

Effects of Cashback, Flash Sale, and Free Shipping on Impulsive Buying on the Shopee Marketplace

(Case Study on FEB Students in Labuhanbatu University)

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ABSTRACT

This research aims to analyze the influence between variable cashback, flash sale, and free shipping, for impulsive buying on the shopee marketplace. This study uses a quantitative research method, which method it uses tools measurement or application to obtain statistical values. The sample in this research is 91 samples. The sample was taken using a non- probability sampling technique, the type of sampling taken was purposive sampling, the sampling technique was to get one that matched the specified criteria. The analysis tool used is SmartPls 4.0 with the Partial Least Square (PLS) method. based on the results of data analysis can be drawn a number of conclusions, namely cashback on impulsive buying has a negative and insignificant effect, then H_1 rejected. The effect of the flash sale variable on impulsive buying has a positive and not significant effect, then H_2 rejected. And the free shipping variable has a positive and significant effect on impulsive buying, so H_3 accepted

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh antara variabel cashback, flash sale, dan gratis ongkos kirim, terhadap impulsive buying pada marketplace shopee. Penelitian ini menggunakan metode penelitian kuantitatif, yang mana metode ini menggunakan alat ukur atau aplikasi untuk memperoleh nilai yang bersifat statistik. Sampel dalam penelitian ini yaitu sebanyak 91 sampel. Sampel diambil menggunakan teknik non-probability sampling, jenis sampling yang diambil yaitu purposive sampling teknik pengambilan sampel untuk mendapat yang sesuai dengan kriteria yang ditentukan. Alat analisis yang digunakan yaitu SmartPls 4.0 dengan metode Partial Least Square (PLS). Berdasarkan hasil analisis data dapat ditarik beberapa kesimpulan, yakni cashback terhadap impulsive buying berpengaruh negatif dan tidak signifikan, maka H_1 ditolak. Pengaruh variabel flash sale terhadap impulsive buying berpengaruh positif dan tidak signifikan, maka H_2 ditolak. Variabel gratis ongkos kirim terhadap impulsive buying berpengaruh positif dan signifikan, maka H_3 diterima

Kata Kunci

: Cashback, Flash sale, GratisOngkos Kirim, Impulsive Buying

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INTRODUCTION

In the era of globalization right now, this development in internet technology is growing more rapidly. Which has created new changes in all aspects of life, one of which is business and shopping, especially in Indonesia. The development of the times is increasingly sophisticated; internet technology greatly influences human patterns. There are a lot activities carried out using the internet network so that humans cannot be separated from matter. The use of the internet in online business speeds up the transaction process various element Of it, at either point. The most important thing about an online business is its ability to connect sellers and buyers effectively and efficiently. (Simanjourang et al., 2019) .

This is how traders transition to online sales, specifically through electronic media on different sales sites known as e-commerce, which offers a wide range of products and services available only online with the help of an internet network, making it simple for customers to shop without having to visit a physical store. It provides an opportunity for company to be able to market their products to customers only with the grip of smartphones, tablets and other digital devices, (Harahap et al., 2022) .

E-commerce is a term for online trading with electronic media that is carried out using a more computerized internet network. Specifics are made for transactions to receive and place orders, while system payment does not have to be made on the site, or in that sense, method Payment doesn't have to be electronic either. There are many things that can be obtained with e-commerce. (Yastanti et al., 2022).

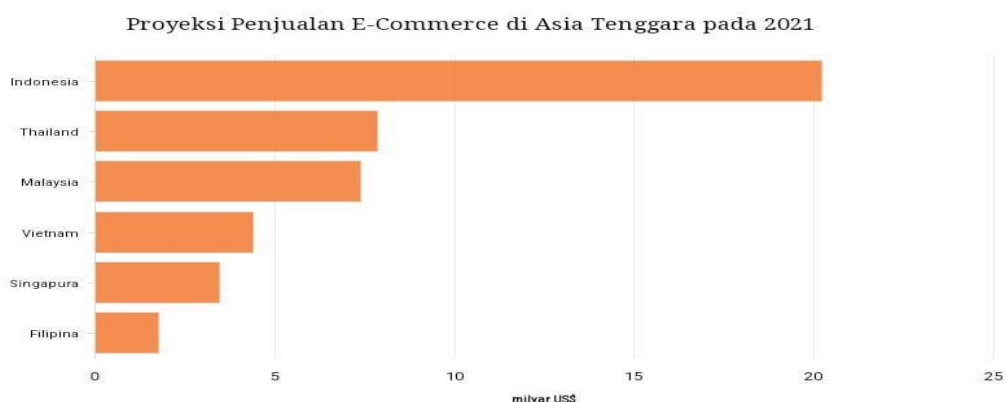


Figure 1. Projected sales of Indonesian e-commerce Biggest in Southeast Asia in 2021

Source : *Databoks.katadata.co.id* (2021)

Figure 1 explains how social constraints imposed during the COVID-19 coronavirus pandemic have led to a global e-commerce boom, notably in Southeast Asia. According to market research firm eMarketer, Southeast Asia's e-commerce growth is expected to reach 14.3% in 2021. In six Southeast Asian nations, e-commerce retail sales are predicted to reach \$ 45.07 billion by 2021. Of that, Indonesia, the largest country in the region, accounts for \$ 20.21 billion.

Shopee is an international marketplace, where we can find various products from all over the world. The platform is identical to the color orange; this is very interesting to consumers. Shopee provides all kinds of need-rich features that are considered profitable, such as free shipping vouchers, discounts purchases, and so on (Andika et al., 2021) .

This also causes why is shopee an e-commerce site with visits most in Indonesia.

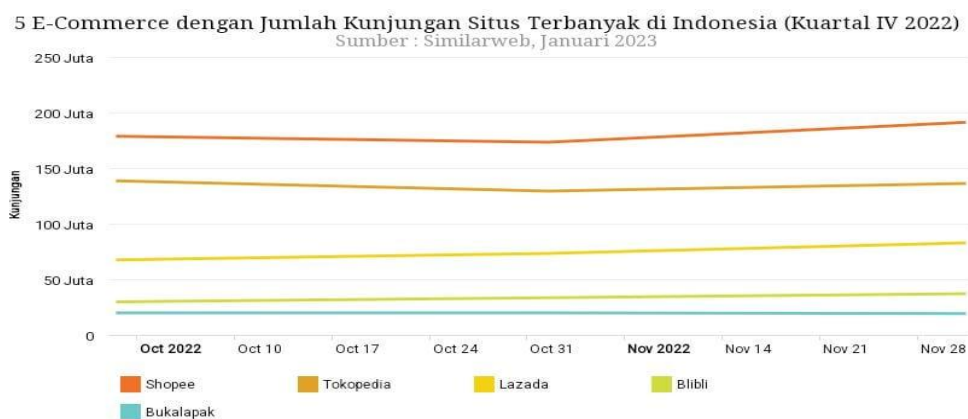


Figure 2. E-Commerce with Numbers Most Site Visits in Indonesia (Quarter IV 2022)
 Source : *Databoks.katadata.co.id* (2021)

Based on Figure 2, according to SimilarWeb data, Shopee is an e-commerce site with the most website visits in Indonesia throughout the fourth quarter of 2022. In October, the Shopee site won 179 million visits, then rose to 191 million visits in December. Trend enhancement visits also occurred on online shopping sites owned by Lazada and BliBli, with details in the graph.

Grow to be the most popular website in comparison to other unreachable e-commerce sites. Shopee is doing an interesting marketing strategy, which matter. This makes consumers more interested in shopping on this marketplace. Of the many different types promotions provided by e-commerce, along with a list of consumer favorite.

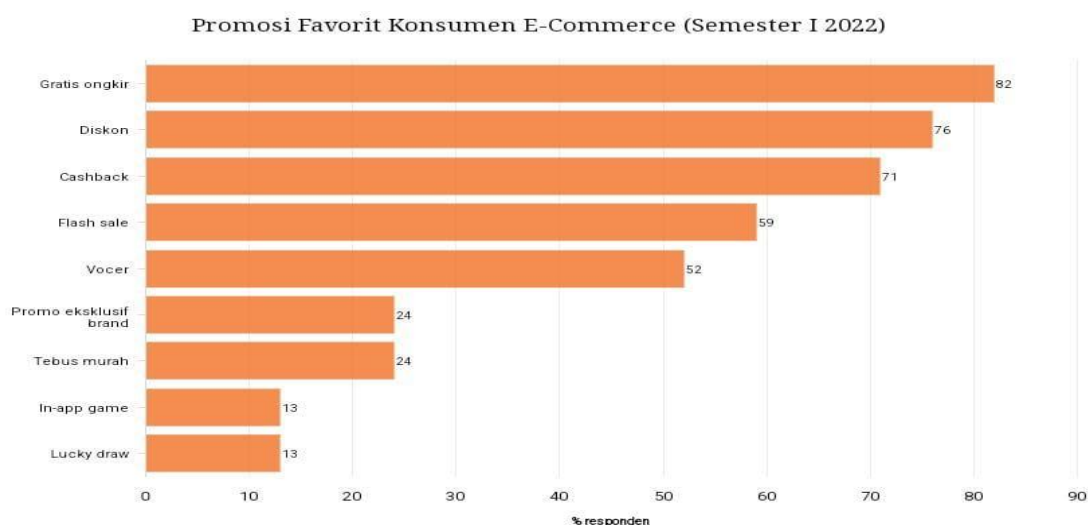


Figure 3. Promotion Favorite E-Commerce Consumers (Semester I 2022)
 Source : *Databoks.katadata.co.id* (2021)

Based on Figure 3, the promo becomes public. Shop online at marketplaces or e-commerce. A survey by JakPat found 8 out of 10 or 82% of e-commerce consumers chose free shipping (shipping) as their favorite promo . That percentage beats discounts chosen by 76% of consumers. Cashback is a favorite promo third with a percentage of 71%. JakPat evaluated enhancements using digital wallet created this offer. Enough interesting for consumers. Moreover, 52% of respondents selected vouchers, and 59% of respondents selected flash sale. Promo certain brand exclusives and redeem cheap each only selected 24%

of respondents. In the meanwhile, 13% of users selected in-app game and lottery system. JakPat conducted this survey among 1,420 Indonesian respondents who made online purchases in the first half of 2022.

Competition in the business world. The more days, the more strict Good Company goods and services, so that the company can survive, will continue the activity his business, then the doer Businesses must use the right marketing strategy (Hasibuan et al., 2022) . Whereas the company requires a good strategy in viewing opportunities business form services or products to influence the market. This provides opportunities for companies to provide more services or products. Good from before and get more Good from competitors to attract consumers (Choirunnisa et al., 2022).

Here, the Shopee company doesn't want to lost competitiveness with other marketplaces. Shopee provides a marketing strategy by offering a lot of promotions, such as cashback, flash sale, free shipping and so on. One of the coolest promotions is free shipping with conditions certain. This raises interest for customer potential. Because they don't have to emit amount certain fee delivery (Kurniawati & Ariyani, 2022).

Based on the description above, the researcher want to know how much the influence of cashback, flash sales and free shipping in impulsive buying on the Shopee Marketplace.

Cashback

Cashback is a form of promotion that gives a percentage certain refunds (which can be in the form of cash, virtual currency, or products) to consumers in a way that the consumer must fulfill terms and conditions from party cashback organizers (Wangi et al., 2021). Usually Shopee provides cashback on certain product. If want to get cashback from Shopee, consumers must fulfill existing terms and conditions given, and then automatically the cashback will be given after the consumer has fulfil these criteria.

According to (Kurniawan, 2021) a number of indicators that can be used to measure variable refund (cashback) as follows :

1. Nominal amount of refund
In case matters, the casback reimbursement amount will be nominal and in accordace with the previous agreement. This in accordance with the conditions and requirements that have been given .
2. Compliance with the agreement given
Usually the company will give an agreement, wherein the agreement will give an advantage to both split parties.
3. Accuracy time in refund
Of course, on each given cashback, this is included in p speed and accuracy of the return process from the company to related consumers. This will give you a sense of satisfaction for a consumer who will accept the promotion.

Flash Sale

Flash sales are type of promotions that offer products exclusively in limited quantities with and certain term. It It indicates that the customer may only use this promotion once, for a limited number of products, and at any given time.. In addition to sales briefs or flash sales, as part from promotion-giving sales, the customer offer specials or discounts on certain products for a limited time. (Nurchoiriah A. et al., 2022) Flash sales are one of the best Shopee promo offers. Only the selected seller was given access by Shopee to nominate the product. Due to the flash sales, more customers visited.

According to Kotler and Ketler in the (Simanjuntak, 2022) Available flash sale indicators in the promotion sale are :

1. Frequency promotion is the amount of promotion sales made at one time through promotional media sales.
2. Promotional quality is a measure of how well a promotion is done.
3. Promotion time is the value or promotion of sales made by the company.
4. Determination or suitability target promotion is a necessary factor for achieving the desired target company.

Free Shipping

Free shipping is part of the promotion. Selling is an activity to stimulate buyers in the form of business sale special (special selling effort). Because many consumers are hesitant to make the purchase because of the burden of shipping costs that they have to pay so that the goods purchased can arrive to the objective buyer (Pratama et al., 2021). The free shipping offer given by Shopee is more attractive consumers, although they don't need the item. When looking at offer of subsidy fare, they will buy the item immediately without thinking long. Excess from free shipping. This Alone for consumers that is lightening cost, they momentarily want to buy items on the Shopee platform.

According to sari (2019) inside (Razali et al., 2022), as for the free shipping indicators, namely:

1. Free postage give attention
2. Free postage has Power pull
3. Free postage raises desire buy
4. Free shipping encourages making purchases

Impulsive Buying

Purchase Impulsive buying occurs when people experience the impulse to buy a product without considering why and for what reason they need it. push sometimes not bearable and consumer due Possible feel while outside control and less notice consequence behavior (Taufik & Wangdra, 2018). Purchase impulsiveness happens when decisions are taken without careful consideration, especially first, and usually consumers do not pay attention to the impact of an unplanned purchase. Purchase Impulse is also done by consumers quickly, although at first do not have intention to buy.

According to Rook inside (Yustanti et al., 2022) as for indicators impulsive buying namely:

1. Spontaneity is an impulse or thing that happens without planning, especially first. Impulsive buying also occurs unexpectedly and can motivate consumers to buy at the same time.
2. With power, compulsion, and intensity, there is motivation for ignore other things too Act ASAP.
3. Excitement, stimulation or desire to buy out of the blue is what will lead a person to buy in a moment that is often accompanied by an emotion.
4. Disregard for consequences, or the desire to buy, can be something that cannot be refused; in other words, without think about consequences in the future.

RESEARCH METHOD

This research is a type of quantitative research. The population used in this research is students of the Faculty of Economics and Business, Labuhanbatu University, even in the academic year 2022-2023. The research sample was taken using a non-probability sampling technique. The type of sampling taken is purposive sampling, namely the sampling technique to get the one that fits the specified criteria. The criteria are students Faculty of Economics and Business, Labuhanbatu University shopping at the shop. Researchers divided the 91 respondents into groups according to the clustering system: 20 students for semester II, 21 for semester IV, 19 for semester VI, 22 for semester VIII, and 9 for students studying accounting. Data collection in research is done by spreading way spread questionnaire through the Google Forms application to respondents. With scale, the measurement uses a Likert scale with 5 intervals, namely, strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1). The analysis technique used is the SmartPls 4.0 application.

RESULTS AND DISCUSSION

A. Discussion

Measurement Model Analysis (Outer Model)

1. Validity Test

In this study, measurement is done by testing validity and reliability of each variable. According to Sartstedt, Ringle and Hair (2017) if more *factor loading* of 0.7, the research results can be declared valid. In this study, all indicators are valid because they already fulfil the criterion of value *factor loading* for all indicator, which is more from 0.7.

Outer loading (Loading factor)

Table 1 Outer Loading

	Cashback (X1)	Flash sale (X2)	Free Shipping (X3)	Impulsive Buying (Y)
X1.1	0.911			
X1.2	0.726			
X1.3	0.834			
X1.4	0.924			
X1.5	0.823			
X1.6	0.869			
X2.1		0.781		
X2.2		0.882		
X2.3		0.867		
X2.4		0.846		
X2.5		0.811		
X2.6		0.748		
X2.7		0.743		
X2.8		0.889		
X3.1			0.855	
X3.2			0.766	

X3.3			0.854	
X3.4			0.762	
X3.5			0.799	
X3.6			0.794	
X3.7			0.775	
X3.8			0.785	
Y.1				0.712
Y.2				0.772
Y.3				0.915
Y.4				0.906
Y.5				0.725
Y.6				0.768
Y.7				0.765
Y.8				0.915

Table 2 Value results AVE

	Average variance extracted (AVE)
Cashback	0.723
Flash sale	0.677
Free shipping	0.639
Impulsive Buying	0.662

Meanwhile, to test validity others can be done by looking at the *average variance extracted (AVE)*. If the value of a variable shows results (> 0.50), then the variable can be said to be valid (Sarstedt et al., 2020). The results of the AVE in the table above shows that the variable are independent, namely cashback, flash sales, and free shipping. AVE values of 0.723, 0.667 and 0.639 are declared valid because the AVE value is higher than 0.50. and variables-dependent i.e., impulsive buying has an AVE value of 0.662 which is also declared valid because the AVE value is higher than 0.50. Thus, it can be stated that each variable has discriminant validity.

Reliability test

A reliability test can be said as a constraint or accuracy measurement. A reliability test is used to measure consistency of research instruments such as questionnaires. There are reliability test purposes; this is to measure is The research questionnaire used is reliable for measuring research variable, though this research has been done over and over again. Reliability test seen from Mark Cronbach's alpha and composite reliability values. If Mark *Cronbach's alpha* and grades *composite reliability* > 0.70 , then a variable can be assessed as reliable (Renita & Astuti, 2022). In table 3, each variable Already reliable for each variable Already fulfil Mark *Cronbach's alpha*. *Cronbach's alpha* and *composite reliability* results are seen in the following table:

Table 3 Results Value Cronbach's alpha and composite reability

	Cronbach's alpha	Composite reability (rho_a)	Composite reability (rho_c)
Cashback (X1)	0.922	0.928	0.940
Flash sale (X2)	0.931	0.935	0.943
Free shipping (X3)	0.919	0.925	0.934
Impulsive Buying (Y)	0.925	0.930	0.940

In addition, the tests performed on the inner model are also used to see the coefficient of determination (R^2). This value is used to find out how much big variable influence independent of variables dependent

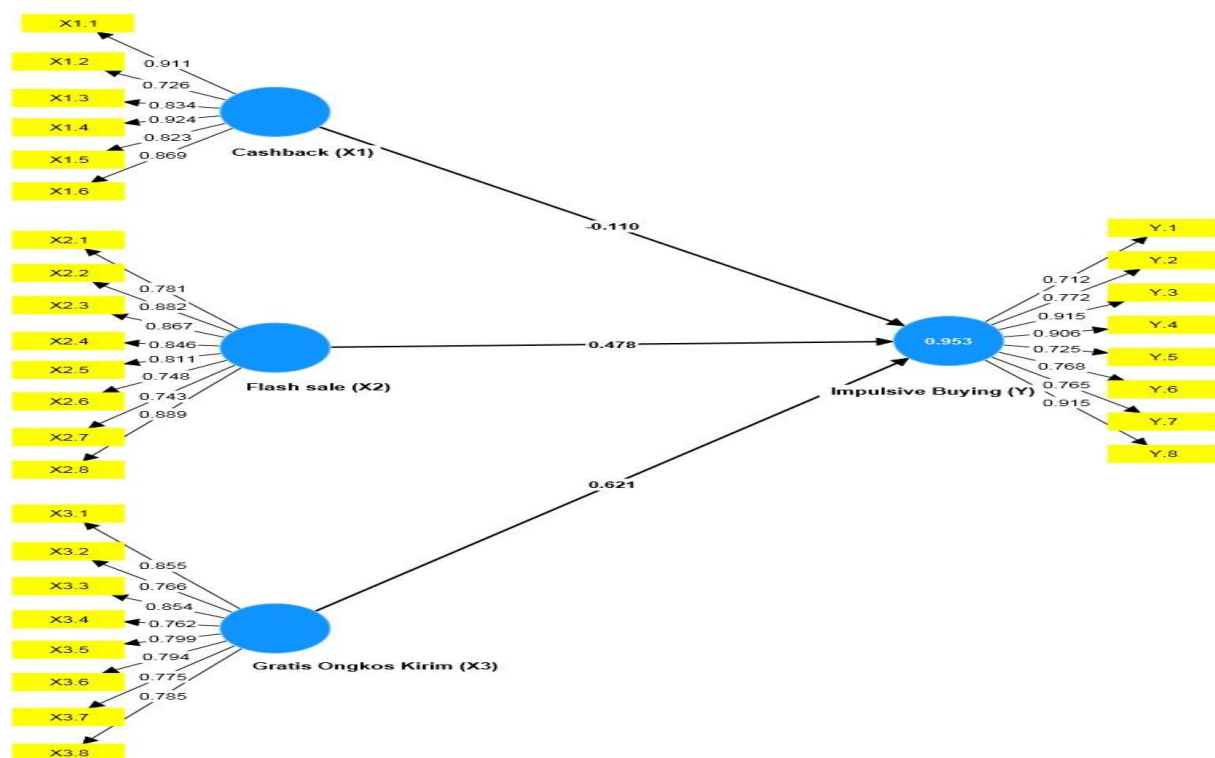


Figure 4. Structural Model Analysis or Inner Model

Table 4 R-square results

	R-square
Impulsive Buying (Y)	0.953

According to Chin, categorized R-square values strong, i.e., if more than 0.67. The results of the study, namely for impulsive buying variable, have the R-square value of 0.953

which means the regression that occurs is very good. Therefore, it can be concluded that diversity cashback, flash sales and free shipping variables can affect the impulsive buying variable by 95.3%.

Hypothesis Testing

Table 5 Path Coefficient , Mean, T- value , P -value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
X1 -> Y	-0.110	-0.038	0.332	0.331	0.740	Rejected
X2 -> Y	0.478	0.423	0.336	1,420	0.156	Rejected
X3 -> Y	0.621	0.605	0.096	6,478	0.000	Accepted

H₁ : The influence of cashback on impulsive buying

From the test results hypothesis obtained through the *bootstrapping* process for the cashback variable parameter on impulsive buying, it can be seen that the value of the t-statistic is $0.331 < 1.661$ and a p-value of $0.740 > 0.05$. So it can be concluded that the cashback variable is not significant and has a negative effect on the impulsive buying variable. In the description above, it is stated for the hypothesis on the variable is rejected. The findings of this study are consistent with those of (Andina Wulandari & Primasatria Edastama, 2022). Where the result shows that returns Cashback has no effect on purchases impulsively. There are several factors that make consumers less interested in making impulsive purchases, namely, not all of them. The online shop at Shopee provides a cashback logo, in addition to this cashback, the amount is limited and only given to some product. Then the process of getting cashback is also unacceptable, so it cannot be obtained instantly. This is what causes consumers not too interested in cashback and do impulsive buying.

H₂ : The influence of flash sale on impulsive buying

From the test results hypothesis obtained through the *bootstrapping* process for the variable parameter flash sale on impulsive buying, the value of the t-statistic of $1.420 < 1.661$ and a p-value of $0.156 > 0.05$. can be seen. It can be concluded that the flash sale variable is not significant but has a positive effect on the impulsive buying variable. From the description above, it is stated the hypothesis on the variable is rejected. So with this, the results of this study are not in line with research conducted by (Zakiyyah et al., 2018) and (Nighel & Sharif, 2022), where are their results show that getting a flash sale has an effect on impulsive buying. The flash sale program provided by Shopee is amazing, but limited. Here, not only the product is limited, but also the running of flash sales is also limited. For big brands and shops, certain often do flash sales on dates pretty like the 9.9. Where is p? This was done in the middle of the night, and for the stock too, only a little, a lot once consumers want to get same flash sale product, the product is fast-runing out in a matter second. This is what makes consumers less interested in doing impulsive buying when There are flash sales promotions.

H₃ : The effect of free shipping on impulsive buying

From the test results hypothesis obtained through *bootstrapping* for the free shipping variable parameters for impulsive buying, the t-statistic value can be seen as $6.478 > 1.661$ and a p-value of $0.00 < 0.05$. So it can be concluded that the free shipping variable is significant and has a positive effect on the impulsive buying variable. From the description above, the hypothesis on the variable is accepted. So this research in line with previous research (Anggraini et al., 2023) and (Saebah, 2020) . In this study, free Shipping has an

effect on impulsive buying. The free shipping promotion provided by Shopee has an effect on consumers' impulsive purchases. It is also because there is a minimum purchase limit in order to get free shipping, which will encourage consumers to add purchase to get the voucher. Besides that, the discounted postage given will make transaction feel more cheap. This encourages consumers to make impulsive purchases. Which is the second matter? This strengthens consumers' desire to do impulsive buying when they see a postage voucher. Other things are also reinforced by the results obtained from respondents to this study, namely that more students often do impulsive buying because the existence of a free shipping promo gives them an advantage in purchasing on Shopee without spending more money on shipping.

CONCLUSION

From the research that has been done and from the results that have been obtained from calculations through data management, it can be concluded that the cashback variable on impulsive buying has a negative and not significant effect, so H_1 rejected. If the effect of the flash sale variable on impulsive buying is a positive and three- significant effect, then H_2 is rejected. And finally, the free shipping variable has a positive and significant effect on the impulsive buying variable, which is the hypothesis This accepted.

SUGGESTION

In the middle rampant public preference to choose online shopping, the competition for online shopping applications is increasing increasing. In maintaining its position as an online shopping application in the middle With lots of competition, Shopee must be able to make consumers stick around using the Shopee application as the application of choice for online shopping. There are several things that Shopee can do to maintain its position, including giving cashback, flash sales and free shipping to customers, both old and new. I arrived shopping because I was interested after seeing a bid offer given from Shopee party. If the above factors are met, it is possible that Shopee will be able to retain consumers and attract more consumers of various types.. For researchers, it is further suggested to add other variables, replace the research site, and expand the sample in order to get different research results.

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