

The Effect Of Cashback And Free Shipping Programs On Consumer Buying Interest In The Gofood Application

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Abstract

The Influence of Cashback and Free Shipping Programs on Consumer Purchase Intention on the GoFood Application in North Cikarang. The background of this research is based on the increasingly tight competition among online food delivery services. Promotional programs in the form of cashback and free shipping are the main strategies used by GoFood to maintain consumer purchase interest. The research problem raised is the extent to which these two programs influence consumer purchase interest. Study Objectives This aims to determine the impact of cashback and free shipping both partially and simultaneously on purchasing interest. This study uses a quantitative approach. with a causal associative approach. The research sample consisted of 100 GoFood user respondents in North Cikarang selected through a purposive sampling method. Data were analyzed using multiple linear regression after being collected through a questionnaire. The results of the study show that the cashback program has a positive effect on purchasing interest with a t-count value of $5.121 > t\text{-table } 1.661$, and the free shipping program also has an effect with a t-count value of $3.986 > t\text{-table } 1.661$. Both independent variables, namely cashback and free shipping, have a significance value of $0.000 < 0.05$ and an F-count value of $123.232 > F\text{-table } 3.09$, which means that both simultaneously influence the dependent variable, namely purchasing interest.

Keywords:Free Shipping, Interested in Buying.

INTRODUCTION

The development of digital businesses has brought significant changes to consumer behavior, particularly in the app-based food delivery sector. GoFood, as a major player, has

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experienced rapid growth as urban lifestyles increasingly demand convenience and speed in meeting consumption needs.(Gofood 2024)

According to a recent research report from Nielsen Singapore titled "Understanding the Indonesian Online Food Delivery Market," 84% of users using various food delivery apps rate GoFood as the best delivery service in Indonesia. This figure far exceeds the sector average of 39%. GoFood's evolution in Indonesia and Southeast Asia has been rapid over the past six years. However, intense competition from other platforms like GrabFood and ShopeeFood requires GoFood to continuously develop promotional strategies to maintain and increase consumer purchasing interest. According to(Kottler & Keller, 2021)The stage where customers form preferences among a number of different brands in a choice set and then make a purchase intention for a particular product. According to(Ferdinand, 2018) Purchase interest is After going through the process of assessment, consideration and interest in a product or service, purchase interest is the stage where customers form preferences for certain options and show a desire to make a purchase..

According to(Damanik & Purba, 2020)The desire to buy will arise automatically if the customer is interested or gives a positive response to what the seller is offering.

(Mufid, 2021) Cashback comes from the words "money back." Simply put, cashback can be defined as a form of refund to consumers. Cashback is a type of discount, meaning a reduction in the selling price given to consumers after a transaction is completed, usually in the form of a refund (in rupiah). The discount mechanism essentially involves a payment or deposit, either cash or credit, under certain predetermined terms and conditions.(Kur-niawan, 2021). According to(Pramesti et al., 2024)Cashback not only provides a cash bonus after a purchase, but also enhances the customer's shopping experience without directly lowering the product price.

Cashback is a type of sales promotion where customers receive a partial refund of the price of the product they purchased after they make a purchase.(Kottler & Keller, 2021).In a broader context, cashback is a promotional offer provided to customers in the form of a percentage refund of cash, virtual balance, or certain products, provided the consumer meets specified minimum requirements. Generally, cashback is not given directly in the form of cash, but rather in the form of electronic money that can be used for transactions or in the form of a subsequent balance at the same store or platform or with related partners.

The presence of the GoFood service has also revolutionized the way people order food online, making it more practical, enjoyable, and efficient. GoFood has become the most frequently used delivery service application in Greater Jakarta (Jabodetabek), with an estimated 10 million active users. Very detailed GoFood data per district or small city is usually not distributed directly to the public by Gojek/GoTo. This is because regional data

(Jabodetabek or national) is usually not distributed. This applies to area-specific data such as North Cikarang. However, data on the number of people using digital services like GoFood is sometimes found in local reports and regional governments.

Based on a pre-survey conducted on 30 GoFood users, 61.3% of customers stated that they received full cashback without any deductions. However, some customers still felt that the cashback received was not appropriate or had certain deductions. That 58.1% of customers stated that the cashback given did not match the informed requirements. This made customers feel disappointed with GoFood, which set conditions that did not comply with the informed provisions. However, some customers felt that there was a discrepancy between what was informed and what they received. But on the other hand, as many as 51.6% of customers admitted that customers experienced problems with GoFood's delays in providing cashback compared to ShopeeFood or GrabFood. This delay could be caused by customer signal interference or the GoFood application causing delays. This is in line with the study.(Soleha et al., 2024)that cashback influences consumer purchasing interest.

According to(Excerpt 2020)Free Shipping is a program that allows sellers to offer customers lower shipping costs than standard free shipping. The company's goal in advertising is to generate profitable results as a reminder of its products.(Djamhari et al., 2024)Free shipping is an incentive given to consumers to eliminate shipping costs, which are often a deterrent to online purchases.

Consumers perceive greater value because shipping costs are reduced. They are also less concerned about the total cost. Since many sellers set minimum purchase requirements to qualify for the offer, this strategy can also increase the number of items purchased, encouraging customers to add more items to their cart. Free shipping is considered a barrier to online transactions, which can increase sales and consumer loyalty to the online platform.(Wonua and Titing 2025)

Based on a pre-survey conducted on 30 GoFood users, the majority of respondents did not make free shipping the main factor in making orders or increasing purchase frequency. The free shipping program also did not attract customers' attention to make orders with a percentage of only 38.7% compared to customer enthusiasm in buying at 41.9%, which was higher, and 45.2% of customers also disagreed with the statement that customers make purchases more often when shipping is free. This could be caused by additional variables such as price and customer needs that play a bigger role in making purchasing decisions than just free shipping promotions. However, free shipping is the main factor in determining customers in choosing products with a percentage of 51.6% and influences customer purchasing desires, this is in line with research.(Wilda Julianti et al., 2024)that free shipping has a positive impact on consumer purchasing interest.

However, the competitive dynamics in this industry are fierce. GrabFood and Shopee Food, for example, are aggressively expanding their market with innovative promotional strategies, including cashback offers of up to 80% and free shipping. (Silmi Asy-Syifaa et al., 2024). Previous studies have focused more on the effectiveness of the program in the context of e-commerce. (Murniwati et al., 2023), while research specifically examining its impact on food delivery services remains limited. This indicates a research gap, particularly in local contexts like North Cikarang, an industrial area with distinct consumer characteristics compared to other urban areas.

The urgency of this research lies in its relevance, both from a practical and academic perspective. Practically, the findings of this study are expected to provide a foundation for GoFood in designing more effective marketing plans amidst intense competition. Academically, this research contributes to enriching the study of digital consumer behavior, particularly regarding the effectiveness of non-price promotional strategies in influencing purchase intentions. Thus, a more comprehensive understanding of the role of cashback and free shipping is expected to provide concrete implications for the development of app-based marketing strategies.

In line with these issues, this study aims to analyze the effect of cashback programs and free shipping on GoFood consumer purchasing interest in North Cikarang. The analysis was conducted both partially and simultaneously to determine the effectiveness of each variable and their contribution to increasing purchasing interest. Using a quantitative approach and multiple linear regression techniques, this research is expected to provide an empirical overview of the relationship between digital promotion strategies and consumer purchasing behavior.

METHODOLOGY

This study uses a quantitative methodology with a causal associative design. The selection of this approach is based on the aim of testing the influence of the independent variables of the cashback program and free shipping on the dependent variable, namely consumer purchasing interest, so that the causal relationship between the variables can be analyzed empirically. (Sugiyono 2019) This study was conducted in North Cikarang, Bekasi Regency, West Java, an industrial area with a relatively high level of community mobility. The study ran from February to July 2025. This location was deemed relevant due to its significant potential for users of food delivery services, particularly GoFood. This study involved all GoFood app users in the North Cikarang area who had used the cashback or free shipping features. Because the exact population size was unknown, the Lemeshow Formula was used to calculate the sample. with a 10% error rate, resulting in 96 respondents and

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rounded up to 100. Non-probability sampling with a purposive method was used. The respondent criteria were having ordered through GoFood at least twice a month and using promotional vouchers.

RESEARCH AND RESULTS

The results of the study indicate that the cashback program has a positive and significant effect on GoFood customer purchasing interest in North Cikarang. Based on the partial test, the calculated t value is $5.121 > t \text{ table } 1.661$ with a significance level of $0.000 < 0.05$. This finding indicates that the more optimal the implementation of the cashback program, the greater the tendency of consumers to make purchases. This result is in line with the study.(Kusumaningrum & Setiawan, 2021)And(Soleha et al., 2024)which confirms that cashback can create the perception of savings, thereby increasing purchase intensity. In other words, even though consumers still spend money, receiving a partial refund gives them the impression of receiving additional benefits, which encourages repeat purchase behavior.(Hasan et al., 2024).

Respondent description

This study involved 100 respondents who were Go Food users in North Cikarang, predominantly male, comprising 43 out of 100 respondents, with the majority aged 18-28 years. The majority of respondents in this study were students and domiciled in Cikarang City.

Validity and Reliability Test

Table 1 Validity test resultscashback (X1)

Statement	Sig	R count	R table	Conclusion
X1.1	0.000	0.924	0.361	Valid
X1.2	0.048	0.365	0.361	Valid
X1.3	0.039	0.378	0.361	Valid
X1.4	0.030	0.396	0.361	Valid
X1.5	0.002	0.544	0.361	Valid
X1.6	0.000	0.636	0.361	Valid
X1.7	0.001	0.588	0.361	Valid
X1.8	0.000	0.636	0.361	Valid
X1.9	0.000	0.924	0.361	Valid

X1.10	0.000	0.889	0.361	Valid
X1.11	0.000	0.889	0.361	Valid
X1.12	0.000	0.889	0.361	Valid
X1.13	0.016	0.881	0.361	Valid
X1.14	0.000	0.437	0.361	Valid
X1.15	0.000	0.881	0.361	Valid

(source: processed data 2025)

Based on the table above, it is known that the 15 statements in variable X1 have a significance value and The table r value is less than the calculated r value. Therefore, all statements are valid.

Table 2 Validity test results (X2)

Statement	Sig	R count	R table	Conclusion
X2.1	0.000	0.823	0.361	Valid
X2.2	0.043	0.372	0.361	Valid
X2.3	0.000	0.837	0.361	Valid
X2.4	0.000	0.823	0.361	Valid
X2.5	0.000	0.838	0.361	Valid
X2.6	0.005	0.498	0.361	Valid
X2.7	0.000	0.838	0.361	Valid
X2.8	0.000	0.805	0.361	Valid
X2.9	0.001	0.588	0.361	Valid
X2.10	0.006	0.488	0.361	Valid
X2.11	0.005	0.498	0.361	Valid
X2.12	0.003	0.527	0.361	Valid
X2.13	0.008	0.475	0.361	Valid
X2.14	0.004	0.51	0.361	Valid
X2.15	0.010	0.466	0.361	Valid

(source: processed data 2025)

According to the table above, it is known that all 15 statements in variable X2 have a significant value, and the table r value is less than the calculated r value. Therefore, all statements are valid.

Table 3 Validity test results (Y)

Statement	Sig	R count	R table	Conclusion
Y1	0.014	0.443	0.361	Valid
Y2	0.000	0.913	0.361	Valid
Y3	0.000	0.885	0.361	Valid
Y4	0.000	0.895	0.361	Valid
Y5	0.000	0.901	0.361	Valid
Y6	0.000	0.901	0.361	Valid
Y7	0.000	0.854	0.361	Valid
Y8	0.002	0.537	0.361	Valid
Y9	0.001	0.588	0.361	Valid
Y10	0.001	0.585	0.361	Valid
Y11	0.000	0.674	0.361	Valid
Y12	0.001	0.555	0.361	Valid
Y13	0.002	0.552	0.361	Valid
Y14	0.001	0.593	0.361	Valid
Y15	0.002	0.552	0.361	Valid

(source: processed data 2025)

According to the table above, it is known that all 15 statements in the Y variable have a significant value, and the table r value is less than the calculated r value. Therefore, all statements are valid.

Reliability test

Variables	Cronbach's Alpha	N Of Item
Cashback (X1)	0.764	15
Free Shipping (X2)	0.756	15
Consumer Purchase Interest (Y)	0.763	15

(Source: processed data 2025)

Based on the Cronbach alpha value table, each variable is greater than the standard value above 0.60, so it can be concluded that all variables are reliable

Classical Assumption Test (Histogram and Kolmogorov Smirnov)

One-Sample Kolmogorov-Smirnov Test	
Unstandardized Residual	
N	100
Normal Parameters ab Mean	0.0000000
Standard Deviation	3.57351785
Most Extreme Differences Absolute	0.071
Positive	0.071
Negative	-0.050
Test Statistic	0.071
Asymp. Sig. (2-tailed)	0.200c,d
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.	

(Data source: processed 2025)

According to the findings of the One-Sample Kolmogorov-Smirnov test, the Asymptomatic (2-tailed) value is 0.200, which is greater than 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

Multiple Linear Regression Test

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	13,887	3,188		4,356	.000
	CASHBACK	.378	.109	.382	3,467	.001
	FREE SHIPPING	.431	.096	.493	4,482	.000
a. Dependent Variable: BUYING INTEREST						

(Data source: processed 2025)

Based on the table above the coefficient, the regression equation is obtained as follows: $Y = 13.887 + 0.378X_1 + 0.431X_2$. This equation shows that the regression coefficient for cashback (X_1) is 0.378 and for free shipping (X_2) is 0.431. This means that all changes in one unit of the cashback variable will improve purchasing interest (Y) by 0.378 units, and all changes in one unit of the free shipping variable will increase the desire to purchase by 0.431 units, assuming other variables remain constant.

DISCUSSION

The Influence of the Cashback Program on Consumer Purchase Interest in the Go Food Application in North Cikarang.

Based on research findings collected through distribution of questionnaires to Consumers using the GoFood application in the North Cikarang area found that the cashback variable (X_1) had a significant partial effect on consumer purchasing interest (Y). This finding is in line with previous research showing that cashback programs can increase consumer shopping appeal because they provide added value in the form of cost savings and financial benefits. (Norfitri, 2022)

The Effect of Free Shipping on Consumer Purchase Interest on the Go Food App in North Cikarang.

Based on research findings collected through questionnaire distribution to consumers using the Go Food application in the North Cikarang area, it was found that the Free Shipping variable (X_2) has a significant influence on consumer purchasing interest (Y) partially. Previous research, "The Effect of Shopee's Free Shipping Promotion on Consumer Purchasing Interest in Non-Star Seller Stores" (Sanjaya & Candraningrum, 2021)

The Influence of Cashback and Free Shipping Programs on Purchase Interest on the Go Food Application in North Cikarang.

The results of the simultaneous test show that the cashback (X_1) and free shipping (X_2) variables together have a significant effect on consumer purchasing interest (Y) on the GoFood application in the North Cikarang area. The results show that both promotional programs can encourage users to use the app more to purchase goods. The results of previous research show that Incentive-based promotional strategies, such as cashback and free shipping, have proven effective in increasing consumer purchasing interest in e-commerce services and food delivery applications. (muryati, 2024).

CONCLUSIONS

1. *Cashback* has a positive influence on consumer purchasing interest in the Go Food application in North Cikarang.
2. Free shipping has a positive impact on consumer purchasing interest on the Go Food application in North Cikarang.
3. *Cashback* and Free Shipping have an impact on consumer purchasing interest on the Go Food application in North Cikarang.

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