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## The Influence of Hedonic Shopping and Free Shipping Tagline on Impulsive Buying of Shopee Users

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### ABSTRACT

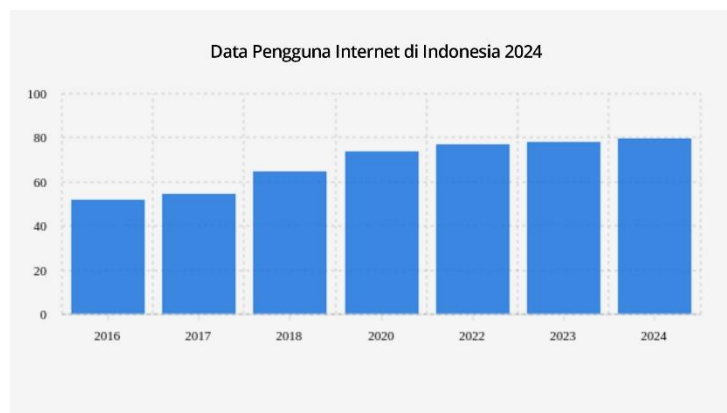
This research is motivated by impulsive buying behavior which is felt to be increasing among Shopee users, especially students. One of the factors is hedonic shopping and free shipping taglines. The purpose of this study is to ascertain if hedonic shopping and free shipping taglines have an impact on students at Al-Falah As-Sunniah University's impulsive Shopee purchases. One hundred students from Al-Falah As-Sunniah University who use Shopee make up the sample size for this quantitative study, which employs the survey method and probability sampling procedures utilizing the simple random sampling method. Using the statistical program SPSS 25, multiple regression analysis is applied in the data analysis method. The result shows that impulsive purchasing is significantly impacted by hedonic shopping, and the free shipping tagline, both simultaneously or in separate effect. This study adds and increases knowledge about the impulse buying habits of Indonesian students and digital consumer behavior, especially those related to online shopping at Shopee e-commerce, and as a reference for future research. The study's findings also offer valuable information for creating marketing plans that work for Shopee and other e-commerce sites. They also highlight the significance of educating customers about impulsive buying so that platforms can add tools or services that encourage more thoughtful purchases.

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## Introduction

Due to the speed at which technology is developing, the Internet is now used for almost every daily human activity. based on a survey carried out by the Indonesian Internet Service Providers Association, or APJII. According to the data, 221,563,479 out of 278,696,200 internet users in Indonesia in 2024, or 79.5% of the population, used the internet in 2024 (a 1.4% rise from 2023) (APJII, 2024). This is because people cannot be separated from the internet. People's dependence on the internet as a reliable source utilized by industries to promote their products. One of the impacts is the emergence of e-commerce companies that offer and provide convenience to the public to make purchases online (Kusnanto et al., 2024). Customers can easily access product information through this e-commerce platform that allows customers to complete transactions by simply pressing the gadget layer (Pujiyanto et al., 2023; Yudha et al., 2024). Online shopping is an option for people, especially students, compared to shopping directly at the store. During the limited time that students have due to their busy schedules, online shopping is a solution that saves time and energy (Amalia, 2023).



**Figure 1. Internet Penetration Rate in Indonesia in 2024**

Source: Author (2025)

Shopee is one of the most popular e-commerce platforms compared to other e-commerce platforms. Based on SimilarWeb data, Shopee had 235.9 million visitors during February, but SimilarWeb noted that the platform experienced a monthly decrease in visitors of 4.01%. However, the decline was also experienced by other e-commerce platforms so even though Shopee experienced a decline, its position was still above other e-commerce. This decline in visitors is thought to be due to some shoppers switching to offline stores after normalizing life in the post covid-19 era (Similarweb, 2024). Shopee is one of the e-commerce choices with free shipping throughout Indonesia following the promoted tagline. With offers such as free shipping, it will attract people who initially only scrolled the homepage until decided to make a purchase (Ramdhani & Maulina, 2023). Kotler and Keller (2016), state that when a customer buys a product or service, they will typically follow the following pattern: determining their needs, gathering data, assessing their options, making a purchase, and then taking action afterward (Rusni & Solihin, 2022; Zaki et al., 2024). Whereas most consumers do not go through these steps. This will lead to an impulse purchase decision.



**Figure 2. Most E-Commerce Visitors in Indonesia in 2024**

Source: Author (2025)

Manufacturers and merchants are particularly interested in consumers who make impulsive purchases (Ghifara et al., 2022). This is the result of the current market being dominated by this consumer group. A person's inner yearning for rapid fulfillment through a useful online purchasing experience is known as hedonic shopping. Impulsive purchases rise in proportion to motivation levels (Bazlinah, 2024). In research conducted by Hernita (2022) hedonic shopping significantly and favorably influences Shopee e-commerce consumers' impulsive purchases.

Promotion is a crucial component of marketing communication. When advertised or promoted, consumers are more likely to remember products or services with a strong image (Eji, 2024). Shopee's free shipping tagline is one of the things that influences impulsive buying. The tagline was "Free Shipping throughout Indonesia". Through this tagline, Shopee informs that every user who shops on their platform is entitled to free shipping facilities to all regions in Indonesia. However, this offer applies to specific terms and conditions. Andini (2023) stated that the Free Shipping tagline on the Shopee marketplace has a positive and significant effect on purchasing decisions among students. Meanwhile, Ariska (2022) shows that the free shipping tagline does not affect impulse buying decisions online.

This study investigated how Shopee e-commerce users who are Al-Falah As-Sunniah University students' hedonic shopping motivation and free shipping tagline affected their impulsive purchasing behavior. Students are actively involved in online shopping on e-commerce platforms and tend to have high levels of impulsivity due to the influence of social media and promotional offers. Students also frequently contrast Shopee's promotions and service features than other online retailers. By examining the impact of hedonic shopping and free shipping taglines on the impulsive purchases of Shopee users among Al-Falah As-Sunniah University students, who represent the younger generation consumer segment, particularly among students accustomed to digital shopping trends. Based on the observed social and literary phenomena, this study hypothesizes that hedonic shopping and free shipping taglines could influence impulse purchases among Shopee student users at Al-Falah As-Sunniah University.

## Literature Review

### Hedonic Shopping

Hedonism is a type of pleasure that is reflexive. The subjective emotion connected to hedonism, sensory pleasure, requires hedonic needs to be met (Arifiana & Mardikaningsih, 2024). Hedonists according

to Solomon in Hidayah (2023) are defined as one type of need based on subjective and experimental directions. It means that consumers can find their needs for excitement, confidence, audience or emotional responses. Meanwhile, Hedonic shopping is a shopping activity that provides pleasure, entertainment, and emotional experiences to consumers (R. L. D. Santoso & Arochman, 2024). Consumers who do hedonic shopping not only aim to fulfill functional needs, but also seek emotional satisfaction such as a sense of pleasure, happiness, or relaxation while shopping. Arnold & Reynold (2003) in Tarka (2022) explain that purchases are motivated by behavior that involves the senses, imagination, and emotions that make pleasure and material enjoyment the main goals of life.

According to the Hedonic Consumption theory by Hirschman & Holbrook (1982) in Almaida & Saputra (2021) states that consumer behavior is affected by rational, emotional needs, and subjective experiences in shopping. The indicators for measuring hedonic shopping according to Arnold & Reynold (2003) in Subagio (2023) are 1) Adventure Shopping (shopping to find new experiences), 2) Gratification Shopping (shopping to reduce stress or improve mood), 3) Social Shopping (shopping to interact with others), 4) Idea Shopping (shopping to find inspiration), 5) Role Shopping (shopping to fulfill social roles), and 6) Value Shopping (shopping to get the best deals).

### **Free Shipping Tagline**

According to Darno (2007) ), as cited in Laeli (2022) taglines are marketing strategies that influence consumer purchasing decisions. A tagline is a phrase or expression used in advertising, typically as a concluding statement, to make the advertisement's message memorable and to distinguish it from competitors' ads. The "free shipping" tagline serves as an identifier for a particular online marketplace, setting it apart from others, to entice customers who notice the slogan (Wardhani, 2022; Zakik et al., 2022). Taglines that are clear and easy to recall will boost the brand if it match customer expectations and stand out from rivals (Dass et al., 2023; Loestefani et al., 2022).

According to the Stimulus-Organism-Response (SOR) theory from Mehrabian and Russell (1974) in Ayuningrum (2022) explains that promotions such as free shipping (stimulus) can affect the emotional state of consumers resulting in a response in the form of impulse buying behavior. The indicators to measure the free shipping tagline variable according to Darno (2007) in Salsabilla (2022) Are familiarity, differentiation, and message or value.

### **Impulsive Buying**

Impulsive Buying is a purchasing decision that is made spontaneously, without prior planning, and is triggered by emotional impulses (Riduwan & Wardhana, 2022). Sumarwan (2011) defines impulse purchasing as the propensity of customers to make impulsive, unconsidered, hurried purchases that are motivated by the psychological and emotional characteristics of a product and are seduced by marketing pressure (Adhiyani & Indriyanti, 2020; Yudha et al., 2024). Meanwhile according to Bayley and Nancarrow (1998) in Mattia (2021), impulsive buying is a sudden, attractive, and hedonic buying behavior where the speed of the impulsive decision process prevents consideration and choice of alternative information that is thoughtful and deliberate. Impulsive buying can occur because a person tends to have strong motivation because it is influenced by external stimuli, such as promotions or pleasant shopping experiences, this spontaneity makes consumers uncontrolled and without caring about the consequences of buying immediately (Ryandono et al., 2019; Septari, 2022).

According to the Impulse Buying Theory by Rook (1987) in Ernestivita (2023) states that impulse buying occurs due to a strong emotional impulse and external stimuli that trigger this behavior. Impulse purchases are generally not planned and occur suddenly. The indicators for measuring impulsive buying

according to (Suprayogi et al., 2025) include unplanned purchases (spontaneous), purchases without thinking, rash purchases, and purchases influenced by emotional states.

## **Hypothesis Formulation**

### **The Relationship between Hedonic Shopping and Impulsive Buying**

Hedonistic shopping is defined as shopping for pleasure, emotional fulfillment, and pleasurable sensory experiences in addition to functional needs (Rusni & Solihin, 2022). Hirschman and Holbrook's (1982) Hedonic Consumption theory explains that consumption is not only rational but also involves affective and symbolic elements that contribute to subjective pleasure (R. L. D. Santoso & Arochman, 2024). People who have a hedonistic enjoyment of shopping are more likely to explore products, feel more emotionally stimulated, and feel more compelled to make impulsive purchases. Accordingly, Rook's (1987) Impulse Buying theory states that people engage in impulse buying when they feel a strong emotional desire to make an impulsive, unplanned purchase (Ernestivita et al., 2023; A. kusuma Wardhana et al., 2023).

Concerning hedonic shopping, students are more likely to make impulsive purchases when they have a higher degree of hedonic experience when they shop on Shopee. This hedonistic experience encompasses elements like enjoyment, amusement, and discovery provided by the Shopee platform. The positive feelings that follow the hedonic experience then set off the impulsive desire to purchase (T. B. Santoso & Kusuma, 2023). It is clear from the above description that Both internal (such as mood and psychological needs) and external (such as appealing store environments) factors frequently cause these impulses. It is clear from the above description that:

H1: Hedonic shopping significantly affects Al-Falah As-Sunniah University's impulsive buying Shopee users.

### **The Relationship between Free Shipping Tagline and Impulsive Buying**

To draw in customers, the free shipping tagline is a phrase or statement that is used to set one online marketplace for buying and selling apart from another (Wardhani, 2022). The Stimulus-Organism-Response (SOR) theory of Mehrabian and Russell (1974) states that the tagline "Free Shipping" acts as a stimulus (S) that influences the psychological state of customers (organism / O), including feelings of pleasure, desire to purchase, and perceptions of higher value for the product. An impulsive purchase decision is the resultant response (R). Customers are more likely to make impulsive purchases when presented with a "Free Shipping" promotion because they may feel an emotional rush that speeds up their decision-making process without giving it much thought (Ayuningrum, 2022; Juliansyah et al., 2021).

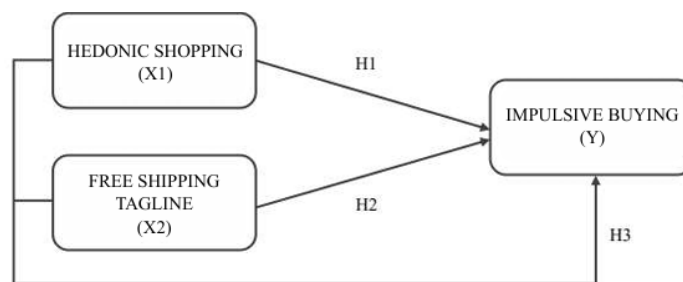
According to Rook's (1987) Impulse Buying Theory, impulsive buying happens when people feel a strong, sudden desire to buy something, frequently accompanied by pleasurable feelings and a lack of prior planning (Ernestivita et al., 2023). By lowering the financial and psychological barriers to online shopping, the tagline "Free Shipping" can strengthen this impulse. Unplanned purchases are often the result of consumers believing they are receiving greater benefits without incurring additional costs. In relation to the free shipping tagline, college students are more likely to make impulsive purchases when they see the Shopee free shipping tagline more frequently and find it more appealing. As an external stimulus, the free shipping tagline elicits a strong impulsive drive and a positive emotional response, which in turn motivates students to make impulsive purchases. It is clear from the above description that,

H2: Free shipping tagline significantly affects Al-Falah As-Sunniah University's impulsive buying Shopee users.

## The Relationship between Hedonic Shopping, Free Shipping Tagline, and Impulsive Buying

Pleasure, feelings, and subjective experiences are the driving forces behind hedonistic shopping (Khotimah & Syafwandi, 2024). Promotional features like free shipping taglines can stimulate hedonistic shopping more alluring. Customers' psychological states are influenced by this tagline, which can lead to impulsive buying decisions as a result of the stimulus (LARASWATI, 2024). When customers have a strong emotional impulse and make impulsive purchases without planning, it is known as impulse buying. Customers who shop for hedonistic reasons are more receptive to marketing lures, such as free shipping, which can amplify their purchasing impulses (Shintia, 2021). Customers are more likely to make impulsive purchases when the emotional components of hedonic shopping and the incentive of the free shipping tagline are combined. It is clear from the above description that,

H3: Hedonic shopping and free shipping taglines simultaneously have a significant effect on impulsive buying of Shopee users on Al-Falah As-Sunniah University students.



**Figure 3. Conceptual Framework**

Source: Author (2025)

## Methodology

This research uses a quantitative approach. The population in this study were Shopee user students at Al-Falah As-Sunniah University. Sample determination using the Yamane formula. This formula is used to obtain a representative sample (Rahima & Cahyadi, 2022). The following sample calculation uses the Yamane formula:

$$\begin{aligned}
 n &= \frac{N}{Nd^2 + 1} \\
 &= \frac{2490}{2490(0,1^2) + 1} \\
 &= 96,1 \\
 &= 96
 \end{aligned}$$

Notes:

- n = Number of samples
- N = Total population (2490 students)
- d = Precision (sampling error) 0,1 or 10%

Based on the previous calculations, the author explored increasing the sample size from 96 to 100 students. Simple random sampling method was used in the probability sampling framework. Both primary and secondary data were used in this investigation. A Google Form survey was used to gather primary data, and pertinent literature was used to gather secondary data. For measurement, a Likert scale with a range of 1 to 5 was employed. Data analysis was conducted using SPSS 25, which includes tests for validity and reliability as well as the traditional assumption tests of heteroscedasticity, multicollinearity, and normality

Multiple linear regression, the F and T-tests, and coefficient of determination (R<sup>2</sup>) analysis are methods for testing hypotheses (Fauziana et al., 2022; Febriyanti et al., 2022).

## Results and Discussion

### Validity and Reliability Test

The validity test is used to determine whether the data obtained from the questionnaire that has been distributed is valid or not. Determination of whether the data is valid or not can be seen from R count and R table. If R count > R table with  $\alpha = 0,05$  or 5%, the data is declared valid (Rahman et al., 2022; Sugiyono, 2020). Reliability test is a survey research method that functions as an indicator of variables or constructs. If the Cronbach alpha value is > 0,60, the statement items in the questionnaire can be declared reliable (Ghozali, 2021; Pratiwi et al., 2022).

**Table 1. Validity and Reliability Test Result**

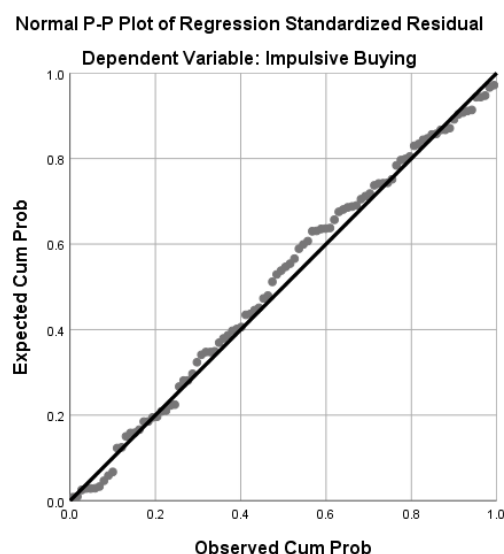
Variable	Item	R Count	R Table	Information	Cronbach's Alpha	Information
Hedonic Shopping (X1)	X1.1	0.708	0.196	Valid	0.808	Reliable
	X1.2	0.597	0.196			
	X1.3	0.616	0.196			
	X1.4	0.666	0.196			
	X1.5	0.745	0.196			
	X1.6	0.720	0.196			
Free Shipping Tagline (X2)	X2.1	0.761	0.196	Valid	0.751	Reliable
	X2.2	0.775	0.196			
	X2.3	0.788	0.196			
Impulsive Buying (Y)	Y1	0.756	0.196	Valid	0.812	Reliable
	Y2	0.810	0.196			
	Y3	0.775	0.196			

Source: Primary data processed, 2025

The table demonstrates that all statement items within the Hedonic Shopping (X1), Free Shipping Tagline (X2), and Impulsive Buying (Y) variables are valid, as indicated by R Count values exceeding R Table values for each item. Furthermore, the Cronbach alpha value for each variable is greater than 0,60, confirming the reliability of all variable items, indicating that all variable items in the questionnaire can be used for research.

### Normality Test

The normality test determines whether the regression model's independent and dependent variables have a normal distribution (Ghozali, 2021). A good regression model has a normal or nearly normal data distribution. Normality can be determined by examining the distribution of data (points) along the graph's diagonal axis (Dwi Kurnia PS, Miftahul Munir, Suhartono, 2023).



**Figure 4. Diagram of Normality Test Results**

Source: Primary data processed, 2025

The plot diagram's findings indicate that there is no skew in the data distribution, so it can be concluded that the data on the perception of respondents on hedonic shopping, free shipping taglines, and impulsive buying are normally distributed.

### **Multicollinearity Test**

The high correlation between independent variables in a model is known as multicollinearity. This test checked if there was a cause-effect relationship between independent variables. Independent variables in a good model should not be correlated with one another (Ghozali, 2021). A VIF value less than 10 and a tolerance value greater than 0,10 suggest substantial similarity among the independent variables within the model (A. K. Wardhana & Ratnasari, 2022).

**Table 2. Multicollinearity Test Result**

Variable	Collinearity Statistics		
	Tolerance	VIF	Information
Hedonic Shopping (X1)	0.975	1.026	No multicollinearity
Free Shipping Tagline (X2)	0.975	1.026	No multicollinearity

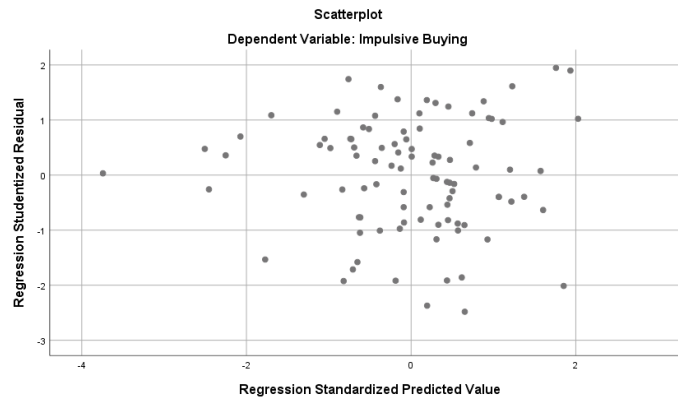
Source: Primary data processed, 2025

The aforementioned table indicates that the VIF value is 1,026 and the tolerance value of the independent variables Hedonic Shopping (X1) and Free Shipping Tagline (X2) is 0,975. The VIF value is less than 10 and the tolerance value is greater than 0,10.

### **Heteroscedasticity Test**

The heteroscedasticity test determines if there is an inequality in variance in a multiple regression model between the residuals of one observation and another (Ghozali, 2021). To determine heteroscedasticity, use a scatterplot graph, the dots must be distributed randomly, both above and below the number 0 on the Y axis, if this requirement is fulfilled, there is no heteroscedasticity (Riyanto, Slamet & Andhita, 2020).





**Figure 5. Diagram of Heteroscedasticity Test Results**

Source: Primary data processed, 2025

The scatterplot graph's dots are dispersed both above and below the 0 on the Y axis, spread haphazardly, and lack a distinct pattern. This indicates that the regression model is heteroscedastic.

### Multiple Linear Regression Analysis

To ascertain the degree to which the independent variable affects the dependent variable, multiple linear regression analysis is employed (Ryandono et al., 2022; Sudariana, 2021). The equation as follows:

$$Y = 27,895 - 0,247 X_1 + 0,407 X_2$$

Explanation:

1. The constant value shows that if the hedonic shopping variable (X1) and the Free Shipping Tagline (X2) are zero, then the value of the impulsive buying variable (Y) is 27,895.
2. The regression coefficient value of the hedonic shopping variable (X1), which is -0,247, is negative and shows a unidirectional relationship to the Impulsive Buying (Y) variable, where each one unit increase in the hedonic shopping variable (X1) will cause a decrease in the impulsive buying variable by 0,247.
3. The free shipping tagline variable (X2) has a positive regression coefficient value of 0,407, indicating a unidirectional relationship with the impulsive buying variable (Y). For every unit increase in the free shipping tagline variable (X2), the impulsive buying variable (Y) will increase by 0,407.

Table 3. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.895	5.043		5.531	.000
	Hedonic Shopping	-.247	.048	-.437	-5.156	.000
	Tagline Gratis Ongkir	.407	.103	.334	3.941	.000

Source: Primary data processed, 2025

### F Test (Simultaneous Test)

The simultaneous test, also known as the F test, examines the degree to which the independent variable affects the dependent variable (Ghozali, 2021).

**Table 4. F Test Result**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	935.476	2	467.738	8.717	.000 <sup>b</sup>
	Residual	4990.430	93	53.661		
	Total	5925.906	95			

Source: Primary data processed, 2025

According to the analysis results in the above table, hedonic shopping (X1) and the free shipping tagline (X2) have a simultaneous positive influence on impulsive buying (Y), with the calculated F value being  $8,717 > 3,94$  and the sig value being  $0,000 < 0,05$ .

### T Test (Partial Test)

T-test or partial test to show how much influence the independent variable has on the dependent variable (Ghozali, 2021).

**Table 5. T Test Result**

Variable	T count	T table	Sig.	Information
Hedonic Shopping	-5.156	1.161	.000	Significant
Tagline Free Shipping	3.941	1.161	.000	Significant

Source: Primary data processed, 2025

1. According to the following table, hedonic shopping (X1) had a sig value of  $0,000 < 0,05$  and a T count of  $-5,156 < T \text{ table } 1,161$ , indicating that it significantly influences impulsive buying (Y), which is supported by H1 (received).
2. The free shipping tagline (X2) had a T count of  $3,941 > T \text{ table } 1,161$  and a sig value of  $0,000 < 0,05$ . This suggests that Y is significantly influenced by H2 (received).

### Coefficient of Determination Test ( $R^2$ )

The regression model's ability to explain the dependent variables is demonstrated by the coefficient of determination ( $R^2$ ) test. A greater ability of the model to affect the independent variables to explain the behavior of the dependent variable is indicated by a larger coefficient of determination (Ghozali, 2021).

**Table 6. Coefficient of Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.397 <sup>a</sup>	.158	.140	7.32534

Source: Primary data processed, 2025

The coefficient of determination, as shown in the above table, is 0,140, indicating that this regression can account for 14% of the impulsive buying variable, with the remaining 86% being impacted by factors not included in this study.

## **Discussion**

### **The Effect of Hedonic Shopping on Impulsive Buying of Shopee Users in Al-Falah As-Sunniah University Students**

According to the study's findings, the significance value is  $0,000 < 0,05$  and the T count is  $-5,156 < T$  table of 1,661. This suggests that the impulsive buying variable is significantly impacted negatively by the hedonic shopping variable. These results explain that Al-Falah As-Sunniah University students will be more selective in shopping even though some enjoy a pleasant shopping experience, perhaps due to budget constraints or a high level of financial awareness. This also shows that other factors are likely to encourage impulsive buying compared to hedonic shopping. It can be said that although it has an influence, not all aspects of hedonic shopping encourage impulsive buying, especially in certain consumer segments such as students.

Hedonic shopping significantly affected the impulsive buying of Shopee users among students of Al-Falah As-Sunniah University. The result above was in line with a previous study conducted by Taufiq's research (2025) that hedonic shopping significantly affected the impulsive buying of Shopee users. Hernita (Hernita et al., 2022) shows that hedonic shopping significantly affected impulse buying among Shopee e-commerce users. Sungkono & Masykur (2023) state that hedonic shopping motivation significantly affected impulse buying. A study conducted by (Juliansyah et al., 2021) stated that hedonic shopping motivation significantly affected impulse buying behavior among consumers of fashion products.

### **The Effect of Free Shipping Tagline on Impulsive Buying of Shopee Users in Al-Falah As-Sunniah University Students**

The obtained T count is  $3,941 > T$  table 1,983 and the sig value is  $0,000 < 0,05$ . This suggests that the tagline "Free Shipping" affected impulsive buying. These results explain that the free shipping tagline could encourage impulsive buying behavior among Al-Falah As-Sunniah University students. Students tend to be tempted by free shipping promotions as a form of additional cost savings, thus encouraging impulsive buying. Following the SOR (Stimulus-Organism-Response) theory, it explains that an external stimulus (S), such as a free shipping tagline, can affect the organism (O), namely consumer emotions and perceptions, which ultimately results in a response (R), namely impulsive buying. In this context, "free shipping" acts as a strong stimulus that creates a positive emotional drive. This encouragement influences consumers to act impulsively in making purchases.

The free shipping tagline has a significant effect on the impulsive buying of Shopee users among students of Al-Falah As-Sunniah University. Research by Taufiq (2025) supports the results of this study, stating that the free delivery slogan significantly and favorably influences Shopee consumers' impulsive purchases. In his research, Andini (Andini et al., 2023) found that students' decisions to buy products were affected by the Shopee marketplace's Free Shipping slogan. Ferdiansyah (2023) demonstrates that online buyers' decisions are affected by the free delivery tagline variable. A study conducted by (Siddiq et al., 2020) shows that the slogan "free shipping" influenced Soloraya Shopee consumers' impulsive purchases.

### **The Effect of Hedonic Shopping and Free Shipping Tagline on Impulsive Buying of Shopee Users on Al-Falah As-Sunniah University students**

The calculated F value is  $8,717 > F$  table of 3,94 and the sig value is  $0,000 < 0,05$ , according to the study's findings. This indicates that there is a simultaneous significant influence between Hedonic Shopping and Free Shipping Tagline on Impulsive Buying, in other words, the two variables jointly influence the impulse buying decisions of Al-Falah As-Sunniah University students in shopping through shopee. These

results indicate that elements that increase shopping satisfaction and benefits, such as emotional factors in shopping and incentives in the form of free shipping are a big part of making people want to make impulsive purchases.

Hedonic shopping and free shipping tagline simultaneously have a significant effect on impulsive buying of shopee users among students of Al-Falah As-Sunniah University. The findings of this study are consistent with Taufiq's research (2025), which found that free shipping taglines and hedonic shopping have a significant and simultaneous impact on Shopee users' impulsive purchases. In his research, Kawulusan (2023) claimed that hedonic shopping behavior and taglines both concurrently and significantly affect impulsive purchasing decisions. Khotimah (Khotimah & Syafwandi, 2024) demonstrates that free shipping and hedonic shopping motivation significantly affected impulsive purchases. (Ma'azah & Prasetyo, 2023) asserts that free shipping taglines and hedonic shopping motivation work together to influence impulsive purchases in the Shopee market.

## **Conclusion**

It can be inferred from the research findings that hedonic shopping significantly and negatively impacts the impulsive buying made by Al-Falah As-Sunniah University students who use Shopee. This shows that students tend to be more selective in shopping even though enjoying a pleasant shopping experience, perhaps due to budget constraints or a high level of financial awareness. The free shipping tagline has a positive and significant effect on impulsive buying, where consumers tend to be more easily tempted to buy impulsively due to external stimuli that create the perception of savings. Hedonic shopping and the free shipping tagline simultaneously significantly affected the impulsive buying of Shopee users among students of Al-Falah As-Sunniah University.

Future research is recommended to focus more on marketing strategies related to the free shipping tagline, because it has been successful in promoting students' impulsive purchases. However, Shopee also has to pay attention to other aspects that might impact impulsive buying, such as discounts, flash sales, or other attractive features. In addition, further research can be conducted to find out other factors that influence impulsive buying besides hedonic shopping and free shipping taglines.

This study has limitations in sample coverage which only involves Al-Falah As-Sunniah University students. In addition, this study only uses two independent variables, namely hedonic shopping and free shipping taglines, so it does not include other factors that may This study has limitations in sample coverage which only involves Al-Falah As-Sunniah University students, so the results cannot be generalized to a wider population and for additional studies to examine a larger population that is not just interested in students but also young people in general. In addition, this study only uses two independent variables, namely hedonic shopping and free shipping taglines, so it does not include other factors that could affect impulsive buying, such as brand image, cashback, discounts, consumer emotional state, eco-friendly lifestyle, etc.

Based on the research findings, several recommendations can be made for both researchers and practitioners. First, future research should explore the moderating effects of other variables. such as personality traits and product involvement, on the connection between impulsive buying and hedonic shopping. Second, marketers should continue in utilizing the power of free shipping promotions to stimulate impulse buying. However, to increase the effectiveness of these promotions, it is important to consider the specific needs and preferences of the target audience. Customized marketing messages and personalized offers can further amplify the impact of free shipping slogan.

## Author's Contribution

Mr. Taufiq contributed in writing and processing the article data, Mr. Dovi contributed in correcting the article structure and data processing results and Mr. Abdeljawed checked the paper to avoid something missing.

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