The influence of Shopee's flash sale and "free shipping" tagline on the purchasing decisions of students at the Faculty of Economics, Bangka Belitung University

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ARTICLEINFO

ABSTRACT

This research aims to analyze and determine the study of the influence of Shopee's Flash Sale and "Free Shipping" tagline on the purchasing decisions of students at the Faculty of Economics, Bangka Belitung University. This research is descriptive research. The method used is a quantitative method. The number of samples in this research was 90 respondents using non-probability sampling techniques. The analysis models used are data quality tests (validity and reliability), classical assumption tests (normality, multicollinearity and heteroscedasticity), multiple linear regression tests and hypothesis tests (T test, F test and R 2 test). Based on multiple linear regression analysis, it was found that Y = 7.282 + 0.568X1 + 0.655X2, the results of research on flash sales and the tagline "free shipping" partially had a positive and significant effect on the purchasing decisions of students at the Faculty of Economics, Bangka Belitung University. Simultaneous test results show that the flash sale and Shopee's "free shipping" tagline together have a positive and significant influence on the purchasing decisions of students at the Faculty of Economics, Bangka Belitung University. The results of the analysis of the coefficient of determination (R2) show that the determination of R2 in this study is 71.6% and there are still 28.4% remaining variables outside the research that can still be developed for subsequent research. Simultaneous test results show that the flash sale and Shopee's "free shipping" tagline together have a positive and significant influence on the purchasing decisions of students at the Faculty of Economics, Bangka Belitung University. The results of the analysis of the coefficient of determination (R2) show that the determination of R2 in this study is 71.6% and there are still 28.4% remaining variables outside the research that can still be developed for subsequent research.

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1. INTRODUCTION

In the current era of industrial revolution 4.0, technological facilities are increasingly developing day by day. Technological advances have brought rapid changes in meeting needs, especially in the internet sector. The development of the times has influenced technology and communication, especially the internet, changing shopping lifestyles in society. The presence of various models of e-commerce sites that provide various kinds of products online is one of the impacts of the development of the internet, so that consumers do not need to visit shops directly (Ardin, 2020). Online trade or in other words e-commerce (electronic commerce) is an electronic buying and selling transaction via

internet media (Purwaningtias et al., 2020). Shopee is one of the online shops that is in great demand by the public (Kusumasari, 2022).

There are conveniences and attractive offers provided to the public with the final goal being the decision to shop at Shopee. It cannot be denied that current developments in technology and information have a big influence on consumer behavior, where behavior plays an important determining role in the purchasing decision making process, especially among students because of the convenience factor offered by the Shopee application (Nasution et al., 2020). According to Kotler and Keller (2016), purchasing decisions is the part of consumer behavior about how individuals, groups, and organizations select, purchase, use, and how goods, services, ideas, or experiences satisfy their needs and wants. Many consumers use the marketplace as a place to make purchases to analyze the factors that will be considered in purchasing decisions on the Shopee marketplace (Nazuroh et al., 2022). Before deciding to buy a product, consumers consider flash sales and the tagline "free shipping".

According to Herlina et al., (2021) in their research, flash sales are a concept of selling products that are given to consumers with large discounts in a short time and only last a few hours. The short offers provided by Shope are very popular with consumers because the products offered in the program are much cheaper than normal prices. Shopee also holds flash sale promos on each unique date, which are held every month, called flash sales, for example held on 11.11 and 12.12. Moment 12.12 is an event that is held only one day on December 12, there are big discounts with other advantages of facilities such as whatever the total purchase price is,

According to Rahmitno (2017) in Azlin et a., (2022) states that a tagline is an expression that is included with a product brand to enhance the product's characteristics and make the product easier to recognize and remember. The characteristics of a tagline are that it is simple and easy to remember, strengthens the brand, meets consumer expectations, and has a distinctive difference compared to competitors. The tagline that has been used by Shopee until now is "Free Shipping to All Indonesia". The tagline contains information regarding the offer of free delivery services to all regions (Azlin et al., 2022). The use of the tagline "free shipping" provides an offer of reduced shipping costs or waived shipping costs which directs consumers to immediately make purchasing decisions.

2. RESEARCH METHOD

The research approach used in this research is quantitative research with an associative approach. The population in this study were students from the Faculty of Economics, Bangka Belitung University, Class 2018-2020. The total population of this study was 771 students. The sampling method used in this research is nonprobability sampling with purposive sampling technique. To find samples, researchers used the Slovin formula with an error percentage of 10%. Based on the calculations that have been carried out, the sample consists of 90 respondents.

3. RESULTS AND DISCUSSIONS

Results Description of Research

Table 1. Results of recapitulation of variable descriptions

No	Indicator	Mark	Category
1.	Flash Sale	3.83	Tall
2.	Tagline "Free Delivery"	3.91	Tall
3.	Buying decision	4.06	Tall

In Table 3, it can be concluded from the descriptive analysis that the flash sale variables (X1), the tagline "free shipping" (X2), and purchasing decisions (Y) are in the high category.

Data Quality

Validity test

Table 2. Validity test results

Variable	Items	r_{count}	r_{table}	Information
Flash Sale	X1.1	0.684	0.207	valid
	X1.2	0.752	0.207	valid
	X1.3	0.781	0.207	valid
	X1.4	0.758	0.207	valid
	X1.5	0.662	0.207	valid
	X1.6	0.603	0.207	valid
	X1.7	0.677	0.207	valid
	X1.8	0.726	0.207	valid
Taglines" Free Delivery"	X2.1	0.689	0.207	valid
	X2.2	0.798	0.207	valid
	X2.3	0.798	0.207	valid
	X2.4	0.803	0.207	valid
	X2.5	0.457	0.207	valid
	X2.6	0.699	0.207	valid
Decision Purchase	X3.1	0.737	0.207	valid
	X3.2	0.696	0.207	valid
	X3.3	0.692	0.207	valid
	X3.4	0.655	0.207	valid
	X3.5	0.606	0.207	valid
	X3.6	0.690	0.207	valid
	X3.7	0.637	0.207	valid
	X3.8	0.744	0.207	valid
	X3.9	0.724	0.207	Valid
	X3.10	0.749	0.207	valid

It can be seen in the table above where testing the validity of the research instrument (questionnaire) for each statement item obtained a value of rcount > rtable, therefore the entire research questionnaire can be said to be valid.

Reliability Test

Table 3. Reliability test results

Variable	Alpha	Information
Flash Sale	0.853	Reliable
Tagline "Free Shipping"	0.776	Reliable
Taking DecisionPurchase	0.874	Reliable

Based on table 5, the reliability test shows that all variables have an alpha coefficient > 0.60 so that each variable in the questionnaire is reliable. It can be concluded that in this study, the questionnaire used was declared reliable or reliable.

Classic assumption test
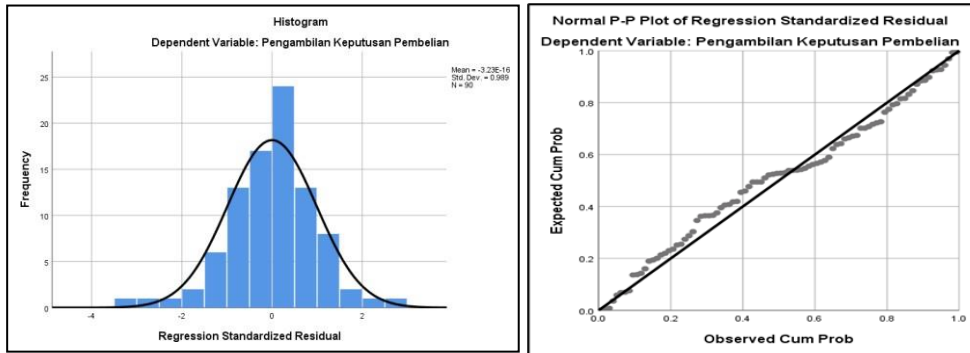
Normality test

Figure 1. Normality test results

From the picture. IV.1 normality test can be concluded that the histogram graph provides a pattern that is normally distributed. Meanwhile, the PP Plot regression standardized residual graph shows that the graph is normal, you can see the dots are scattered around the diagonal line area, and the distribution follows or sticks to the direction of the diagonal line. From these two graphs it can be concluded that the regression model is suitable for use because it meets the normality assumption.

Table 4. Reliability test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters, b	Mean	0.0000000
	Std. Deviation	3.42718401
Most Extreme	Absolute	0.083
Difference	Positive	0.060
	Negative	-0.083
Statistical Tests		0.083
Asymp. Sig. (2-tailed)		0.168

The table above shows that the results of the normality test provide results with a Kolmogorov-Smirnov significance value of 0.168 > 0.05, so it can be stated that the regression model studied is normally distributed.

Multicollinearity Test

Table 5. Reliability test results

Model		Collinearity Statistics		Information
		Tolerance	VIF	
1	(Constant)			
	Flash Sale	0.481	2,081	Multicollinearity does not occur
	The tagline "Free	0.481	2,081	Multicollinearity does not occur

In the table above, the multicollinearity test shows that the tolerance value is that there are no independent variables that have a tolerance value > 0.10, and a VIF value < 10. Thus, it can be concluded that there is no multicollinearity between the independent variables in the regression model.
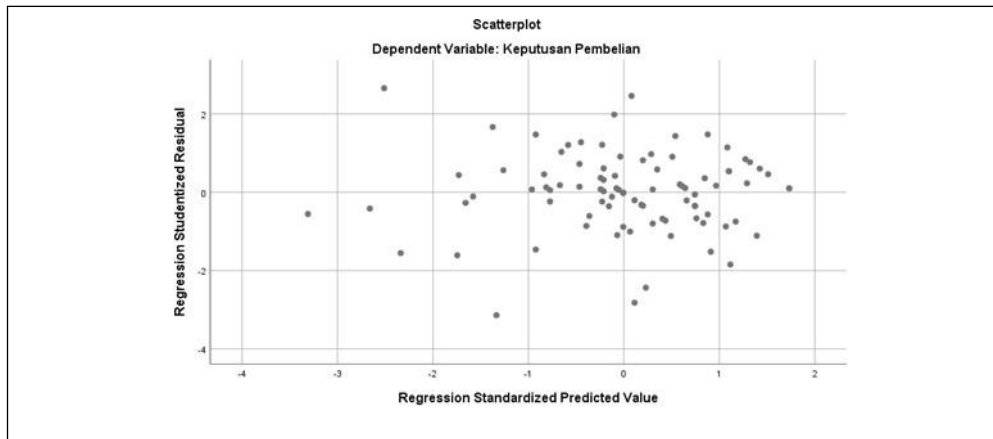
Heteroscedasticity Test

Figure 2. Heteroscedasticity test results

In the image above showing the graphic results, the points are spread randomly above and below 0 on the Y axis and do not have or form a clear pattern. From this it can be concluded that the regression model does not have heteroscedasticity, so the regression model can be used as a prediction.

Table 6. Heteroscedasticity test results

Model		B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,683	1,482		3,161	0.002
	Flash Sale	0.006	0.063	0.014	0.095	0.925
	Tagline "Free Online"	-0.100	0.085	-0.181	-1,187	0.239

In the table above, the results of the heteroscedasticity test show that the flash sale variable (X1) has a significance value of 0.925, and the tagline variable "free shipping" (X2) has a significance value of 0.239. Because the significance value of the two variables according to the Glesjer test criteria is > 0.05, the conclusion is drawn that there is no indication of heteroscedasticity.

Multiple Regression Analysis

Table 7. Multiple regression analysis test results

Model		Unstandardized B	Coefficients Std.s Error	StandardizedCoefficients Beta
1	(Constant)	7,282	2,217	
	Flash Sale	0.568	0.094	0.494
	The tagline "Free hipping"	0.655S	0.127	0.421

Table 7 is the result of multiple linear regression analysis, so in this study the following regression equation was obtained:

$$Y = 7.282 + 0.568X1 + 0.655X2$$

The results of the multiple regression analysis test are still in numerical form and can be described in language that is easy to understand and understand, namely: Constant value 7.282. The positive constant value of 7.282 means that the flash sale variable and the tagline "free shipping" do not exist or are considered zero, by therefore the purchasing decision score is 7.282. The flash sale regression coefficient has a positive effect on the purchasing decision variable of 0.568. When the flash sale increases by 1 unit, purchasing decisions also increase by 0.568. On the contrary, if flash sales decrease, purchasing decisions will also decrease. The regression coefficient for the tagline "free shipping" has a positive effect on the purchasing decision variable of 0.655. When the tagline "free shipping" occurs, there is an increase of 1 unit, then purchase take also increased by 0.655. In contrast, if the tagline "free shipping" decreases then purchasing decisions will also decrease.

Hypothesis testing

Individual Parameter Test (T Test)

Table 8. T test results

Model		Q	Sig.
1	(Constant)	3,284	0.001
	Flash Sale	6,068	0,000
	Taglines"Free Shipping"	5,172	0,000

H1 is accepted and H0 is rejected, so it can be concluded that the flash sale variable has a positive and significant influence on purchasing decisions. H2 is accepted and H0 is rejected, so it can be concluded that the tagline variable "free shipping" has a positive and significant influence on purchasing decisions.

Simultaneous Test (F Test)

Table 9. F test results
ANOVAa

Model		Sum Squares	Df of	Mean Square	F	Sig.
1	Total Residual Regression	2719.931 1045.358 3765.289	2 87 89	1359.966 12,016	113,183	,000b

Based on the table above from the f table test results. IV.41 found that the fcount value was 113.183. To find Ftable, namely df1 = k-1 = 3-1 = 2 and df2 = nk = 90-3 = 87 with a significance level of 0.05, then we get ftable, namely 3.10. This means that f count > f table and the result is sig = 0.000 < 0.05, then H_3accepted by H_0rejected. It can be concluded that the flash sale variable and the tagline "free shipping" simultaneously influence the purchasing decision variable positively and significantly.

Coefficient of Determination

Table 9. Results of analysis of the coefficient of determination (R2)
Model Summarya

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850a	,722	,716	3,466

Based on the table above, it can be seen that the coefficient of determination shows an Adjusted R Square value of 0.716 or 71.6%. This explains that the flash sale variable and the tagline "free shipping" can simultaneously explain the purchasing decision variable, while the remaining 28.4% can be explained by variables outside this research.

Discussion

Overview of the Flash Sale and the Tagline "Free Shipping" on the Purchasing Decisions of Students at the Faculty of Economics, Bangka Belitung University.

Based on the responses given by respondents to this research, it can be concluded that all research variables, namely flash sales and the tagline "free shipping" on the purchasing decisions of students at the Faculty of Economics, Bangka Belitung University are categorized as high according to the interval 3.41-4.20. This shows that the better the flash sale and Shopee's "free shipping" tagline, the more purchasing decisions will increase. Based on the questionnaire given to respondents, the average score for the flash sale variable (X1) was 3.83, the tagline variable "free shipping" (X2) was 3.91 and the purchase decision (Y) was 4.06.

The Influence of Shopee's Flash Sale on Purchasing Decisions of Students at the Faculty of Economics, Bangka Belitung University.

Based on partial test research carried out by researchers, it shows that the flash sale variable obtained a tcount of 6.068 which is greater than ttable 1.662 with a significance of 0.000 which is smaller than the significance level of 0.05. Judging from the results of multiple linear regression analysis, the coefficient value is 0.568 or 56%, so flash sales have an influence on purchasing decisions. From the explanation above, it can be concluded that H1 is accepted and H0 is rejected, so flash sales have a positive and significant effect on Shopee purchasing decisions for Bangka Belitung University students.

The Influence of Shopee's "Free Shipping" Tagline on Purchasing Decisions of Students at the Faculty of Economics, Bangka Belitung University.

Based on partial test research carried out by researchers, the flash sale variable obtained a tcount of 5.172 which is greater than ttable 1.662 with a significance of 0.000 which is smaller than the significance level of 0.05. Judging from the results of multiple linear regression analysis, the coefficient value is 0.655 or 65%, so the tagline "free shipping" influences decision making. From the explanation above, it can be concluded that H2 is accepted and H0 is rejected, so the tagline "free shipping" has a positive and significant effect on Shopee purchasing decisions for Bangka Belitung University students.

The Influence of Shopee's Flash Sale and "Free Shipping" Tagline on Purchasing Decisions of Students at the Faculty of Economics, Bangka Belitung University

The results of calculations carried out by researchers through the F test show that the fcount of 113.183 is greater than the ftable of 3.10, and the significance value of 0.000 is smaller than the significance level of 0.05, therefore it is concluded that the fcount value is greater than the ftable, and the value significance is smaller than the 0.05 significance level. The results of the F test calculation show that both the flash sale variable and the tagline "free shipping" have a positive and significant effect simultaneously on purchasing decisions. This shows that H3 was accepted because the flash sale and the tagline "free shipping" simultaneously had a positive and significant effect on Shopee purchasing decisions made by students at the Faculty of Economics, Bangka Belitung University.

4. CONCLUSION

The flash sale variable has a positive and significant effect on the purchasing decisions of Bangka Belitung University Faculty of Economics students on the Shopee application. The tagline variable "free shipping" has a positive and significant effect on purchasing decisions made by students using the Shopee application at the Faculty of Economics, Bangka Belitung University. The flash sale and tagline variables simultaneously have a positive and significant effect on purchasing decisions made by students using the Shopee application at Bangka Belitung University.

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