THE INFLUENCE OF FREE SHIPPING AND GAMIFICATION PROMOS ON PURCHASE DECISIONS WITH PURCHASE INTEREST AS INTERVENING VARIABLES

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Abstract: This research is to examine the effect of free shipping promos, and gamification on purchase decisions with purchase intention as an intervention variable. The object of this research is marketplace users aged 18 to 35 years. The sampling method used a non-probability sampling technique, involving 209 respondents. Data analysis used is statistical analysis in the form of SEM (Structural Equation Modeling) SMART PLS version 3.0. The results of this study indicate that Free shipping has a positive and significant effect on purchasing decisions, Gamification has no effect on purchasing decisions, Free shipping, and Gamification have a positive and significant effect on purchase intention, and Free shipping, Gamification have a positive and significant effect on purchasing decisions with purchase intention as a variable intervene

Keywords: Free Shipping Promo, Gamification, Purchase Decision, Purchase Interest

1. Introduction

The faster marketplace development in Indonesia has an impact on conditions of intense business competition for companies engaged in the marketplace industry. Changes in the lifestyle of people who were previously used to shopping offline have led to a significant increase in the marketplace market. Various kinds of marketplaces are starting to offer various kinds of facilities to meet people's needs by shopping online. Technological changes and developments have made changes in customer behavior from purchasing through offline shops to purchasing through online shops, e-commerce, or marketplaces, this also influences purchasing decisions in buying a product or service. Various things have been done by marketplace companies to increase interest and communication with their consumers to retain existing customers and gain new customers.

The use of the internet causes changes in people's behavior in making purchasing decisions. Purchases are made not only at a certain store or place but can make purchases online. The public in choosing products online certainly cannot directly see and touch these products because they are only conveyed in virtual media so trust is needed to decide on a purchase of these products.

Purchasing decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. According to (Kotler, 2014) purchasing decision is the stage in the buyer's decision-making process where consumers buy. Purchasing decisions are complex, from evaluating, and gathering information, to finally deciding to buy a product. Many considerations are needed by consumers to buy a product online.
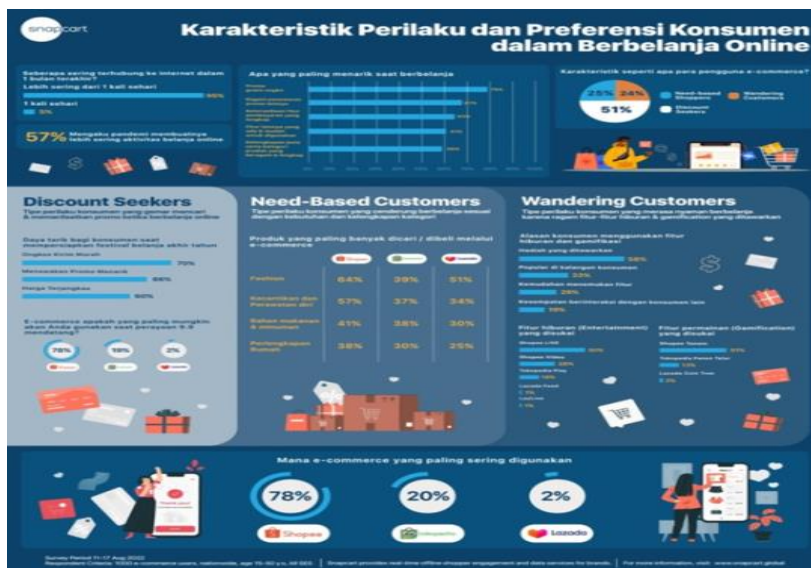
Figure 1. Snapcart survey of Consumer Behavior and Preference Characteristics

Based on a snapcart survey for the August 2022 period, the reasons for people to shop online at marketplaces include free shipping promos (79%), various attractive promo offers (67%), and availability of complete payment features (63%). Other features are easy to use (61%) and complete and diverse types and product categories (58%).
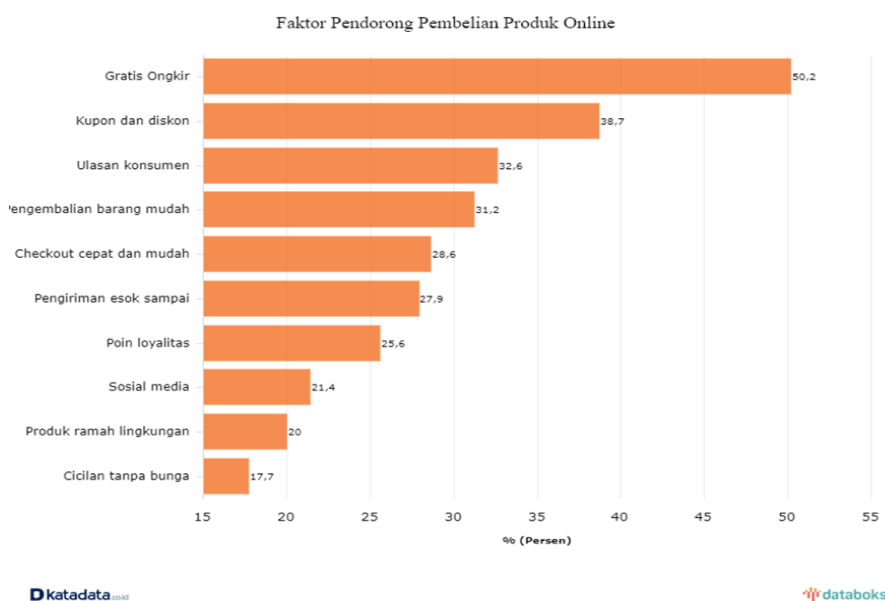

Figure 2. Survey Data We Are Social: Factors driving online product purchases

In line with the snapcart survey and the Katadata Insight Center (KIC) survey, The Data We Are Social survey released in October 2021, shows that free shipping (postage) promos are the main driver for people to shop online. This was expressed by 50.2% of internet users. Furthermore, 38.7% answered that coupons and discounts were their main motivation for shopping online. As many as 32.6% of respondents answered that reviews from other consumers were also influential in choosing to shop online. Then as many as 32.1% of the public answered an easy return policy when shopping online. Another reason that was also widely stated by the public was the easy and fast transaction process which was expressed by 28.6% of respondents.

From the three survey institutions, data was obtained that the most reason for online shopping was due to the free shipping promo. (Saputri et al., 2022) in his research, he explained that free shipping has a significant effect on purchasing decisions. Meanwhile, (Astuti & Susila, 2022) explains that free shipping promotions do not have a significant effect on purchasing decisions. It is interesting to study whether the free shipping promo has a significant effect on purchasing decisions.

The increasingly fierce marketplace competition has an impact on marketplace players in presenting innovations and programs that can answer all needs according to each consumer's preferences. Various things have been done by marketplace companies to increase purchases from their consumers. The company implements various programs with the hope that users or customers can open marketplace applications continuously and increase purchase interest. One of the most popular programs today is gamification. Implementing gamification in its marketing strategy is a good strategy because it sees changes in the behavior patterns of today's millennial consumers who like playing online games, so the gamification strategy is very suitable for targeting millennial consumers.

According to (Hofacker et al., 2016) that gamification is the use of game design elements to improve non-game goods and services by increasing customer value and encouraging value-creating behavior such as increased consumption, greater loyalty, involvement, or product advocacy. (Rahman et al., 2018) explained that gamification has core game elements, namely levels, badges, rewards, points, and leaderboards in non-game contexts to make mobile applications more attractive to increase consumer interest in using them.

Based on a survey conducted by Snapcart, the reasons consumers use entertainment and gamification features are interested in the prizes offered (58%), popularity among consumers (33%), ease of finding features (29%), and opportunities to interact with other consumers (19). %). The survey also explained that the gamification marketplace features that are popular with consumers are Shopee Tanam (51%), Tokopedia Panen Egg (13%), and Lazada Coin Tree (2%). Meanwhile, for the preferred entertainment features, consumers choose Shopee LIVE (50%), and Shopee Video (28%), followed by Tokopedia Play (16%), Lazada Feed (1%), and Laz Live (1%).

2. Literature

2.1. E-Commerce

According to (Kotler, 2014) E-commerce is an online channel that can be reached by someone via the internet, which is used by entrepreneurs in carrying out their business activities and consumers to obtain product information. According to (Wong, 2010) e-commerce is the process of buying and selling, and marketing goods and services through electronic systems, such as radio, television, and computer networks or the internet. According to (Laudon, 2016) e-commerce is defined as the use of the internet, web, mobile applications, and browsers running on mobile devices to transact business and involve external parties of the company such as suppliers and consumers. In simple terms, it can be concluded that e-commerce is the process of buying and selling products electronically. Usually, this industry will involve transactions such as fund transfers, online marketing, buying and selling, and so on.

2.2. Consumer behavior

According to (Schiffman, Leon, and Kanuk, 2014) consumer behavior is the behavior that consumers display in searching, buying, using, evaluating, and spending on products that are expected to satisfy life's needs. According to (Pindyck, Robert.S, and Daniel L, 2007) consumer behavior is a description of how consumers allocate income with different goods and services to maximize consumer welfare. So, it can be concluded that consumer behavior is a way of making consumer decisions through finding, buying, evaluating, and spending products by allocating income so that consumer satisfaction is achieved by maximizing consumer welfare. Consumer behavior itself is dynamic so many factors drive changes in consumer behavior from time to time.

2.3. Purchase decision

Purchasing decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. According to (Kotler, Philip and Armstrong & Hall., 2012), purchasing decision is the stage in the buyer's decision-making process where consumers buy.

2.4. Free Shipping

In the process of buying and selling online, the seller will charge shipping costs to the buyer according to the weight and dimensions of the product purchased. So, the buyer will transfer money for the product plus shipping costs. The term shipping costs is commonly called postage or postage.

Free shipping is a form of direct persuasion through the use of various incentives that can be arranged to stimulate product purchases immediately or increase the number of items purchased by customers (Tjiptono, 2008).

2.5. Gamification

(Hofacker et al., 2016) defines gamification in a broader concept, namely as the use of game design elements in non-game activities to improve the quality of products or services through increasing customer value by encouraging consumer behavior such as increasing levels of consumption, and increased loyalty. larger, product involvement or advocacy.

2.6. Purchase Interest

According to (Keller, 2009) the definition of purchase interest, namely buying interest, is a behavior that appears in response to objects that indicate the desire of consumers to make purchases.

3. Framework of Thought and hypothesis

Based on the formulation of the problem that has been prepared and several supporting theories in this study, the authors create a framework of thought as follows:
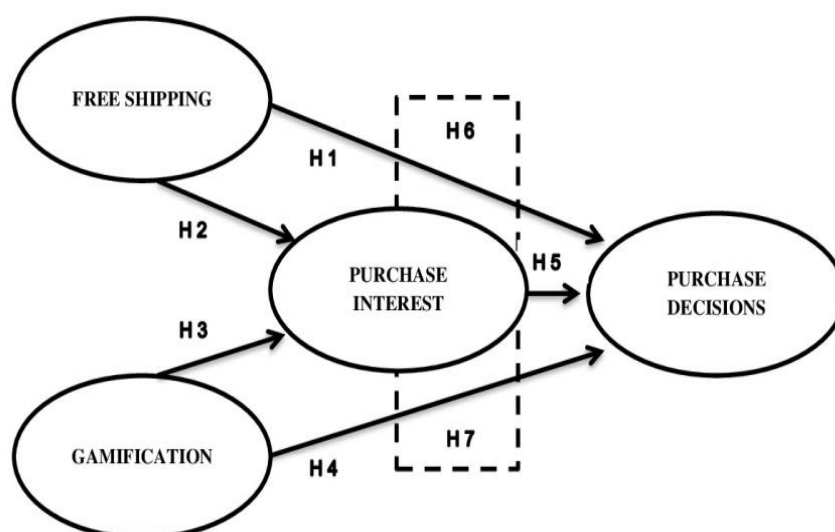

Figure 3. Framework

3.1 Hypothesis

H1: Free shipping has a positive effect on purchasing decisions
H2: Free shipping has a positive effect on purchase intention
H3: Gamification has a positive effect on purchase intention
H4: Gamification has a positive effect on purchasing decisions
H5: Purchase intention has a positive effect on purchasing decisions

4. Research Method

4.1. Research design

The method to be used in this study is a quantitative method. According to (Sugiyono, 2016) the quantitative research method can be interpreted as a research method based on the philosophy of positivism, for sampling is generally done randomly, data collection uses research instruments, and data analysis is quantitative to test established hypotheses. The type of research conducted in this study is causal associative research in this case to determine the effect of free shipping, and gamification on purchase intention and the effect of purchase intention on purchase decisions.

4.2. Population and Research Sample

4.2.1. Population

The population in this study are e-commerce users in the cities of Jakarta, Bekasi, Depok, and Bandung because based on Susenas data in March 2021 these areas are areas with the highest number of residents making e-commerce transactions.

4.2.2. Research Sample

This study used a sampling technique, namely Non- Probability Sampling, while the sampling approach used purposive sampling. According to (Sugiyono, 2018) purposive sampling is "a sample determination technique with certain considerations". The reason for selecting the sample using purposive sampling is that not all samples have the criteria that the researcher determines. The criteria used as research samples are:

A. Respondents aged 18 years to 35 years
B. Respondents who have e-commerce applications
C. Respondents who have made transactions in e-commerce

4.3. Analysis Method

Data analysis in this study used SmartPLS version 3.0 through the following stages:

1. Outer Model Evaluation (Measurement Model)

The outer model is often also called (outer relation or measurement model) defines how each indicator block relates to its latent variables. The validity test is carried out on the outer model through several tests, namely:

a. Convergent Validity
b. Discriminant Validity
c. Reliability test using Composite Reliability and Chronbach Alpha.
d. Multicollinearity Test
e. Model Fit Test

2. Evaluation of the Inner model or Structural Model

Inner model testing is a concept-based model development in order to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework.

   a. R Square test
   b. f square test
   c. Hypothesis Testing (Path Coefficient Estimation)

5. Result and Discussion

5.1. Analisis SEM dengan SmartPLS

5.1.1. Evaluasi Outer Model (Model Pengukuran)

5.1.1.1. Uji faktor loading

Convergent validity measurement aims to determine the validity of each relationship between indicators and their latent variables. Convergent validity of the measurement model with reflexive indicators can be seen from the correlation between the item/indicator score and the construct score. Individual indicators are considered reliable if they have a correlation value above 0.70. However, in the scale development stage research, loading 0.50 to 0.60 is still acceptable. (Ghozali, 2014).

Based on the factor loading value, there is still a loading factor whose value is below 0.5. Because it has a low convergent validity value, indicators that have a loading factor below 0.5 must be dropped. Based on the output, in the Purchase Decision and free shipping constructs there are several indicators whose value is below 0.5, namely KP1((0.438), KP2((0.468), KP3(0.465), so these indicators must be dropped. Factor loading for First Order already meets that is, the indicator value is above 0.5. The following table presents the loading factor value.

Tabel 1. Hasil Uji factor Loading

Konstruk	Outer	Description
Free Shipping		
Go1	0,740	Valid
Go2	0,757	Valid
Go3	0,849	Valid
Go4	0,801	Valid
Go5	0,863	Valid
Go6	0,720	Valid
Gamification		
Gm1	0,804	Valid
Gm2	0,910	Valid
Gm3	0,919	Valid
Gm4	0,898	Valid
Gm5	0,884	Valid
Gm7	0,823	Valid
Purchase decision		
Kp4	0,776	Valid

Kp5	0,590	Valid
Kp6	0,763	Valid
Purchase Interest		
Mb1	0,722	Valid
Mb2	0,773	Valid
Mb3	0,795	Valid
Mb4	0,708	Valid

Source: Primary data processed with SmartPLS 3.0 (2023)

5.1.1.2 Reliability test using Composite Reliability and Chronbach Alpha

In addition to the construct validity test, a construct reliability test was also carried out which was measured by two criteria, namely composite reliability and Cronbach alpha from the indicator block that measures the construct. To determine composite reliability, if the value of composite reliability $\varrho c > 0.7$ it can be said that the construct has high reliability or is reliable (Ghozali, 2014). Meanwhile, Cronbach's alpha is said to be good if $\alpha \geq 0.5$ and is said to be sufficient if $\alpha \geq 0.3$. (Ghozali, 2014).

The results of the Reliability Test using Composite Reliability and Chronbach Alpha in this study used the SPLS Algorithm and the results report are as follows:

Table 2. Reliability Test with Composite Reliability and Chronbach Alpha

	Cronbach's Alpha	Reliabilitas Komposit	Description
Gamification	0,938	0,951	Reliabel
Free Shipping	0,879	0,908	Reliabel
Purchase decision	0,516	0,755	Reliabel
Purchase Interest	0,749	0,837	Reliabel

Source: Primary data processed with SmartPLS 3.0 (2023)

The output results of the Reliability Test using Composite Reliability and Chronbach Alpha are good for the Free Shipping, Gamification, Purchase Intention, and Purchase Decision constructs are very good because Composite Reliability is above 0.70 and Chronbach Alpha is above 0.5 so it can be concluded that all construct indicators are reliable or meet the reliability test.

5.1.1.3 Convergent Validity Test

Another test is to assess the validity of the construct by looking at the AVE value, a good model is required if the AVE of each other construct is greater than 0.5 (Ghozali, 2014).

Table 3. Average Variance Extracted (AVE) Test Results

	Rata-rata Varians Diekstrak (AVE)
Gamification	0,764
Free Shipping	0,624
Purchase decision	0,511
Purchase Interest	0,563

Source: Primary data processed with SmartPLS 3.0 (2023)

The AVE output results show that the AVE value for both the Free Shipping, Gamification, Purchase Intention, and Purchase Decision constructs has an AVE value greater than 0.50. So the AVE value for all constructs is good.

5.1.1.4 Discriminant Validity

Validity means measuring what should be measured (Ghozali, 2016). Discriminant validity is carried out to ensure that each concept from each latent model is different from other variables. Validity testing is carried out to find out how precisely a measuring instrument performs its measurement function (Ghozali, 2016). In SMART-PLS, discriminant validity testing can be assessed based on the Fornell-Larcker criterion and cross- loading. In the Fornell-Larcker criterion test, discriminant validity can be said to be good if the roots of the AVE in the construct are higher than the construct's correlation with other latent variables, whereas in the cross- loading test, it must show a higher indicator value from each construct compared to indicators in other constructs (Sekaran, uma & bougie, 2013).

5.1.1.5 Cross Loading

Discriminant validity of the measurement model with reflexive indicators is assessed based on the cross-loading of measurements with the construct. If the construct's correlation with the measurement items is greater than the other constructs, this indicates that the latent constructs predict the size of their block better than the size of the other blocks (Ghozali, 2014). The following is a table of the results of the validity test through cross-loading on SPLS:

Table 4. Cross Loading Test Results (Discriminant Validity)

	Gamification	Free Shipping	Purchase decision	Purchase Interest
GO1	0,166	0,740	0,277	0,331
GO2	0,106	0,757	0,304	0,287
GO3	0,275	0,849	0,363	0,414
GO4	0,178	0,801	0,381	0,464
GO5	0,251	0,863	0,310	0,339
GO6	0,333	0,720	0,245	0,386
GM1	0,804	0,380	0,207	0,305
GM2	0,910	0,211	0,151	0,348
GM3	0,919	0,185	0,129	0,301
GM4	0,898	0,223	0,172	0,327
GM5	0,884	0,145	0,103	0,278
GM7	0,823	0,287	0,152	0,335
KP4	-0,005	0,322	0,776	0,340
KP5	0,268	0,235	0,590	0,294
KP6	0,149	0,301	0,763	0,394
MB1	0,199	0,226	0,307	0,722
MB2	0,269	0,257	0,312	0,773
MB3	0,365	0,523	0,421	0,795
MB4	0,215	0,330	0,377	0,708

Source: Primary data processed with SmartPLS 3.0 (2023)

From the discriminant validity test above, Cross-Loading has shown that latent constructs predict indicators in their block better than indicators in other blocks. In other words, it can be seen that the cross loading correlation value with the latent variable is appropriate, which is greater than the correlation with other latent variables.

5.1.1.6 Multicollinearity Test

The multicollinearity test aims to test and find out whether in a regression model, a high or perfect correlation is found between the independent variables. This test can be known by looking at the tolerance value and the variance inflation factor (VIF) value.

The assumptions or conditions that must be met in the outer model analysis are that there are no multicollinearity problems. That is a problem where there is intercorrelation or a strong correlation between indicators. Multicollinearity test results can be seen in the following table:

Table 5. Multicollinearity Test

Hubungan Antar Variabel	VIF
Free Shipping → Purchase decision	1.316
Free Shipping → Purchase Interest	1.084
Gamification → Purchase Interest	1.084
Gamification → Purchase decision	1.172
Purchase Interest → Purchase decision	1.399

Source: Primary data processed with SmartPLS 3.0 (2023)

From the table above, it is known that the values of all variables are below 3.3 which means that there is no multicollinearity.

5.1.1.7 Model Fit Test

In analyzing the fit model using the Standardized Root Mean Square Residual (SRMR) analysis available in the SMART PLS 3.0 software. According to (Henseler et al., 2014) SRMR is a measure of goodness of fit for PLS-SEM which can be used to avoid model specification errors. The fit model is declared good if the value is less than 0.08 ((Hu & Bentler, 1999). The following table fits the model test:

Table 6. Model Fit Test

	Model Saturated	Model Estimasi
SRMR	0,073	0,073
d_ULS	1,626	1,626
d_G	0,407	0,407
Chi-Square	496,780	496,780
NFI	0,792	0,792

Source: Primary data processed with SmartPLS 3.0 (2023)

Based on the SRMR or Standardized Root Mean Square value of 0.073 <0.08, it can be concluded that the model meets the fit model criteria.

5.1.2 Evaluation of the Inner Model (Structural Model)

5.1.2.1 R Square Test

Assessing the structural model with PLS, it begins by looking at the R-Square value for each endogenous latent variable as the predictive power of the structural model. The inner model, namely the specification of the relationship between latent variables (structural model), also known as the inner relation, shows the relationship between latent variables based on the substantive theory of the research. The R2 result is 0.67; 0.33; and 0.19; indicating that the model is "Good", "Moderate",and "Weak" (Ghozali, 2014).

Table 7. R Square Test Results

	R Square
Purchase decision	0,272

Source: Primary data processed with SmartPLS 3.0 (2023)

Based on the coefficient of determination in the table above, it shows the R2 value of the Purchase Decision variable of 0.272, which means that this value may indicate that the endogenous variable of Purchase Decision can be explained by exogenous variables, namely Free Shipping, Gamification, and Purchase Intention. In this study, R2 was 27.2%, while the remaining 72.8% was influenced by other variables not included in the research model. The evaluation of the R2 inner model is included in the Moderate category in explaining the Purchase Decision variable (Y).

5.1.2.2 Test f square

This test is used to assess the magnitude of the influence between variables with the Effect Size or f-square (Ghozali, 2014). The f square value of 0.02 is small, 0.15 is medium, and 0.35 is large. Values less than 0.02 can be ignored or considered to have no effect (Khan et al., 2019).

Table 8. f square test

Hubungan Antar Variabel	F Square	Effect Size
Free Shipping → Purchase decision	0,054	Kecil-Sedang
Free Shipping → Purchase Interest	0,214	Sedang-Besar
Gamification → Purchase Interest	0,081	Kecil-Sedang
Gamification → Purchase decision	0,001	Tidak Ada
Purchase Interest → Purchase decision	0,145	Kecil-Sedang

Source: Primary data processed with SmartPLS 3.0 (2023)

Based on the table above, the large size effect with the criterion f Square > 0.35 does not exist. Meanwhile, the medium-large effect is the effect of free shipping on purchase intention and the small-medium effect is free shipping on purchase decisions, gamification of purchase intention, and purchase intention of purchase decisions. Meanwhile, gamification does not effect on purchasing decisions. Free shipping has a medium-large effect so it has a considerable influence on buying interest.

5.1.3 Hypothesis Testing

The results of this test will show significant results as seen from the results of the Original Sample, probability values, and t-statistics. For the probability value, the p-value with an alpha of 5%. Tests are carried out with the limits according to table t. The t-table value for alpha 5% uses one tail of 1.645 for those using direct variables. Meanwhile, the variables that use mediation variables use two tails of 1.96. to accept the proposed hypothesis is more than 1.645 for the direct variable and 1.96 for the mediating variable with a t table significance of 5%.

Table 9. Hypothesis Test Results

Hipotesis	Hubungan Antar Variabel	*Path Coefficients*	T Statistik	P Value	Decison
H1	Free Shipping → Purchase decision	0,227	2,559	0,011	accepted
H2	Free Shipping → Purchase Interest	0,407	6,300	0,000	accepted
H3	Gamification → Purchase Interest	0,251	3,943	0,000	accepted
H4	Gamification → Purchase decision	-0,026	0,307	0,759	rejected
H5	Purchase Interest → Purchase decision	0,384	5,083	0,000	accepted
H6	Free Shipping → Purchase Interest → Purchase decision	0,156	3,959	0,000	accepted
H7	Gamification → Minat Beli → Purchase decision	0,096	3,100	0,002	accepted

Source: Primary data processed with SmartPLS 3.0 (2023)

In the table above, the P value of free shipping on purchasing decisions is 0.011 which is smaller than the significance level α = 0.05 (5%). These results indicate that there is a significant effect of free shipping on purchasing decisions. Thus the first hypothesis (H1) which states that free shipping affect on purchasing decisions can be accepted.

In the table above, the P values of free shipping on purchase intention are 0.000 which is smaller than the significance level α = 0.05 (5%). These results indicate that there is a significant effect of free shipping on purchase intention. Thus the first hypothesis (H2) which states that free shipping affect on purchase intention can be accepted.

In the table above, the P values of gamification on buying interest is 0.000 which is smaller than the significance level α = 0.05 (5%). These results indicate that there is a significant influence between gamification on purchase intention. Thus the first hypothesis (H3) which states that gamification affect on purchase intention can be accepted.

In the table above, the P values of gamification on purchasing decisions is 0.759 which is greater than the significance level α = 0.05 (5%). These results indicate that there is no significant effect between gamification on purchasing decisions. Thus, the first hypothesis (H4) which states that gamification affect on purchasing decisions is rejected.

In the table above, the P values of buying interest on purchasing decisions are 0.000 which is smaller than the significance level α = 0.05 (5%). These results indicate that there is a significant influence between buying interest and purchasing decisions. Thus, the first hypothesis (H5) which states that buying interest influences purchasing decisions is accepted.

In the table above, P values Free shipping on purchase decisions with purchase intention as an intervening variable of 0.000 is smaller than the significance level α = 0.05 (5%). These results indicate that there is a significant influence between free shipping on purchase decisions with purchase intention as an intervening variable. Thus, the first hypothesis (H6) which states that free shipping affects purchase decisions with purchase intention as an intervening variable is accepted.

In the table above, Gamification's P values for purchasing decisions with purchase intention as an intervening

variable are 0.002, which is less than the significance level α = 0.05 (5%). These results indicate that there is a significant influence between Gamification on purchasing decisions with purchase intention as an intervening variable. Thus, the first hypothesis (H7) which states that Gamification affect on purchasing decisions with purchase intention as an intervening variable is accepted.

5.2 Discussion

Based on the results of the PLS (Partial Least Square) analysis, this section will discuss the calculations that have been carried out. This study aims to determine the effect of free shipping promos and gamification on purchase decisions with purchase intention as an intervening variable. The following shows the effect of each variable on other variables.

5.2.1 The effect of free shipping on purchasing decisions

Based on the results of hypothesis testing, it shows that there is a positive and significant effect of free shipping on purchasing decisions. if the free shipping promotion is getting bigger, the purchasing decision will be even bigger. Free postage (postage) promos are the main driver for people to shop online

This research is also in line with the results of research from (Yusditara et al., 2022) which states that free shipping promos have a significant influence on purchasing decisions. According to (Batrisyia Ekwinia & Maydena, 2021) Free shipping promos have a positive influence on purchasing decisions. And based on research (Nurainun & Syamsuri, 2022) it also states that free shipping has a positive and significant effect on purchasing decisions.

5.2.2 Effect of Free Shipping on Buying Interest

Based on the results of hypothesis testing, it shows that there is a positive and significant effect of free shipping on purchase intention. Free Shipping is highly preferred and even sought after by consumers. This variable has a strong interest in consumers to generate a sense of interest in buying from consumers.

The results of this study are in line with research (Andriani et al., 2022) which states that free shipping has a positive effect on purchase intention. This is because shipping costs are sometimes more expensive than the price of the product to be purchased making consumers discourage buying. Meanwhile (Pratiwi et al., 2023) in his research also stated that free shipping has a positive and significant effect on consumer buying interest.

5.2.3 The Effect of Gamification on purchase intention

Based on the results of hypothesis testing, it shows that there is a positive and significant influence between gamification on buying interest. Gamification can affect purchase intention because gamification is influenced by dimensions of consumer motivation such as curiosity, wanting to try and wanting to get rewards, and dimensions of involvement and feeling happy when playing the gamification. Obtaining rewards is one of the factors that most influence respondents because they gain an advantage when playing games, namely rewards that can be used to shop at the marketplace so that buying interest arises.

The results of this study are in line with research (Rakhmanita et al., 2022) Gamification influence on consumer buying interest.

5.2.4   The Effect of Gamification on purchasing decisions

Based on the results of hypothesis testing, it shows that there is no significant effect between gamification and purchasing decisions. In the answers to the questionnaire, it is illustrated that many respondents often play E-commerce / Market Place games, but only to find entertainment when they are tired or bored, not to get reward points.

The results of this study are in line with research (Prastiwi et al., 2022) which states that gamification does not affect on purchasing decisions. this study shows that there is no significant positive effect of gamification on purchasing decisions. Games and various promotional efforts with programs, such as games cannot encourage users to shop online. Maybe it can be supported by a mediating variable so that gamification can influence purchasing decisions.

5.2.5 The Influence of buying interest on purchasing decisions

Based on the results of hypothesis testing, there is a positive and significant influence between buying interest and purchasing decisions. This means high or low purchase interest affects purchasing decisions. Buying interests owned by consumers will have an impact on purchasing decisions. In the consumer, if he gets an encouragement or motivation then it will be processed in the consumer as desired. If consumers feel confident in the product, consumers will decide to buy. However, if the motivational drive that is carried out is less convincing or hits the consumer's feelings, the consumer will think again and choose another alternative before making a purchase decision. Therefore, consumers will be attracted to a product that is felt before the purchase decision is made. The higher the consumer's buying interest, the higher the purchase decision made by the consumer.

The results of this study are in line with research (Kurniasari, Meatry; Budiatmo, 2018) that buying interest influences purchasing decisions. (Sakinah & Firmansyah, 2021) Buying interest influences purchasing decisions. (Septifani et al., 2014) Purchase intention has a significant and positive effect on purchasing decisions. The higher the Buying Interest, the higher the Purchase Decision will be. The results of this study indicate that interest is a very important factor in the decision-making process.

5.2.6 The effect of free shipping on purchasing decisions with purchase intention as an intervening variable

Based on the results of hypothesis testing, it shows that there is a positive and significant influence between free shipping on purchase decisions and purchase intention as an intervening variable. The type of mediation is partial because even without being mediated, free shipping effect on purchasing decisions.

This research is in accordance with research conducted (Solihin, 2020) which states that buying interest can mediate the effect of free shipping promotions on purchasing decisions. The higher the free shipping promotion that is carried out, the higher the buying interest and purchasing decision.

5.2.7 The Influence of Gamification on purchasing decisions with Purchase intention as an intervening variable

Based on the results of hypothesis testing, shows that there is a positive and significant influence between gamification on purchasing decisions with buying interest as an intervening variable. The type of mediation is full mediation because if it is not mediated then gamification will not affect purchasing decisions.

In this study, it was found that Gamification did not affect purchasing decisions but was mediated by buying interest so that Gamification affected on purchasing decisions. There is a change in the behavior of people who are interested in getting interaction not only through games or gamification but also through the shopping experience through the live shopping feature. Gamification does not effect on purchasing decisions; therefore, it is necessary to have a mediating variable, one of which is buying interest.

6. Suggestions and conclusions

6.1. Conclusion

This research was conducted to determine the effect of free shipping and gamification promos on purchasing decisions with buying interest as an intervening variable. Based on the results of testing the research hypotheses

that have been carried out, several conclusions will be able to answer the objectives of this study, the conclusions that can be drawn are as follows:

1. Free shipping has a positive and significant effect on purchasing decisions. This means that the existence of free shipping (postage) promos is the main driver for consumers to shop online. if the free shipping promotion is getting bigger, the purchasing decision will also be bigger.
2. Free shipping has a positive and significant effect on buying interest. This means that free shipping has a strong interest in consumers to generate a sense of interest in buying from consumers. This is because shipping costs are sometimes more expensive than the price of the product to be purchased making consumers discourage buying so that the free shipping promo will generate buying interest in consumers.
3. Gamification has a positive and significant effect on purchase intention. This means that gamification can influence purchase intention because gamification is influenced by dimensions of consumer motivation such as curiosity, wanting to try and wanting to get rewards and dimensions of involvement and feeling happy when playing the gamification. By playing gamification, an interest in buying will arise.
4. Gamification does not effect on purchasing decisions. This means that there is no significant positive effect of gamification on purchasing decisions. Games and various promotional efforts with programs, such as games cannot encourage users to shop online. Maybe it can be supported by a mediating variable so that gamification can influence purchasing decisions
5. Purchase intention has a positive and significant effect on purchasing decisions. This means that the level of purchase interest affects the purchase decision. The higher the consumer's buying interest, the higher the purchase decision made by the consumer
6. Free shipping has a positive and significant effect on purchasing decisions with purchase intention as an intervening variable. This means that buying interest is can mediate the effect of free shipping promotions on purchasing decisions. The type of mediation is partial because even without being mediated, free shipping affect purchasing decisions. The higher the free shipping promotion that is carried out, the higher the purchase intention and purchase decision
7. Gamification has a positive and significant effect on purchasing decisions with purchase intention as an intervening variable. This means that buying interest is can mediate the effect of Gamification on purchasing decisions. The type of mediation is full mediation because if it is not mediated then gamification will not affect purchasing decisions

6.2. Suggestion

Based on the conclusions and data processing in this study regarding the Effect of Free Shipping and Gamification Promos on Purchase Decisions with Purchase Intention as Intervening Variables, the suggestions that can be given are as follows:

1. Based on the f square test, it is found that the largest effect size is free shipping on purchase intention. Free Shipping is highly preferred and even sought after by consumers. This variable has a strong interest in consumers to generate a sense of interest in buying from consumers. Based on this, business actors on the marketplace platform must maintain and increase free shipping promos to increase consumer buying interest which will ultimately increase sales.
2. Based on the f square test, it is found that there is no effect size on the gamification variable on purchasing decisions. Gamification cannot encourage users to shop online. Keeping up with changes in people's behavior should be the main focus of marketplace players when developing innovations on their platforms. To increase purchasing decisions, the gamification program must be combined with interactive programs that are more attractive to foster consumer buying interest. Consumers are interested in getting interaction not only through games but also through shopping experiences through the live shopping feature
3. This study has limitations because it only uses free shipping and gamification variables to see the effect on purchase decisions with purchase intention as intervening variables. Further research can be carried out by adding other variables such as COD Payment Methods, live streaming features, and Intensity of game use.

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