

The Influence of Instagram Promotions and Free Shipping on Beauty Product Purchase Decisions in Palu City

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ABSTRACT

This study aims to determine and analyze the influence of Instagram promotions and free shipping on purchasing decisions for Dobe Palu Shop beauty products. This study is a quantitative study. The study was conducted by distributing questionnaires to 96 people using multiple linear regression analysis methods. The results of the study indicate that partially the Instagram promotion variable has a positive and significant effect on purchasing decisions with a calculated T value of $6.178 > T \text{ table } 1.986$ and a significance value of $0.000 < 0.05$. The free shipping variable also has a positive and significant effect on purchasing decisions with a calculated T value of $6.274 > T \text{ table } 1.986$ and a significance value of $0.000 < 0.05$. Simultaneously, the calculated F value is $96.995 > F \text{ table } 3.09$ with a significance value of $0.000 < 0.05$ and a coefficient value of 0.669 or 66.9% . so it is stated that the variation in purchasing decisions can be explained by the two independent variables and the remaining 31.9% is influenced by factors from other variables outside the scope of this study. This means that Instagram promotions and free shipping have a positive and significant effect on purchasing decisions for beauty products at Toko Dobe Palu.

INTRODUCTION

Along with the development of the increasingly advanced era in information and communication technology, it encourages the emergence of the digital era which makes the internet important in daily activities, one of which is using social media as a means of digital marketing. According to Kotler & Keller (2016: 518), promotion is defined as one of the communication activities carried out by business people to influence consumers to make purchases on products or services that have been offered. Of the various existing social media platforms, Instagram is one of the superior platforms for informing a product. Changing consumer behavior patterns have shifted to internet-based consumption patterns that can encourage a business to adapt to more innovative marketing approaches.

In Indonesia, this transformation is evident in the beauty industry, which is one of the industries with rapid market growth in recent years. Based on Statista data (2024), the market value of the beauty industry in Indonesia in 2024 has reached approximately 141 trillion and is expected to continue to experience a consistent increase every year. This considerable increase is also driven by increasing public awareness of personal appearance, the influence of social media in shaping ideal beauty standards, and the ease of obtaining products and information through digital platforms.

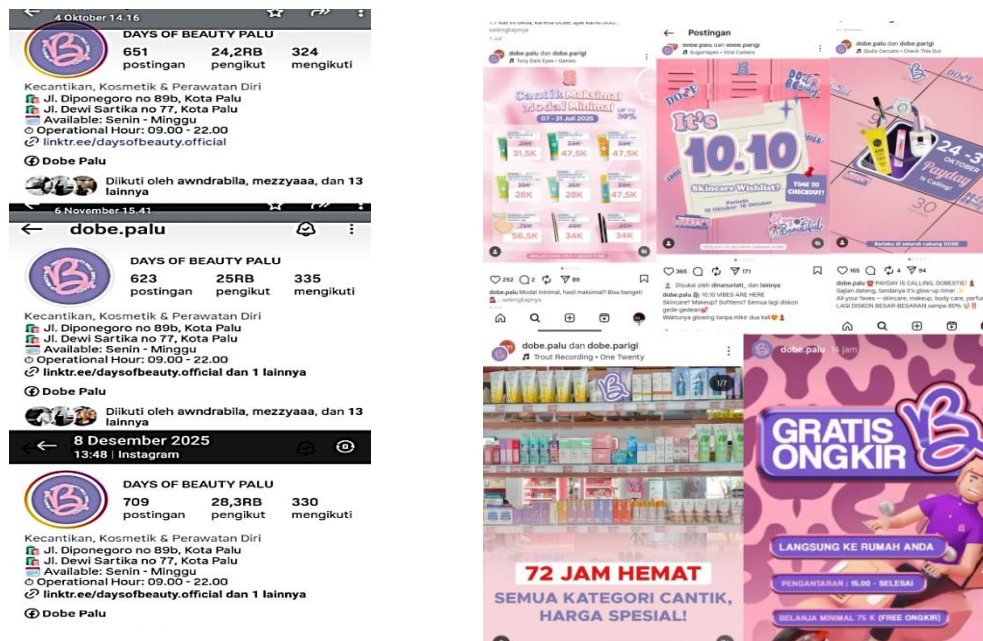
One of the strategies to market beauty products used in digital marketing is to do Instagram promotions. Based on data from *We Are Social* and *Hootsuite* (2023), Instagram users in Indonesia reach more than 100 million people with the highest number of users from Generation Z who actively use social media. Visual characteristics and interaction through various types of features with a creative content display, make this platform effective for marketing products online. This condition is further strengthened by the characteristics of Generation Z who are very content loving and very responsive to attractive visual displays.

In addition to Instagram promotion, another promotional strategy that is often applied by beauty product business people is a free shipping program or free shipping. Free shipping is a condition when consumers are not given additional fees for shipping the purchased product (Rabbani et al., 2023). Based on

research by Pahlevi (2022) which shows that as many as 82% of consumers in Indonesia consider free shipping promotions to be the most preferred type of promotion. In the context of *online* shopping, shipping costs are often the main obstacle in purchasing decisions because consumers are more interested in buying a product if the shipping costs are borne by the seller. This strategy is considered effective to increase consumer attraction and interest because it can give the impression of additional value to the products offered.

Instagram promotion strategies and free shipping are also implemented at the Dobe (*Days of Beauty*) Shop in Palu City, which is one of the local stores that sells beauty products such as *skincare*, *makeup*, and *bodycare*. This store uses Instagram social media under the account name @dobe.palu as the main channel for marketing its products which can expand the market reach.

Based on observations on the @dobe.palu Instagram account in the image below, it can be seen that the growth of Dobe's Instagram followers has shown a significant increase in the last three months. On October 4, 2025 the Instagram account had 24.2 thousand followers, which then continued to rise to 25 thousand followers on November 6, 2025, and on December 8, 2025 Dobe's Instagram followers continued to experience a considerable increase until it reached 28.3 thousand followers. It can also be seen that in the example of Instagram Dobe promotional uploads always display various forms of promotions, some of which are promotions with massive discounts. In addition, it can be seen that the store also utilizes a free shipping strategy which is periodically published through *Instagram stories* with the condition of purchasing a minimum of Rp. 75,000 specifically for the Palu City area.



However, from the results of observations on Instagram, it can be seen that the level of consumer engagement is still very low. Although the promotional uploads on Instagram @dobe.palu received an average of 200-300 likes, while the comments on the uploads did not show any desire from consumers to buy. On the other hand, free shipping promotions are sometimes ineffective due to the existence of minimum product purchase requirements and limited delivery area, so they have not been fully successful in driving consumer purchase decisions. According to Kotler & Armstrong (2020), a purchase decision is a stage when a consumer chooses one of the product alternatives from the results of the evaluation to solve the problem and lead to a purchase decision. Based on this phenomenon, it is necessary to measure and analyze the extent of the influence of Instagram promotions and free shipping on the decision to purchase beauty products at the Dobe Palu Store. This research is very important to conduct because it can find out how effective digital promotion strategies through social media are that can attract interest and encourage consumer purchase decisions, especially among Generation Z and those who actively use Instagram social media.

RESEARCH METHODS

This study uses a quantitative approach with the type of associative research. The quantitative approach is used because this study aims to measure the magnitude of the influence between the independent variables of Instagram promotion (X1) and free shipping (X2) on the dependent variable of purchase decision (Y). The population in this study is all consumers of the Dobe Palu Shop with an unknown number of populations.

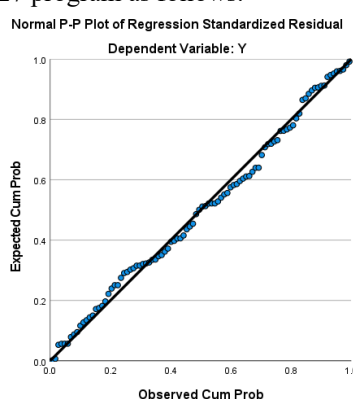
From the calculation above, the sample taken was 96 respondents. The sampling technique used in this study is *Non Probability Sampling* with the *Purposive Sampling method*. *Purposive Sampling* according to Sugiyono (2016:85) is a sampling technique with consideration of certain criteria.

Data collection using research instruments is measured using the *Likert Scale*, data analysis is quantitative/statistical, with the aim of testing the hypothesis that has been determined on dependent variables. In the collection of research, primary data and secondary data were used using data analysis techniques through: Instrument Test, Classical Assumption Test, Multiple Linear Regression Analysis, Hypothesis Test, and Coefficient of Determination.

RESULTS

Classic Assumption Test

The data normality test was carried out to find out whether the research data was normally distributed or not in the regression model. The normality test can also be seen through the *Probability Plot* graph, generated by the IBM Statistics SPSS 27 program as follows:



The graph in the image above shows that the dots tend to surround the diagonal line and follow the direction of the line. It can be concluded that the assumption of normality in the regression model is met.

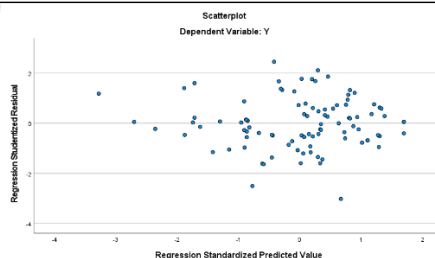
The multicollinearity test aims to find out whether there is a high relationship or correlation between independent variables in the regression model. This test was carried out by looking at the value of *tolerance* and *variance inflation factor* (VIF), and if the value of VIF was <10 and the Tolerance value was > 0.10 , it was stated that there was no multicollinearity.

Model		Collinearity Statistics	
		Tolerance	LIVE
1	(Constant)		
	Instagram Promotion	.640	1.564
	Free Shipping	.640	1.564

Source: Processed by researchers using SPSS Release 27.0

The results of the multicollinearity test showed that the independent variable in this study obtained a tolerance value of 0.640 above 0.10 and a VIF value of 1.564 below 10, so it can be concluded that all of them did not occur multicollinearity.

Heteroscedasticity tests were performed to identify whether there was an imbalance of residual variance between observations in the regression model. According to Ghazali (2018), a quality regression model is that heteroscedasticity does not occur. The heteroscedasticity test can be seen in the scatterplot test as shown in the image below:



The results show that the dots are randomly spread above and below zero on the Y axis and do not form a regular pattern. It is stated that the regression model does not occur heteroscedasticity

Analissi Regresi Linear Berganda

Multiple linear regression analysis in this study was used to determine the influence of independent variables, namely Instagram promotion (X1) and free shipping (X2) on the dependent variable, namely purchase decision (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.317	3.069		-1.081	.283
Instagram Promotion	.583	.094	.456	6.178	.000
Free Shipping	.671	.107	.463	6.274	.000

Source: Processed by researchers using SPSS Release 27.0

Based on the results of the test above, the following linear regression equation is obtained:

$$Y = -3.317 + 0.583X_1 + 0.671X_2$$

From this equation, the following can be explained:

1. The constant value is -3.317 which indicates that if the variables of Instagram promotion (X1) and free shipping (X2) are considered to be zero, then the value of the purchase decision variable (Y) is -3.317. However, because this study uses a Likert scale so that the value of zero is not present in the research data, the constant functions as the basic value of the regression model.
2. The regression coefficient (X1) has a positive value of 0.583. This result can be interpreted as the better the promotion through Instagram, the more consumer purchasing decisions will also increase.
1. The regression coefficient (X2) has a positive value of 0.671. This result can be interpreted as the more attractive the free shipping promotion given, the more consumer purchasing decisions will increase.

T Test (Partial Test)

Based on the same table above, the results of the T test can also be seen, so the proof of the hypothesis of the research variables can be carried out as follows:

The Influence of Instagram Promotions on Purchase Decisions

From the table above, it is known that the Instagram promotion variable produces a calculated t value of 6.178 from t of the table of 1.986 with a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_1 is accepted, meaning that there is a positive and significant influence between Instagram promotions on Purchase decisions.

The Effect of Free Shipping on Purchase Decisions

It is known that the free shipping variable obtained a calculated t value of 6.274 from t table of 1.986 with a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_2 is accepted, which means that there is a positive and significant influence between Instagram promotions on the purchase decision.

F Test (Simultaneous Test)

The F test was conducted to find out whether Instagram promotion (X1) and free shipping (X2) together had an effect on purchasing decisions (Y). The hypothesis is acceptable if the value of F is calculated $> F$ table with a significance of < 0.05 and the hypothesis is not accepted if F calculates $< F$ of the table with a significance of > 0.05 .

Models		F	Sig.
1	Regression	96.995	0.000b

Source: Processed by researchers using SPSS Release 27.0

Based on the results of the F test in the table above, the F value was obtained $>$ the calculation of 96.995 F table 3.09 ($df=96-2-1=93$) and a significant value of $0.000 < 0.05$. This shows that Instagram pomosi and free shipping have a simultaneous effect on the purchase decision of Beauty Products at the Dobe Palu Store.

Coefficient Determination Test

The determination coefficient (R^2) was used to see how much of an independent variable (Instagram promotion and free shipping) was able to explain the dependent variable (purchase decision). Based on the data processing in SPSS 27.0, the following determination coefficient values were obtained:

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822a	.676	.669	4.455

Source: Processed by researchers using SPSS Release 27.0

Based on the results of the analysis in the table above, the *Adjusted R Square* value was obtained at 0.669 or said to be 66.9%. This shows that in this study Instagram promotion and free shipping were able to explain the influence on purchase decisions by 66.9%, while for the remaining 33.1% the purchase decision was influenced by other variables outside the model in this study.

DISCUSSION

The Influence of Instagram Promotion on Consumer Purchase Decisions on Beauty Products at Dobe Palu Stores

Based on the results of multiple linear regression analysis using the IBM SPSS Statistics 27 program, a t-count value of 6.178 from t table of 1.986 and a significance level of $0.000 < 0.05$ were obtained. These results show that Instagram promotion has a positive and significant effect on purchasing decisions on beauty products at Toko Dobe Palu. These results show that promotion through Instagram has been proven to influence consumer purchasing decisions because it makes it easier for consumers to obtain information about the beauty products offered. These findings are in line with previous research conducted by Gunaprya & Putra (2025) and Prabowo & Komaladewi (2024) showing that promotion or marketing through Instagram has a significant influence of Instagram marketing on purchase decisions.

The Effect of Free Shipping on Consumer Purchase Decisions on Beauty Products at Dobe Palu Stores

Based on the results of multiple linear regression analysis using the IBM SPSS Statistics 27 program, a calculated value of 6.274 was obtained from t table of 1.986 with a significance value of $0.000 < 0.05$. These results show that partially, free shipping has a positive and significant effect on purchasing decisions on beauty products at Toko Dobe Palu. Thus, the hypothesis that free shipping has a significant effect on purchasing decisions is acceptable. These results indicate that free shipping has an important role in influencing consumer behavior, especially in the purchase decision-making process. This finding is in line with research by Damayanti & Nawangsari (2025) which states that free shipping has a significant influence on consumer purchasing decisions.

The Effect of the Influence of Instagram Promotion and Free Shipping Simultaneously on Consumer Purchase Decisions on Beauty Products at the Dobe Palu Store

Based on the results of multiple linear regression analysis using the IBM SPSS Statistics 27 program, a coefficient value of 0.669 or 66.9% was obtained. with a significance value of < 0.05 so that it was stated that the variation in purchasing decision could be explained by both independent variables and the remaining 31.9% was influenced by factors from other variables outside the scope of this study. This finding is in line with previous research conducted by Salsa Maharani et al. (2024) which stated that *digital marketing* and free shipping simultaneously have a positive and significant effect on consumer purchase decisions on the Shopee platform.

CONCLUSION

Based on the results of analysis, hypothesis testing, and discussions that have been carried out in this study, it can be concluded that Instagram promotion has a positive and significant effect on the decision to purchase beauty products. These results show that the better the promotion delivered through Instagram, be it in terms of promotional reach, content quality, upload frequency, timeliness, accuracy of targets, the higher the likelihood of consumers buying beauty products at the Dobe Palu Shop. Instagram promotions are able to build consumer interest, trust, and confidence in the products offered.

In addition, this study explains that free shipping has a positive and significant effect on the decision to purchase beauty products at the Dobe Palu Shop. This promotion can provide real benefits for consumers

because it is able to reduce shopping costs that must be incurred, so that it can encourage consumers to make purchase decisions. These results show that free shipping as a promotional strategy is one of the most important factors that consumers consider when making purchasing decisions.

Simultaneously, Instagram promotions and free shipping have a positive and significant influence on consumers' purchasing decisions for beauty products at the Dobe Palu Store. This suggests that combining digital marketing strategies through Instagram with free shipping can improve consumer purchase decisions. Thus, this research not only contributes to digital marketing and consumer behavior, but also serves as a practical reference for local businesses to design more effective promotional strategies to improve consumer purchasing decisions.

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