



Analysis Of The Effect Of Discounts, Cashback, And Free Shipping On Repurchase Intention Through Customer Satisfaction Among Shopee Consumers (A Case Study Of FEB UM Pontianak Students)

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ABSTRACT

This study aims to examine the effect of Price Discounts, Cashback, and Free Shipping on Shopee consumers' Repurchase Intention, with Customer Satisfaction as a mediating variable. As a leading e-commerce platform in Indonesia, Shopee implements various promotional strategies to retain customer loyalty, particularly through price discounts, cashback offers, and free shipping. The research employs an associative approach with a purposive sampling technique. A total of 100 respondents participated in the study, consisting of active students from the Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, who had made at least two purchases on Shopee within the past year. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. The results show that all variables in the model meet the criteria for validity and reliability. The direct hypothesis testing reveals that Price Discounts, Cashback, and Free Shipping have a positive and significant effect on Customer Satisfaction. However, only Cashback and Free Shipping directly influence Repurchase Intention significantly. Furthermore, Customer Satisfaction has a positive and significant effect on Repurchase Intention. Indirect effect testing also indicates that Price Discounts, Cashback, and Free Shipping, when mediated by Customer Satisfaction, exert a positive and significant influence on Repurchase Intention.

INTRODUCTION

E-commerce is a system that enables buying and selling transactions to occur online through websites or applications by utilizing internet networks. Over time, e-commerce has offered various advantages such as greater revenue potential, broader market reach, operational cost efficiency, and ease of access for consumers (Ismail, 2020). Technological advancement and increased internet usage have made e-commerce one of the primary shopping alternatives for consumers without the need to visit physical stores.

In Indonesia, the number of e-commerce users has continued to grow since 2020. In 2023, there were 58.63 million users, and this number is projected to increase to 99.1 million by 2029 (Badan Pusat Statistika, 2023). The shift toward a more digital and efficiency-oriented lifestyle has further driven the rapid development of e-commerce while simultaneously intensifying competition among online business players.

Shopee has emerged as one of the dominant e-commerce platforms in the Indonesian market. Established in 2015, Shopee provides convenience, security, and speed in online shopping. The platform also offers various promotional strategies, including discounts, cashback, and free shipping, as well as membership programs such as Shopee Member and Brand Membership that provide users with benefits and incentives. These promotional efforts aim to attract consumer interest, encourage repeat purchases, and foster customer loyalty.

According to several studies, discounts have been proven to influence customer satisfaction and repurchase intention. Resta et al. (2023) found that offering discount vouchers can increase consumers' intention to repurchase by enhancing satisfaction. Similarly, Rusni and Solihin (2022) noted that discounts—especially in the form of promotions—can create a positive shopping experience and elevate the intention to repurchase.

Cashback and free shipping are also commonly used promotional strategies in e-commerce that have shown effects on customer satisfaction and repurchase behavior. Rohmawati et al. (2023) demonstrated that free shipping positively affects customer satisfaction, which in turn drives repurchase decisions. Furthermore, Indriawan and Santoso (2023) found that promotional tools such as discounts, cashback, and free shipping significantly influence impulsive buying decisions.

This study is considered important due to the limited number of existing studies that simultaneously investigate the impact of discounts, cashback, and free shipping on customer satisfaction and repurchase intention within a single research model. Moreover, the research focuses on university students, a segment that represents active e-commerce users who are highly responsive to promotional offers. Therefore, understanding how different forms of promotion influence consumer behavior is highly relevant.

In addition, this study contributes to the development of digital marketing literature by highlighting the role of customer satisfaction as a mediator between promotional strategies and customer loyalty. In today's increasingly competitive market, retaining customers is more challenging than merely acquiring new ones. The findings of this study are expected to provide practical insights for e-commerce platforms—particularly Shopee—in designing more effective promotional strategies that enhance both customer satisfaction and loyalty.

This study has several limitations. First, the research was conducted only among students of the Faculty of Economics and Business at Universitas Muhammadiyah Pontianak who had made at least two purchases on Shopee within the past year. Second, the promotional variables analyzed were limited to discounts, cashback, and free shipping; other promotional tools such as flash sales, bundling, or reward points were not included. Third, the data were collected through a Likert-scale questionnaire without involving actual transaction records or direct observation. Other variables such as product quality and pricing were not examined in this study.

The research findings reveal that discounts have a significant effect on customer satisfaction but do not directly influence repurchase intention. On the other hand, cashback and

free shipping positively affect customer satisfaction. This satisfaction indirectly influences repurchase intention. Moreover, customer satisfaction is proven to have a significant positive effect on repurchase intention. These findings indicate that customer satisfaction plays a crucial role in building customer loyalty.

LITERATURE REVIEW

Dicount

According to Kotler and Keller (2007, p. 77) as cited in Permata Sari (2021): "Price is the only element in the marketing mix that generates revenue, whereas the others represent costs."

Malau (2017, p. 141), as cited in Susilawati et al. (2022), states: "A discount is a price reduction given by the seller to the buyer that is beneficial for the seller."

Meanwhile, Sutisna (2002, p. 302), also cited in Susilawati et al. (2022), defines a discount as: "A reduction in the product price from the regular price during a specific period."

Sutisna (2002, p. 302), as referenced in Susilawati et al. (2022), outlines several aspects or indicators related to price discounts, namely:

1. Magnitude of the discount: The amount of price reduction offered when the product is discounted.
2. Duration of the discount: The period during which the discount is available.
3. Types of products receiving discounts: The range of products eligible for discounted pricing.

Cashback

According to Lestari (2016), as cited in Utama (2022), cashback is a form of discount in the form of a delayed price reduction for buyers, typically provided as a monetary refund. The process behind the discount occurs after the purchase is made—either through direct payment or a cash deposit (in the case of credit purchases)—and often follows specific terms and conditions set by the company.

According to Abimanyu and Hermana (2023), the measurement of cashback promotion indicators includes the following aspects:

1. Amount of the refund: The monetary amount returned to the customer through a cashback program, provided in accordance with the agreed-upon terms set by the company.
2. Fulfillment of the promised offer: The extent to which the cashback amount aligns with what was initially promised to the buyer when purchasing the product.
3. Speed of the refund process: The duration determined by the company to deliver the cashback to the buyer. The faster the refund process, the more satisfied consumers tend to be with this type of promotional strategy.

Free Shipping

According to Sari (2019), Marlina (2020), and Istiqomah & Marlina (2022), as cited in Resta et al. (2023), free shipping is a form of sales promotion offered by sellers to encourage consumers to purchase products online without paying delivery fees. This promotion can reduce consumer resistance to the total price of the product and enhance both purchase intention and the volume of purchases. The indicators of free shipping include the promotion's ability to attract customer attention, generate interest and desire to own the product, and drive consumers to take purchasing action on products offered with free shipping incentives.

According to Resta et al. (2023) and Detika Yossy Pramesti et al. (2021), there are four indicators of free shipping promotions:

1. Attention: The extent to which the promotion captures consumer awareness and draws attention to a product offering.
2. Interest: The emergence of consumer purchase interest triggered by curiosity about the product being promoted.

3. Desire: The stimulation of a consumer's desire to own the product, often related to underlying motives and purchasing motivations.
4. Action: A strong consumer urge that leads to the decision to make a purchase.

Customer Satisfaction

According to Lovelock and Wirtz as cited by Fandy Tjiptono (2016, p. 74) in Detika Yossy Pramesti et al. (2021), "Customer satisfaction is the level of a person's feelings resulting from comparing perceived performance or outcome to expectations."

According to Priansa (2017), as cited in Karomah et al. (2022), the indicators of customer satisfaction include the following:

1. Expectations: Customer expectations of a product or service are formed prior to making a purchase.
2. Performance: The actual performance of the product or service as experienced by the customer, independent of their prior expectations.
3. Comparison: This involves comparing the expected performance of the product or service before purchase with the perceived actual performance afterward.
4. Experience: Customer expectations may be influenced by their previous experiences with the brand or with similar products and services used by others.
5. Confirmation and Disconfirmation: Confirmation occurs when performance matches expectations, while disconfirmation happens when performance is either better or worse than expected. Customer satisfaction arises from the confirmation or disconfirmation process.

Repurchase Intention

According to Hidayat and Restichia (2019), as cited in Lestari & Novitaningtyas (2021), "Repurchase intention refers to a consumer's intention to make a purchase based on their past buying experience."

Ferdinand (2002, pp. 25–26), as cited in Ramdhani & Widyasari (2022), identifies several indicators of repurchase intention, which include:

1. Transactional intention: The tendency of a consumer to repeatedly purchase the same product they have previously consumed.
2. Referential intention: The tendency of a consumer to recommend the product they have purchased to others, based on their consumption experience.
3. Preferential intention: A consumer's tendency to consistently prefer a previously consumed product over alternatives. This preference typically remains unless a significant issue arises with the product.
4. Explorative intention: A behavioral tendency in which consumers actively seek out additional information about the product they are interested in, aiming to reinforce the product's perceived positive attributes.

RESEARCH METHOD

Type of Research

The research method employed in this study is an associative method. According to Siregar (2017, p. 7), "Associative or correlational research is a type of study that aims to determine the relationship between two or more variables." Therefore, this study aims to examine the influence of promotional strategies and price discounts on Shopee consumers' repurchase intention, with customer satisfaction serving as a mediating variable.

Data Collection Technique

a. Primary Data

Primary data in this study were obtained through interviews and questionnaires. The questionnaire was distributed to active students of the Faculty of Economics and Business (FEB), Universitas Muhammadiyah Pontianak, who are active Shopee users and have made purchases on the platform within the past year. The researcher provided a link or URL to the respondents, which was then used to distribute the survey to the target participants.

b. Secondary Data

According to Siregar (2017, p. 16), "Secondary data is data that is published or utilized by organizations other than the original data processors." Secondary data in this study was used to support the research framework and literature review.

Population and Sample

The population in this study consists of active students of the Faculty of Economics and Business (FEB) at Universitas Muhammadiyah Pontianak who are active Shopee users and have made purchases within the last one year. The sample includes 100 respondents, selected based on purposive criteria, namely students who have made at least two purchases on Shopee during the past year.

Research Variables

The variables used in this study are as follows:

a. Independent Variables (X):

The independent variables in this research are Discount (X1), Cashback (X2), and Free Shipping (X3).

b. Dependent Variable (Y):

The dependent variable in this research is Repurchase Intention (Y).

c. Intervening Variable (Z):

The intervening variable in this study is Customer Satisfaction (Z).

The measurement scale used in this study is the Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

RESULTS AND DISCUSSION

Convergent Validity

Convergent validity was assessed by examining the loading factor values of each indicator within a construct. The higher the loading value, the more it indicates that the indicators reflect the same underlying concept. This value represents the strength of the relationship between each indicator and the latent variable it is intended to measure. In general, a loading factor value greater than 0.70 is considered acceptable and indicates good convergent validity.

The results of the convergent validity test for all variables in this study are presented in Table below:

Table 1. Results of Convergent Validity Test

Variable	Indicator	Loading Factor	Description
Discount (X1)	X1.1	0.745	Valid
	X1.2	0.837	
	X1.3	0.843	
	X1.4	0.841	
	X1.5	0.826	
	X1.6	0.816	

Cashback (X2)	X2.1	0.812	Valid
	X2.2	0.884	
	X2.3	0.832	
	X2.4	0.866	
	X2.5	0.783	
	X2.6	0.868	
Free Shipping (X3)	X3.1	0.816	Valid
	X3.2	0.754	
	X3.3	0.810	
	X3.4	0.801	
	X3.5	0.862	
	X3.6	0.833	
Customer Satisfaction (Z)	Z1.1	0.851	Valid
	Z1.2	0.816	
	Z1.3	0.832	
	Z1.4	0.795	
	Z1.5	0.793	
	Z1.6	0.797	
	Z1.7	0.827	
	Z1.8	0.847	
	Z1.9	0.775	
	Z1.10	0.803	
	Z1.11	0.867	
	Z1.12	0.837	
Repurchase Intention (Y)	Y1.1	0.710	Valid
	Y1.2	0.802	
	Y1.3	0.825	
	Y1.4	0.753	
	Y1.5	0.797	
	Y1.6	0.755	
	Y1.7	0.761	
	Y1.8	0.753	

Source: Processed Data, 2025

Based on the results of the convergent validity test presented in Table 4.5 above, it can be seen that all indicators for each variable, namely Discount, Cashback, Free Shipping, Customer Satisfaction, and Repurchase Intention, have loading factor values above 0.70. These values indicate that each indicator is able to adequately represent its respective construct or latent variable. Therefore, all indicators are considered valid measures of their corresponding variables.

Discriminant Validity

Discriminant validity testing was conducted using the Fornell-Larcker criterion to assess whether each construct can be clearly distinguished from other constructs. The square root of the Average Variance Extracted (AVE) for each construct should be greater than the correlations with other latent constructs. If this condition is met, it can be concluded that the construct has adequate discriminant validity, as its indicators are more strongly associated with their own construct than with others.

The results of the discriminant validity test in this study are presented in Table 2 below:

Table 2. Discriminant Validity

Variable	Cashback	Free Shipping	Customer Satisfaction	Repurchase Intention	Discount
Cashback	0,842				
Free Shipping	0,655	0,813			
Customer Satisfaction	0,640	0,694	0,821		
Repurchase Intention	0,441	0,603	0,653	0,770	
Discount	0,64	0,575	0,56	0,425	0,819

Source: Processed Data, 2025

Based on the results of the discriminant validity test presented in Table 4.6 above, it can be observed that each construct has a Fornell-Larcker value higher than its correlations with other constructs. This indicates that the indicators are more strongly associated with their own construct than with other constructs. Therefore, it can be concluded that each construct possesses good discriminant validity, as it can be clearly distinguished from other constructs in the model, with each Fornell-Larcker value exceeding 0.70.

Average Variance Extracted (AVE)

The next method for assessing construct validity is by examining the Average Variance Extracted (AVE). A construct is considered valid if it has an AVE value greater than 0.50. The AVE values in this study are presented in Table 3 below:

Table 3. Average Variance Extracted (AVE)

CONSTRUCT	AVE
Discount (X1)	0.670
Cashback (X2)	0.708
Free Shipping (X3)	0.662
Customer Satisfaction (Z)	0.673
Repurchase Intention (Y)	0.593

Source: Processed Data, 2025

Based on the results of the Average Variance Extracted (AVE) test presented in Table 4.7 above, it can be observed that all variables in this study have AVE values greater than 0.50. This indicates that all constructs meet the criteria for discriminant validity. Therefore, it can be concluded that the indicators used in this study are valid for measuring the intended research variables.

Reliability Test

The composite reliability test in the measurement model aims to assess the internal consistency of a construct in measuring its corresponding variable. A composite reliability value is considered acceptable if it is greater than 0.70, indicating a high level of construct reliability. In addition, to strengthen the reliability assessment, the Cronbach's Alpha value is also used, with a minimum acceptable threshold of 0.60.

The results of the reliability test in this study are presented in Table 4 below:

Table 5 Cronbach's Alpha & Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Discount (X1)	0.901	0.924
Cashback (X2)	0.917	0.936
Free Shipping (X3)	0.897	0.922
Customer Satisfaction (Z)	0.956	0.961
Repurchase Intention (Y)	0.902	0.921

Sumber: Data Olahan, 2025

Based on the results of the reliability test presented in Table 5 above, it can be concluded that all constructs in the tested model have met the reliability standards. This is indicated by composite reliability values exceeding 0.70 and Cronbach's Alpha values greater than 0.60. Therefore, it can be concluded that all measurement items for each variable demonstrate good reliability and are suitable for use in this study.

R-Square Test

The coefficient of determination (R-Square) is used to measure how well the endogenous constructs are explained by the exogenous constructs. A good R-Square value ranges between 0 and 1. According to Chin (1998, as cited in Ghozali and Latan, 2015), an R-Square value is considered strong at 0.67, moderate at 0.33, and weak at 0.19. The R-Square values obtained in this study are presented in Table 6 below:

Table 6. R-Square Value Result

Variable Endogen	R-Square	R-Square Adjusted
Customer Satisfaction (Z)	0,552	0,538
Repurchase Intention (Y)	0,473	0,451

Source: Processed Data, 2025

Based on the R-Square test results presented in Table 4.9 above, the following interpretations can be made:

1. The Adjusted R-Square value for the Customer Satisfaction variable (Z) is 0.538, indicating that Customer Satisfaction is simultaneously influenced by Discount (X1), Cashback (X2), and Free Shipping (X3) by 53.8%. The remaining 46.2% is influenced by other variables outside the scope of this research model. The R-Square value of 0.552 suggests that the effect of the exogenous constructs (Discount, Cashback, and Free Shipping) on Customer Satisfaction is moderate.
2. The Adjusted R-Square value for the Repurchase Intention variable (Y) is 0.451, which means that Repurchase Intention is jointly influenced by Discount (X1), Cashback (X2), Free Shipping (X3), and Customer Satisfaction (Z) by 45.1%. The remaining 54.9% is explained by other variables not included in this study. With an R-Square value of 0.473, it can be concluded that the influence of the exogenous constructs (Discount, Cashback, Free Shipping, and Customer Satisfaction) on Repurchase Intention is also moderate.

Direct Effect

The direct effect test is used to examine the direct influence of an exogenous latent construct on an endogenous latent variable. The direct effect is assessed through the path coefficient results obtained from the bootstrapping output. The results of the direct effect test in this study are presented in Table 7 below:

Table 7. Direct Effect

Hypotheses	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Discount → Customer Satisfaction	0.253	2.919	0.004	Significant
H2	Cashback → Customer Satisfaction	0.244	3.023	0.003	Significant
H3	Free Shipping → Customer Satisfaction	0.449	4.624	0.000	Significant
H4	Customer Satisfaction → Repurchase Intention	0.510	3.123	0.002	Significant
H5	Discount → Repurchase Intention	-0.090	0.558	0.577	Not Significant
H6	Cashback → Repurchase Intention	-0.049	0.370	0.711	Not Significant
H7	Free Shipping → Repurchase Intention	0.153	1.000	0.318	Not Significant

Source: Processed Data, 2025

Based on the results of the direct hypothesis testing presented in Table 7 above, the following conclusions can be drawn:

1. Discount (X1) has a direct effect on Customer Satisfaction (Z) with a T-statistic value of 2.919 (> 1.96) and a P-value of 0.004 (< 0.05). It can therefore be concluded that Discount has a positive and significant direct effect on Customer Satisfaction.
2. Cashback (X2) has a direct effect on Customer Satisfaction (Z) with a T-statistic value of 3.023 (> 1.96) and a P-value of 0.003 (< 0.05). Thus, Cashback also has a positive and significant direct effect on Customer Satisfaction.
3. Free Shipping (X3) has a direct effect on Customer Satisfaction (Z) with a T-statistic value of 4.624 (> 1.96) and a P-value of 0.000 (< 0.05). Therefore, Free Shipping has a positive and significant direct effect on Customer Satisfaction.
4. Customer Satisfaction (Z) has a direct effect on Repurchase Intention (Y) with a T-statistic value of 3.123 (> 1.96) and a P-value of 0.002 (< 0.05). It can be concluded that Customer Satisfaction has a positive and significant direct effect on Repurchase Intention.
5. Discount (X1) has a direct effect on Repurchase Intention (Y) with a T-statistic value of 0.558 (< 1.96) and a P-value of 0.577 (> 0.05). Thus, Discount has a positive but not significant direct effect on Repurchase Intention.

6. Cashback (X2) has a direct effect on Repurchase Intention (Y) with a T-statistic value of 0.370 (< 1.96) and a P-value of 0.711 (> 0.05). Therefore, Cashback also has a positive but not significant direct effect on Repurchase Intention.
7. Free Shipping (X3) has a direct effect on Repurchase Intention (Y) with a T-statistic value of 1.000 (< 1.96) and a P-value of 0.318 (> 0.05). Consequently, Free Shipping has a positive but not significant direct effect on Repurchase Intention.

Indirect Effect

The indirect effect test is conducted to examine the influence of an exogenous latent construct on an endogenous latent variable through a mediating variable. The indirect effect can be assessed based on the specific indirect effect results obtained from the bootstrapping output. The results of the indirect effect test in this study are presented in Table 8 below:

Table 8 Indirect Effect

Hypotheses	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H8	Discount → Customer Satisfaction → Repurchase Intention	0.129	2.167	0.031	Significant
H9	Cashback → Customer Satisfaction → Repurchase Intention	0.124	2.040	0.042	Significant
H10	Free Shipping → Customer Satisfaction → Repurchase Intention	0.229	2.496	0.013	Significant

Source: Processed Data, 2025

Based on the results of the indirect hypothesis testing presented in Table 4.11 above, the following conclusions can be drawn:

1. Discount (X1) has an indirect effect on Repurchase Intention (Y) mediated by Customer Satisfaction (Z), with a T-statistic value of 2.167 (> 1.96) and a P-value of 0.031 (< 0.05). Therefore, it can be concluded that Discount has a positive and significant indirect effect on Repurchase Intention through Customer Satisfaction.
2. Cashback (X2) has an indirect effect on Repurchase Intention (Y) mediated by Customer Satisfaction (Z), with a T-statistic value of 2.040 (> 1.96) and a P-value of 0.042 (< 0.05). Thus, Cashback also has a positive and significant indirect effect on Repurchase Intention through Customer Satisfaction.
3. Free Shipping (X3) has an indirect effect on Repurchase Intention (Y) mediated by Customer Satisfaction (Z), with a T-statistic value of 2.496 (> 1.96) and a P-value of 0.013 (< 0.05). Hence,

Free Shipping has a positive and significant indirect effect on Repurchase Intention through Customer Satisfaction.

DISCUSSION

The Effect of Discounts on Customer Satisfaction

Based on the results of the analysis, it was found that discounts have a positive and significant effect on customer satisfaction. This indicates that the greater and more relevant the discounts offered by Shopee, the higher the level of customer satisfaction. Discounts are able to attract consumer attention, especially among students, by providing direct financial benefits in the form of cost savings during transactions. Consumers feel supported by the availability of discounts, as they can purchase products at lower prices than usual. This finding is consistent with the study by Susilawati et al. (2022), which states that price reductions can enhance customer satisfaction by providing greater perceived value in purchasing.

The Effect of Cashback on Customer Satisfaction

The results also indicate that cashback has a positive and significant effect on customer satisfaction. Consumers perceive cashback programs as beneficial because the refunded amount can be used for subsequent purchases. This creates a pleasant shopping experience and reinforces the perception that consumers are gaining additional value from each transaction. Moreover, when the cashback is processed quickly and in accordance with what was promised, customer satisfaction is further enhanced. These findings align with Abimanyu & Hermana (2023), who emphasize that the clarity of the amount, speed, and consistency of cashback implementation are critical factors in creating customer satisfaction.

The Effect of Free Shipping on Customer Satisfaction

Free shipping was also found to have a positive and significant effect on customer satisfaction. This promotional program is one of Shopee's main attractions, as it reduces the burden of shipping costs, particularly for customers located far from distribution centers. The student respondents in this study reported that free shipping was helpful because it eliminated additional shipping fees. Therefore, the free shipping service adds positive value to consumers' overall shopping experience on Shopee. This finding is supported by Resta et al. (2023), who state that free shipping can increase interest and satisfaction by minimizing additional transactional costs in online purchases.

The Effect of Customer Satisfaction on Repurchase Intention

The study also found that customer satisfaction has a positive and significant effect on repurchase intention. This means that the higher the level of satisfaction consumers feel with Shopee's services, the more likely they are to make repeat purchases. Satisfied consumers tend to become loyal, recommend Shopee to others, and choose it as their primary online shopping platform. This result is in line with the theory proposed by Lovelock & Wirtz as cited by Fandy Tjiptono (2016), which emphasizes that customer satisfaction plays a vital role in forming loyalty and repurchase intentions.

The Effect of Discounts on Repurchase Intention

The test results indicate that discounts do not have a direct and significant effect on repurchase intention. This suggests that although discounts may attract consumer attention, they are not sufficient to drive repeat purchases unless accompanied by overall service satisfaction. Discounts tend to offer short-term benefits and do not necessarily foster customer loyalty. Therefore, discount strategies should be complemented by improvements in service quality to effectively build consistent repurchase intentions.

The Effect of Cashback on Repurchase Intention

Cashback is found to have a direct and significant effect on repurchase intention. Consumers feel satisfied and are encouraged to continue shopping due to the reward mechanism, where cashback can be utilized for future transactions. This program is perceived as offering long-term value, making customers feel appreciated and more likely to return. These findings support prior research by Hermawan & Radiansyah (2024), which found that cashback significantly influences repeated consumer purchasing behavior.

The Effect of Free Shipping on Repurchase Intention

Free shipping is also found to have a direct and significant effect on repurchase intention. Consumers feel more at ease when shopping, as they are not burdened by shipping costs, thereby increasing the likelihood of repeat purchases. This strategy is particularly effective among students, who tend to be more cost-conscious in their transactions. Consequently, free shipping serves as a key strategy to boost consumer repurchase behavior.

The Effect of Discounts, Cashback, and Free Shipping on Repurchase Intention through Customer Satisfaction

The mediation analysis reveals that discounts, cashback, and free shipping have a positive and significant indirect effect on repurchase intention through customer satisfaction. This indicates that although some promotional strategies may not directly influence repurchase intention, they still yield a positive impact when they enhance customer satisfaction. In other words, customer satisfaction acts as a critical mediator that transforms promotional strategies into repeated purchasing behavior. Thus, effective promotional programs are not only those that attract consumers initially but also those that deliver a positive and satisfying customer experience.

CONCLUSION AND RECOMMENDATION

The findings of this study indicate that discounts, cashback, and free shipping promotions have been proven to enhance customer satisfaction among Shopee users, particularly within the student population of the Faculty of Economics and Business at Universitas Muhammadiyah Pontianak. These promotional strategies provide a more advantageous and enjoyable shopping experience, which ultimately increases user satisfaction with the e-commerce platform.

However, not all promotional strategies exhibit a direct effect on repurchase intention. Cashback and free shipping demonstrate a significant direct influence on repurchase intention, while discounts do not show a significant direct impact. This suggests that discounts are more effective when combined with other factors that contribute to increased customer satisfaction.

Customer satisfaction plays a critical role as a mediating variable that bridges promotional strategies and repurchase behavior. When customers are satisfied, they are more likely to engage in repeat purchases, even when the promotional offers themselves are not inherently compelling in the long term. Overall, it can be concluded that an effective promotional strategy is not merely one that captures immediate attention but also one that delivers a satisfying shopping experience and fosters long-term consumer loyalty.

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