The Influence of Discounts, Free Shipping, and Flash Sales on Purchase Decisions for The Originote Skincare Products on Shopee

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Abstract (in English)

Research aim: The purpose of this research is to examine the influence of discounts, free shipping and flash sales on purchasing decisions. purchase The Originote skincare products on shopee Good in a way separated and also in a way simultaneously .

Design/Methode/Approach: This study uses a quantitative method and is a kind of causal relationship-focused research. For the sampling technique, 40 customers who had bought skincare products from The Originote on Shopee participated. Multiple linear regression analysis was performed, and SPSS version 25 was employed for data processing.

Research Finding: This study shows that discounts, free shipping, and flash sales have a significant influence on purchasing decisions for The Originote skincare products on Shopee.

Theoretical contribution/Originality: This study enriches the literature on digital marketing by analyzing the factors that influence purchasing decisions on e-commerce platforms. With a focus on discounts, free shipping, and flash sales, this study provides new insights into how marketing strategies can influence consumer behavior in the digital era.

Practitioner/Policy implications: The Originote company will profit practically from this study as it increases Shopee customers' decisions to buy its skincare goods.

Research limitation: The only independent factors in this study are flash sales, free delivery, and discounts. Other factors still need to be investigated, though, as they may have an impact on the dependent variable.

Keywords: discount, free shipping, flash sale and decision purchase

1. Introduction

The development of e-commerce in Indonesia in recent years has reached an extraordinary point, driven by the increasingly widespread adoption of digital technology and changes in consumer behavior. With increasing internet penetration and the use of smartphones becoming more common, Indonesians, especially the younger generation, are increasingly choosing to shop online . Students, as one of the market segments that are active

in online shopping, have unique characteristics and preferences. They are often looking for ways to save money, and the promotions offered by e-commerce platforms are a special attraction. Especially the beauty product category, has become a top choice.

In this case, beauty products are one of the categories that are widely sought after by consumers, especially among students who tend to be sensitive to beauty trends but have a limited budget. Shopee provides a wide array of beauty products, including skincare and cosmetics, with various brands, both local and international. market share of beauty products in five e-commerce in Indonesia as of February 2024 According to [1] who conducted economic and business research through data media, the largest number of consumers on the e-commerce platform is Shopee with a value of 63.5 percent, this data shows that Indonesians tend to shop through Shopee.

Along with this phenomenon, the Indonesian skincare industry has grown rapidly in recent years. This is due to a number of factors, including increasing public awareness of skin health, increasing purchasing power, easy access to information and skincare products. Skincare, also known as skincare, is a new trend that aims to improve people's quality of life, especially students who use it to maintain their skin health. Through e-commerce platforms One of the local skincare brands that is popular in Indonesia is The Originote.

The Originote is one of the local skincare brands that has experienced rapid growth in recent years. The brand was founded in 2019 and is known for its products made from natural and high-quality ingredients. Along with the increasing need and ease of internet access, The Originote utilizes the Shopee platform to market its products. Various Shopee features are optimized by The Originote to reach and make it easier for consumers to choose their products.

Table 1.1
Survey Results Regarding Factors That Influence Purchase Decisions for The Originote Skincare Products on Shopee That Contribute

Variables	Respondents	Percentage
Discount	14	46.7%
Free Shipping	10	33.3%
Flash sale	5	16.7%
Influencer Marketing	1	3.3%
Payment Methods S-Pay Later	0	0%
Live Shopping	0	0%
Total	30	100%

Source: Preliminary survey (2024)

There are various factors that influence consumer behavior in making purchasing decisions. According to [2] Purchasing decisions are a stage in the decision-making process faced by consumers, where they finally choose to make a purchase transaction. At this stage, consumers have gone through a series of considerations and evaluations before arriving at the final decision to buy a product.

According to table 1.1, the survey results about the factors influencing the decision to purchase Originote skincare products among students in the 2021 management study program at Universitas Nusantara PGRI Kediri, indicate that the majority of students choose to purchase the product on Shopee due to the attractive discounts, with a percentage reaching 46.7%. In addition, free shipping contributed 33.3%, and 16.7% of respondents made purchases because of flash sales. These findings demonstrate that students in the 2021 management study program at Universitas Nusantara PGRI Kediri prioritize both the quantity of discounts and the affordability of product prices when making decisions.

Discounts are one way that price can influence purchasing decisions and are expected to have a positive impact on a business. [3] Arguing that discounts are by providing an opportunity to obtain a more affordable product price, discount prices are also marketing tactics that can influence purchasing interest . This means that discounts are given in certain situations where companies or consumers gain significant benefits from the situation. Customers can definitely save money by purchasing items at a discount.

Another factor that can influence purchasing decisions is the presence of a free shipping feature. This promotion is a sales strategy that uses various incentives to encourage customers to make purchases immediately and increase the number of items purchased. By offering free shipping, buyers feel they are getting a benefit, especially if they believe that shipping costs can add to the total purchase price.

In addition, flash sales are a common practice in e-commerce, where companies, especially those operating online, offer a number of products or services at a discounted price for a limited time before returning to the regular price. This is intended to attract consumers' attention and encourage them to make purchases quickly.

According to the research [6], discounts and free shipping promotions significantly influence customers' decisions to buy on Shopee, an online marketplace. According to research [7], Flash Sale Promos 3.3 4.4 Shopee have a favorable and significant impact on the purchase interest of enrolled students in the Islamic Banking Study Program STEBIS IGM Palembang.

In the context of intense competition in the e-commerce industry, promotional strategies such as discounts, free shipping, and flash sales have become important tools for brands to attract consumers. The Originote, as one of the emerging local skincare brands, utilizes these strategies to increase its visibility and competitiveness in the market. With more and more brands offering similar products, the ability to attract consumers through effective promotions is key to maintaining market share. Attractive discount offers can encourage students to try new products, while free shipping and flash sales have the potential to increase purchase frequency and volume.

The importance of understanding the influence of these promotions on students' purchasing decisions is not only related to the marketing aspect, but also reflects broader consumer behavior. Students, who are often on a budget, tend to be more sensitive to existing promotional offers. Based on the background that has been explained, the author is interested in conducting more in-depth research on **the Influence of Discounts, Free Shipping, and Flash Sales on Purchase Decisions for The Originote Skincare Products on Shopee.**

1.1. Statement of Problem

This study was prompted by an important issue concerning the influence of specific characteristics on the decision to buy Originote products on Shopee, particularly among students enrolled at Universitas Nusantara PGRI Kediri's 2021 management study program. Assessing the impact of discounts, free shipping, and flash sales separately as well as investigating the combined effect of these factors on purchasing decisions constitute the challenge.

1.2. Research Objectives

The aim of this study is to ascertain the extent to which discounts, free shipping, and flash sales affect the Originote skincare items on Shopee purchases made by students enrolled in Universitas Nusantara PGRI Kediri's 2021 management study program. the impact of flash sales, free delivery, and discounts on Shopee customers' decisions to buy Originote skincare items.

2. Method

This research uses a quantitative approach with a type of research that focuses on causal relationships, as well as use technique taking non -probability sampling [8] . The main data used by researchers originate from questionnaire distributed to consumer product maintenance The Originote skin on the Shopee platform, especially to study program students management class of 2021 at the Nusantara PGRI University of Kediri who have do at least one time purchase . Researchers will apply purposive sampling method because population studied No limited . Based on opinion [9] , if study involving analysis multivariate (such as correlation or regression multiple), size the right sample should be at least ten times the amount the variables studied . Therefore that , with consider variables used that is discounts , free shipping , flash sales, and decisions purchase , quantity sample taken is 10 x 4 = 40 samples . The analysis method used covers The analysis of classical assumption tests, multiple linear regression, coefficient of determination, and hypothesis testing was carried out using IBM SPSS version 25.

3. Results and Discussion /Results and Discussion

Data presented from questionnaires that were distributed to consumer aiming For push decision purchase The Originote skincare products on Shopee which consist of from 40 respondents based on age and type sex with using SPSS Version 25 in study This .

3.1 Testing Assumptions Classic

Assumption test classic is a series required testing For ensure that analysis regression fulfil terms and conditions certain , so that produce coefficient linear, unbiased , and consistent regression . Testing This used For get distorted information from suspicion classic or speculative test classic . Normality Test show whether information used spread normally or no . Kolmogorov -Smirnov test is used For produce design integrated in the histogram gives proximity distribution normal can appear . In analyzing distribution focus covers corner lines to the angle that produces appropriate information , the typical plot possibility can also be explain that information conveyed normal just .
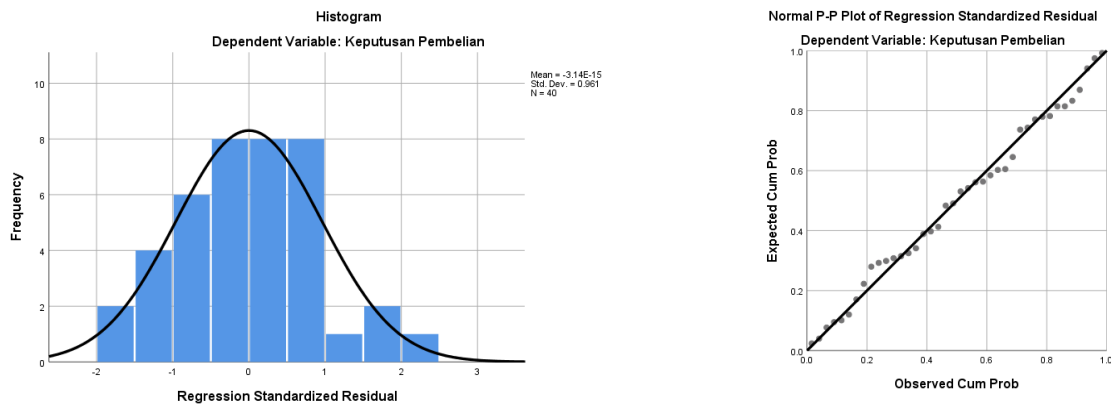
Normality Test Results
Source : Processed by SPSS 2024

From the picture the produced that information containing distribution in a way typical . Histogram image that is shaped the bell that gives information that changes . While that , the information obtained along from corner to corner can follow direction and produce from the probability plot normal.

In testing This give identification connection between factor free is objective from the multicollinearity test . The strategy that can differentiate multicollinearity test with using Change Swelling Figure or VIF. This table produce multicollinearity test discovery from connection between factor.

Table 3.1
Multicollinearity Test Results

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	Discount	.293	3.416
	Free Shipping	.411	2.435
	Flash sale	.467	2.141

Source : Processed by SPSS 2024

A phenomenon known as the multicollinearity test occurs when two or more independent variables exhibit a correlation. Regression analysis is used to determine whether or not there is a correlation between the variables. From the table show tolerance value > 0.10 and VIF < 10 so produce good and bad regression happen multicollinearity.

The Heteroscedasticity test is carried out to determine whether there is a difference in the variance of the residuals between one observation and another observation in the regression model [10] . The results of the heteroscedasticity test using scatter plot shows in the picture as following.

Figure 2. Results of Heteroscedasticity Test
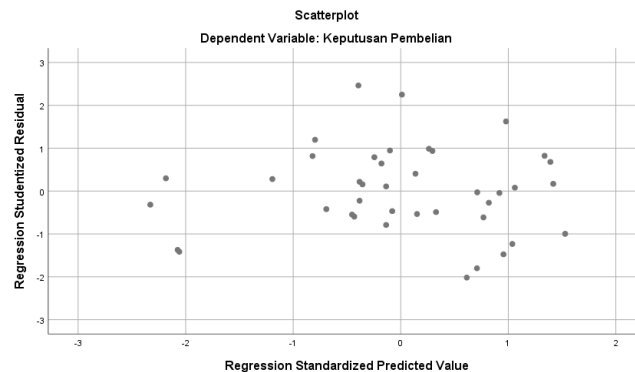
Source : Processed by SPSS 2024

The image show spreading points in a way random above and below number 0 on the Y axis without to form pattern certain . So that No show the occurrence heteroscedasticity.

3.2 Analysis Multiple Linear Regression

Table 3.2 Multiple Linear Regression

Coefficients [a]

Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
1	(Constant)	9,736	2,967		3.281	.002		
	Discount	.336	.180	.229	1,860	.071	.293	3.416
	Free Shipping	.280	.133	.219	2.105	.042	.411	2.435
	Flash sale	.697	.119	.570	5,837	.000	.467	2.141

Purchase Decision

Source : Processed by SPSS 2024

In the table above show that , the equation regression produce multiple linear : value standard (a) is 9.736 marks β for Discount (0.336), value β for free shipping send (0.280) and flash sale value (0.697). Formula multiple linear regression used in analysis This as following:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 \neq e$$
$$Y = 9.736 + 0.336X1 + 0.280X2 + 0.697X3 \neq e$$
$$a = 9,736$$

The analysis's findings demonstrate the benefits of flash sales, free shipping, and discounts. Assuming all other factors stay the same, an increase in discounts will result in a 0.336 increase in purchase decisions, according to the coefficient $b_1 = 0.336$, which shows that the discount variable has a positive influence. Additionally, $b_2 = 0.280$ shows that the free shipping variable also has a positive effect, meaning that, assuming all other factors remain constant, purchasing decisions will increase by 0.280 if free shipping increases. Last but not least, $b_3 = 0.697$ shows that the flash sale variable has a positive effect, meaning that, assuming all other factors stay the same, purchase decisions will rise by 0.697 if flash sales rise.

3.3 Analysis of Determination Coefficient (Adjusted R2)

This coefficient displays the degree to which the dependent variable accounts for the variance of the model's independent variable. The reason that even the smallest change in the

independent variable cannot account for the dependent variable is explained by modified R2 = 0. The complete dependent variable may explain the variations in the independent variable if modified R2 = 1.

Table 3.3 Coefficient of Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.916 [a]	.840	.826	2.304	1,972

a. Predictors: (Constant), Flash sale, Free Shipping , Discount
Purchase Decision

Source : Processed by SPSS 2024

The table show results from three variable independent start from discount , free shipping send , and flash sale available concluded that R2 value for decision purchase The Originote skincare products on Shopee (Y) on variables discount (X1), free shipping send (X2), and flash sale (X3) gain results value of 0.840 or 84%. Can concluded that study This give R2 interpretation is classified as very strong and the rest of 16% which is influenced by other variables that are not done study.

3.4 Hypothesis Testing

Hypothesis This done testing For do study using the T test and F test on the table under This to obtain results testing in a way partial using the T test comparing at a significance level of 0.05

Table 3.4 T- Test

Coefficients [a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	9,736	2,967		3.281	.002		
Discount	.336	.180	.229	1,860	.071	.293	3.416
Free Shipping	.280	.133	.219	2.105	.042	.411	2.435
Flash sale	.697	.119	.570	5,837	.000	.467	2.141

Purchase Decision
Source : Processed by SPSS 2024

The table shows the results of the T-test, where the alternative hypothesis (Ha) is rejected and the null hypothesis (Ho) is accepted because the discount variable has a value of 0.071 greater than 0.05. This explains that the decision to purchase The Originote skincare products at Shopee is not influenced by the discount variable. In addition, the free shipping variable also shows a significant effect with a value of 0.042, which means that Ha is accepted and Ho is rejected. This shows that the decision to purchase The Originote skincare products at Shopee is influenced by the free shipping variable. Meanwhile, the flash sale variable has a value of 0.000 which is also smaller than 0.05, so Ha is accepted and Ho is

rejected. This shows that the decision to purchase The Originote skincare products at Shopee is influenced by the flash sale variable.

The F test is used to evaluate the combined effect of discount, free shipping, and flash sale variables on purchasing decisions significantly.

Table 3.5 F Test

ANOVA [a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1000.810	3	333,603	62,849	.000 [b]
	Residual	191,090	36	5.308		
	Total	1191.900	39			

Purchase Decision

b. Predictors: (Constant), Flash sale, Free Shipping , Discount

Source : Processed by SPSS 2024

Based on the table above, it can be seen that the discount variables (X1), free shipping (X2), and flash sale (X3) have a significant influence, both individually and simultaneously, with a significant value of 0.000, which is less than 0.05. This shows that the three variables have an impact on the purchasing decision of The Originote skincare products on Shopee.

4. **Conclusion**

The purpose of this study was to examine how flash sales, free shipping, and discounts affect consumer decisions to buy Originote skincare products on the Shopee platform. With a Total F value of 62,849 and a significance value of 0.000 which is less than $\alpha = 0.05$, the results of data analysis show that the Discount variable (X1), on the decision to purchase The Originote skincare product at Shopee is not statistically significant. Meanwhile, Free Shipping (X2), and Flash Sale (X3) together have a significant effect on the purchase of skincare products. This shows that both factors have a big impact on the decision to buy. Particularly in the field of marketing, this research advances scientific knowledge.

These results show that flash sales, free shipping, and discounts are important determinants of consumer choice when it comes to The Originote skincare products on Shopee. However, since the sample used in this study is limited to students enrolled in the management study program of Universitas Nusantara PGRI Kediri class of 2021, these findings cannot be applied to all Shopee customers of The Originote skincare products. Therefore, it is very important to keep in mind that the subjectivity of the respondents may impact the findings. Therefore, it is recommended that more research be conducted with different student groups and the Indonesian population.

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