

# THE EFFECT OF FLASH SALE AND FREE SHIPPING PROMOS ON PURCHASE DECISIONS ON E-COMMERCE SHOPEE (Case Study of STIE Bina Karya Tebing Tinggi Students)

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## Abstract

*The e-commerce business is growing and developing rapidly in Indonesia, the high interest in online shopping in the community has made a lot of new e-commerce pop up in Indonesia. One of the largest e-commerce providers in Indonesia is Shopee. Flash sale programs and free shipping promotions make Shopee one of the most popular online platforms in Indonesia. This study aims to analyze how the effect of flash sales and free shipping promotions on purchasing decisions of e-commerce Shopee (a case study on STIE Bina Karya Tebing Tinggi student). This type of research is quantitative research with an associative approach. Sampling used a purposive sampling technique and used 65 respondents as samples. The primary data used in this study was obtained by distributing questionnaires via Google form, while the secondary data was obtained through a literature study. The data analysis method used the validity test, reliability test, classical assumption test, multiple linear regression test, and hypothesis test. The results of the research conducted showed that the flash sale variable (X1) did not significantly influence purchasing decisions. Meanwhile, the variable free shipping promo (X2) has a significant effect on purchasing decisions, however, the flash sale and free shipping promo variables simultaneously (simultaneously) affect purchasing decisions (Y). The coefficient of determination test shows that there is a fairly close relationship between flash sales and free shipping promotions on purchasing decisions with an R-value of 0.836. Through the adjusted R square value, it is also known that the flash sale variable and free shipping promo contributed 69% to the purchasing decision variable,*

**Keyword:** Flash Sale, Free Shipping Promo, Purchase Decision

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## INTRODUCTION

*E-Commerce* or electronic commerce is the sale or purchase of goods or services through the internet network and intended to receive or order (Auli et al., 2021). E-commerce transactions can occur between businesses, households, individuals, governments, and other organizations or the public.

One of the strategies implemented by Shopee to support the government's efforts to implement the new normal and increase shopping transactions is a marketing and sales strategy in the form of a flash sale program. This flash sale is a promotional activity carried

out in a short time by providing price discounts, cashback or free shipping promos for buyers who shop online.(Devica, 2020).Each e-commerce platform has a different schedule or flash sale time.

Another strategy has been implemented by shopee to attract consumers, this strategy is a free shipping promo. Through this promotion, shopee eliminates the notion that online shopping is expensive because of shipping costs. Assauri said(in Auli et al., 2021),free shipping promo is part of sales promotion, namely activities to stimulate purchases in the form of special selling efforts such as display exhibitions, exhibitions, demonstrations/demonstrations and other sales activities that can be carried out at any time.

### **LITERATURE REVIEW**

Kotler and Keller(in Junaida & Hanum, 2020), states that promotion is the task of the company in distributing the total promotion budget through five promotional tools namely advertising, sales promotion, public relations, personal selling and direct marketing. According to Kotler and Keller(in Anbiya & Sofyan, 2021)Flash sale or sales promotion is one of the main things in marketing campaigns, consisting of several incentive tools, most of which are short term, designed to induce faster or greater purchase of certain products or services by consumers. According to Agrawal & Sareen(in Rachmadi et al., 2021), a flash sale or also known as a “daily deal”, is that part of a sales promotion that gives its customers a special offer or discount on a certain product for a limited time. Meanwhile, according to Piccoli & Dev(in Saputri et al., 2020), Flash sales are often referred to as daily deals or deal-of-the day.

Assauri said(in Auli et al., 2021), free shipping promos are part of sales promotions, namely activities to stimulate purchases in the form of special selling efforts such as display exhibitions, exhibitions, demonstrations/demonstrations and other sales activities that can be carried out at any time.

According to Kotler & Keller(in Pradana et al., 2018), purchasing decisions are consumer decisions regarding preferences for brands in the choice set. According to Kotler & Armstrong(in Saputri et al., 2020), shopping decisions or purchasing decisions, namely the decision to be able to continue a purchase or not.

According to Dave Chaffey(in Yacub & Mustajab, 2020)Digital marketing is digital marketing, which has the same meaning as electronic marketing (e-marketing). Digital marketing is the application of digital technology that forms online channels (Chanel Online) to the market (Website, E-Mail, Database, Digital TV and the latest innovations, including blogs, feeds, podcasts and social networks) aimed at contributing to marketing activities, to gain advantages of building and developing relationships with customers. Meanwhile, according to Coviello, Milley and Marcolin(in Fawaid, 2017), *Digital Marketing*is the use of the internet and the use of other interactive technologies to create and engage identified dialogues between companies and consumers. They also argue that e-marketing is part of e-commerce.

According to Suyanto (in Maulana & Asra, 2019) E-commerce is the process of buying and selling or exchanging products, services and information through information networks such as the internet. E-Commerce as the activity of using information and communication technology in digital management in business transactions creates, changes and redefines the relationship between sellers (Yacub & Mustajab, 2020).

## **METHOD**

Data collection techniques or methods used in this research are interviews and distributing questionnaires. The data source for this research was obtained directly from the original source (not through intermediaries).

Data Analysis Method: The validity test was carried out to measure the accuracy of the mouth apparatus in carrying out the task to achieve its goals. The reliability test will show the consistency of the respondent's answer questions contained in the questionnaire. This test is carried out after the validity being tested is a valid question. This reliability test uses the Cronbach Alpha test.

According to (Ghozali, 2016). The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. In the data normality test, it can be done using the one sample Komogorow Smirnov test, namely with the provision that if the significant value is above 5% or 0.05, the data does not have a normal distribution. The multicollinearity test is used to determine whether in the regression model a high correlation is found between the independent variables. The heteroscedasticity test was carried out to find out whether in the regression model there is an unequal variance from the residual one observation to another.

This multiple linear regression analysis is used to determine whether there is a significant effect of the independent variables on the dependent variable. In this case, the independent variable is Flash Sale and Free Shipping Promo while the dependent variable is Purchase Decision. The form of the equation in this study is as follows:

$$Y = a + B1X1 + B2X2 + e$$

Information:

Y = Purchasing Decision

a = Constant

B = Coefficient X independent variable

X1 = *Flash Sale*

X2 = Free Shipping Promo

E = *Error Term*

The coefficient of determination aims to find out how much the ability of the independent variable explains the dependent variable, with the help of the SPSS program the coefficient of determination (R<sup>2</sup>) lies in the summary model and writes R square which is said to be good if it is above 0.5 because the R Square value ranges between 0 and 1, a value close to 1 means that the independent variables provide almost all the information needed to

predict the variation of the dependent variable, in this study using Adjusted R Square because there are more than two independent variables and the Adjusted R Square value can fluctuate if the independent variables are added to the research model . In general, the coefficient of determination for cross-sectional data is relatively easy because there is a large variation from each observation.

The t test shows how far the influence of the independent variables individually explains the variation in the dependent variable. The F test shows whether all the independent or independent variables included in the model have a joint effect on the dependent or dependent variable.

## RESULTS AND DISCUSSION

### Content Results and Discussion

#### Validity Test Results

Purchasing Decision Variable (Y)			
Statement	rcount	rtable	validity
1	0.605	0.3610	Valid
2	0.802	0.3610	Valid
3	0.742	0.3610	Valid
4	0.768	0.3610	Valid
5	0.877	0.3610	Valid
6	0.723	0.3610	Valid
Flash Sale Variable (X1)			
Statement	rcount	rtable	validity
1	0.711	0.3610	Valid
2	0.652	0.3610	Valid
3	0.648	0.3610	Valid
4	0.858	0.3610	Valid
Free Shipping Promo Variable (X2)			
Statement	rcount	rtable	validity
1	0.691	0.3610	Valid
2	0.844	0.3610	Valid
3	0.853	0.3610	Valid
4	0.858	0.3610	Valid

From the table above it can be concluded if all statements of each variable are declared valid.

#### Reliability Test

Variable	<i>Cronbach Alpha</i>	Con stant	Relia bility
Purchasing Decision Variable (Y)	0.789	0.6	Reliab le

Flash Sale Variable (X1)	0.784	0.6	Reliabile
Free Shipping Promo Variable (X2)	0.819	0.6	Reliabile

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because CronbachAlpha is greater than 0.6, so the results of this study indicate that the measurement tools in this study have fulfilled the reliability test (reliable and can be used as a measuring tool).

### One Sample Kolmogorov Smirnov Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		63
Normal Parameters, b	Means	.0000000
	std. Deviation	2.68847512
Most Extreme Differences	absolute	.131
	Positive	.112
	Negative	-.131
Test Statistics		.131
asymp. Sig. (2-tailed)		.009c
Monte Carlo Sig. (2-tailed)	Sig.	.286d
	99% Confidence Intervals	
	Lower Bound	.139
	Upper Bound	.432

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- Based on 63 sampled tables with a starting seed of 2000000.

From the output in the table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.286. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

### Multicollinearity Test Results

#### Coefficientsa

Model	correlations			Pa	Collinearity Statistics	
	Zer	parti	rt		toleran	VI
	o-order	al			ce	F

1	(Constant)						
	FLASH SALES	.71	.231	.1	.410	2,4	
		8		30		41	
	FREE SHIPPING PROMOS	.82	.616	.4	.410	2,4	
		6		29		41	

a. Dependent Variable: PURCHASE DECISION

Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there are no correlation symptoms in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

A good regression model is one that has homoscedasticity or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test

**Glejser Test Results**

**Coefficientsa**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig
		B	Error std.	Betas	t	
1	(Constant)	199.9	1.399		1.428	.158
	FLASH SALES	.174	.132	.260	1.321	.192
	FREE SHIPPING PROMOS	-.184	.108	-.336	-1.703	.094

a. Dependent Variable: ABS\_RES

The results of the Glejser test show that the significance value of the Flash Sale variable (X1) is 0.192 and the Free Shipping Promo variable (X2) is 0.094 where all significance is greater than 0.050 so it can be concluded that there are no symptoms of heteroscedasticity in this research model.

**Multiple Linear Regression Results**

**Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Error std.	Betas

1	(Constant)	1,709	2.104	
	FLASH SALES	.364	.198	.203
	FREE SHIPPING PROMOS	.987	.163	.670

a. Dependent Variable: PURCHASE DECISION

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 1.709 indicates the magnitude of the Purchase Decision Variable (Y) if the Flash Sale Variable (X1) and Free Shipping Promo Variables (X2) are equal to zero.
- The regression coefficient value of the Flash Sale Variable (X1) (b1) is 0.364 indicating the magnitude of the role of the Flash Sale Variable (X1) on the Purchase Decision Variable (Y) assuming the Free Shipping Promo Variable (X2) is constant.
- The regression coefficient value of the Free Shipping Promo Variable (X2) (b2) of 0.987 indicates the large role of the Free Shipping Promo Variable (X2) to the Purchase Decision Variable (Y) assuming the Flash Sale Variable (X1) is constant.

**Coefficient of Determination**

**Summary model b**

Model	Multiple R	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
				R Square Change	F	Sig.	R Square Change	Sig.
1	.690	.690	2.73292	.690	69.863	.000	.690	.000

a. Predictors: (Constant), PROMO FREE SHIPPING, FLASH SALE

b. Dependent Variable: PURCHASE DECISION

Based on the table, it can be seen that the value of the adjusted R square is 0.690 or 69%. This shows that the Flash Sale Variable (X1) and the Free Shipping Promo Variable (X2) can explain the Purchase Decision Variable (Y) by 69%, the remaining 31% (100% - 69%) is explained by other variables outside the research model. This.

**Partial Test (t)**

**Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
			Betas		

1	(Constant)	1,709	2.104		.8120	.42
	FLASH SALES	.364	.198	.203	5183	107
	FREE SHIPPING PROMOS	.987	.163	.670	46,060	.00

a. Dependent Variable: PURCHASE DECISION

**a. Hypothesis Test Effect of Flash Sale Variable (X1) on Purchasing Decision Variable (Y)**

From the table, the tcount value is 1,835. With  $\alpha = 5\%$ ,  $t_{table} (5\%; 63-2 = 61)$  the ttable value is 1,999. From this description it can be seen that  $t_{count} (1,835) < t_{table} (1,999)$ , likewise with a significance value of  $0.071 > 0.05$ , it can be concluded that the first hypothesis is rejected, meaning The Flash Sale variable (X1) has no effect to Purchase Decision Variable (Y).

**b. Hypothesis Test of the Effect of Free Shipping Promo Variables (X2) on Purchasing Decision Variables (Y)**

From the table, the tcount value is 6,064. With  $\alpha = 5\%$ ,  $t_{table} (5\%; 63-2 = 61)$  the ttable value is 1,999. From this description it can be seen that  $t_{count} (6.064) > t_{table} (1.999)$ , and a significance value of  $0.000 < 0.05$ , it can be concluded that the second hypothesis is accepted, meaning The Free Shipping Promo Variable (X2) has an effect to Purchase Decision Variable (Y).

**Simultaneous Test Results (F)**

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104358.5	2	521,792	69,863	.000b
	Residual	448,130	60	7,469		
	Total	1491,7	62			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PROMO FREE SHIPPING, FLASH SALE

From the table, the Fcount value is 69,863. With  $\alpha = 5\%$ , dk quantifier: k, dk denominator:  $63-2-1 = 60$  ( $5\%; 2; 60$ ) the Ftable value is 3.15. From this description it can be seen that  $F_{count} (69,863) > F_{table} (3.15)$ , and a significance value of  $0.000 < 0.05$ , it can be concluded that the third hypothesis is accepted, meaning The Flash Sale Variable (X1) and the Free Shipping Promo Variable (X2) have a simultaneous effect on the Purchase Decision Variable (Y).



### **Contents of Discussion Results**

#### **1. Effect of Flash Sale (X1) on Purchase Decision (Y)**

In this study, researchers used 4 flash sales promotion indicators proposed by Kotler and Keller, namely promotion frequency, promotion quality, promotion timing, and the accuracy or suitability of promotional targets. In this study, the results showed that the flash sale variable did not significantly influence purchasing decisions. The results of this study can be caused by several things, including flash sale indicators used such as promotion frequency, promotion quality, promotion time, and the accuracy or suitability of promotional targets in this study cannot fully influence purchasing decisions and purchasing decisions can be influenced by factors other than flash sale, for example tagline, cash on delivery, and other factors, such as rating, price, product quality, and pay later which are not discussed in this study. To be able to make this flash sale have a significant effect on purchasing decisions, the flash sale must be accompanied by other sales promotions such as free shipping promotions.

#### **2. Effect of Free Shipping Promo (X2) on Purchase Decision (Y)**

In this study, researchers used 4 indicators proposed by (Sari, 2019), namely attention, attractiveness, the desire to buy, and make a purchase. the majority of respondents agree that they will buy goods only because of the free shipping promo and the free shipping makes respondents often shop at shopee. This proves that free shipping promos are very effective in increasing business sales. By eliminating shipping costs, buyers automatically only need to pay for the price of the goods they buy.

#### **3. Effect of Flash Sale (X1) and Free Shipping Promo (X2) on Purchasing Decisions (Y).**

Based on the results of the previous elaboration, it can be concluded that the flash sale variable (X1) has no significant effect on the purchase decision variable (Y) while the free shipping promo variable (X2) has a significant effect on the purchase decision variable (Y). The flash sale variable (X1) has no significant effect on the purchase decision variable (Y), this happens because the flash sale is not accompanied by other sales promotions such as free shipping promos, so STIE Bina Karya Tebing Tinggi students are not interested in making a purchase decision. Even though there are unsatisfactory results on the flash sale variable, if the flash sale variable and the free shipping promo are put together, it will have a simultaneous (simultaneous) effect on purchasing decisions.

## **CLOSING**

### **Conclusion**

1. The flash sale variable has no significant effect on purchasing decisions made by students who use the shopee application at STIE Bina Karya Tebing Tinggi
2. The free shipping promo variable has a significant effect on purchasing decisions made by students who use the shopee application at STIE Bina Karya Tebing Tinggi.
3. Flash sale variables and free shipping promos have a simultaneous effect on purchasing

decisions made by students who use the shopee application at STIE Bina Karya Tebing Tinggi. Flash sales that occur only a few times, including once on special dates (such as 1.1, 2.2, 3.3, 4.4) do not affect purchasing decisions, but if flash sales are combined with other promotions, such as discounted shipping costs during free shipping promos, variable flash sales significant effect on purchasing decisions.

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