product and service *Cash On Delivery* (COD). Findings This confirm that for *Generation Z* in Batam City, efficiency cost delivery No just mark add , but consideration the most decisive ending before transaction completed , especially remember condition The geographical location of Batam City is spread across various subdistrict with variation cost sufficient logistics significant . At the level of indicator , Has a recorded Attraction as contributor highest , which shows that Power pull free shipping promo display become trigger the strongest start before consumer decide For buy .
4. **In a way simultaneous** , third the above variables form understanding that decision purchase *Generation Z* on Shopee is multidimensional , namely covers aspect trust to quality product , guarantee security transactions , as well as efficiency costs . Third aspect the need managed in a way simultaneously , not in a way separately , so that the perpetrator business and *e-commerce* platforms capable maintain Power pull on the eye consumer increasingly young critical and sensitive to mark economical .

Implications Study

Findings study This bring a number of implications , both from side practical and academic .

1. **Practically speaking** , sellers on Shopee can't rely solely on a complete product selection. Managing positive product reviews, providing a reliable *Cash on Delivery* (COD) payment option, and leveraging free shipping promotions also need to be continuously optimized. These three aspects, when working together, have been proven to significantly improve consumer purchasing decisions.
2. **For Shopee platform management** , these findings can be used as a basis for improving service features. For example, this could include tightening product review verification to prevent fake reviews , expanding the reach of *Cash on Delivery* (COD) couriers, and designing

a more inclusive free shipping promo scheme to maintain the platform's competitive appeal among younger consumers.

3. **From an academic perspective**, the model linking product ratings, *Cash On Delivery* (COD) services, and free shipping promotions to purchasing decisions remains relevant when applied to the context of *Generation Z* consumers in Batam City. These findings reinforce previous research findings from other locations and add empirical evidence to the importance of these three variables in improving purchasing decisions in the digital commerce (*e-commerce*) ecosystem.

Suggestion

Referring to the research findings, here are some suggestions that can be conveyed.

1. **With the free shipping promotion being the biggest variable**, sellers on Shopee are advised to prioritize the free shipping program as a key promotional strategy, not just an add-on. Sellers can actively enroll their stores in Shopee's additional free shipping program, set realistic minimum spending requirements, and clearly communicate the promotion's availability on their product displays. This step is crucial for reaching *Generation Z* consumers who are highly sensitive to shipping costs, especially those residing in districts relatively far from the distribution center in Batam City.
2. **Facing consumer preferences** for guaranteed transactions, sellers are advised to always activate the *Cash On Delivery* (COD) service in their stores and ensure the quality of product packaging remains secure, thus minimizing cancellations or returns when the courier arrives at the buyer's location. In terms of security and risk mitigation, sellers need to ensure consumers feel safe paying after the item has been inspected, for example by using packaging that is easy to open and inspect in the presence of the courier. In terms of suitability and consumer protection, sellers are advised to send items that exactly match the description and order to ensure consumers are not disadvantaged even if payment is made after the item is received. Meanwhile, in terms of product quality control, sellers need to maintain the quality of packaging so that items arrive intact and without defects, so consumers can verify the condition of the item before paying the courier. Optimizing these three aspects simultaneously is expected to strengthen *Generation Z*'s trust in the COD feature on Shopee.

3. **Shopee sellers** are also advised to use consumer reviews as a tool for ongoing evaluation. Stores should actively respond to negative feedback quickly and courteously, and offer small incentives (such as Shopee Coins or vouchers) to buyers to encourage objective product reviews, accompanied by clear photo/video documentation.
4. **Future research** is expected to enrich the model by adding other relevant variables, such as *perceived ease of use*, *social influence*, *perceived security*, or product price. Expanding the research object to other competing *e-commerce platforms* or different regions is also recommended for greater generalizability.

Research Limitations

Despite the findings obtained, this study still has a number of limitations that need to be considered in interpreting the results.

1. **The variables studied** in this study are limited to product assessments, *Cash On Delivery* (COD) services, and free shipping promotions, whereas purchasing decisions can actually be influenced by various other external and internal factors that are not included in this linear model.
2. **The research respondents** were limited to *the Generation Z* consumer group domiciled in Batam City, so the results may not necessarily represent the shopping behavior of other *Generation groups (such as Generation Y or Baby Boomers)* who have different characteristics, economic needs, and levels of digital literacy.
3. **Data was collected** using a 1-4 Likert-scale questionnaire, so the information obtained depended heavily on the honesty and perception of each respondent. Differences in understanding of the questions and the tendency to be subjective when answering questions could have influenced the final results of this study.

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