



The Influence of Flash Sale, Cash Back, and Free Shipping on Decisions to Purchase Garnier Products on Shopee (Case Study of Garnier Users in Cirebon City)

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ABSTRACT

Nowadays, more and more SkinCare is emerging from countries around the world which then results in SkinCare trends. Various Skincare Brands have sprung up on the Shopee e-commerce site and one of them is the Garnier Skincare Brand. This study seeks to explore how the influence of Flash Sale, Cashback, Free Shipping on purchasing decisions for Garnier products at Shopee. This study uses quantitative data analysis methods using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS 3.0 software. Primary data was collected by distributing questionnaires to 180 consumers who shop for garnier skincare using the Shopee application and live in Cirebon City. The results showed that flash sales had a significant effect on purchasing decisions with a T table value of 12.480 and a p value of 0.000, as well as cashback had a significant effect on purchasing decisions with a T table value of 6.020 and a p value of 0.000 and finally free shipping also had a significant effect on purchasing decisions with a T table value of 10.020 and a p value of 0.000.

INTRODUCTION

Many new Skin Care products are popping up on store shelves these days, with manufacturers hailing from all over the world. As technology advances, consumers are becoming smarter in meeting their skin care needs through digital marketing. It has been proven that reaching many individuals with door-to-door marketing methods has become very challenging again. When it comes to offering something, trading it, and changing systems that use communications and technology, marketers feel like they haven't done enough. Currently, there is a lot of competition in the business world, which means that customers demand a certain attitude from companies so they can keep up with the ever-changing business climate (Annas & Hadi, 2023).

The proliferation of skincare brands on e-commerce platforms such as Shopee, where Garnier Skincare Brand is available, is one of the most obvious impacts of the expansion of the internet. French skincare brand Garnier is a descendant of the cosmetics conglomerate L'Oréal. After L'Oréal, Garnier is the most popular cosmetics brand. Garnier offers a wide range of hair care, color, and style products in addition to grooming and skincare items. Approximately 120 countries have Garnier stores or offices. Special: From April to June 2022, the Garnier brand succeeded in achieving total marketplace transactions exceeding 478 thousand in the facial care category. In other words, the total revenue is IDR 35.7 billion (Kompas, 2023)

An important consideration in making a purchase is Rahmawati et al. (2023) lists online flash sales as one of its characteristics. Flash sales are product offers for a very limited time at discounted prices. Promotional sales that give customers limited-time offers at low prices for certain products are known as "daily deals" or frequent flash sales. Shopee Mall Brand Garnier offers many privileges for its customers, such as free parking for every order (minimum purchase of 0 rupiahs), direct discounts (up to 40,000), double vouchers when checking out on live broadcasts, and flash sales of skin care products.

Customers find it easier to purchase with the help of the Internet and other technological advancements, especially when it comes to engaging marketing. To encourage customers to make impulse purchases, cashback, and flash sales are successful techniques (Syamsiyah & Nirawati, 2024). You can get cashback coupons for free when shopping online, and you can combine them with cashback from sellers or merchants, but only if you meet certain requirements such as time limits (Sya'diyah & Dwiridotjahjono, 2022). Previous research has paid greater attention to flash sales and cashback factors, which influence product quality and pricing decisions. Two factors might influence the current promotional plans for marketers who utilize digital marketing for e-commerce, especially in the retail sector. Free shipping is just one important aspect that influences purchasing decisions, among flash deals and rebates.

Advertising at no cost customers who are dissatisfied with flat rate tickets can get their money's worth by mailing or shipping. The greater the distance between the seller and the customer, the higher the shipping costs. What happens is just the opposite: the farther the distance, the cheaper the costs (Febriah & Febriantoro, 2023). There are some inconsistencies in the results of studies

examining the relationship between free shipping and consumer behavior. For example, Fajriatin and Muhajirin (2023) found that free shipping had a significant effect on consumer purchasing decisions, but Rusni and Solihin (2022) found the opposite. This is most likely because the applicable free shipping limit on Shopee ranges from thirty thousand to forty thousand, which means that not everyone in the region is interested in making a purchase.

In this era of disruption, promotional strategies that utilize cashback, flash deals, and free shipping have become the most prominent. This is because these approaches represent the replacement and destruction of old conventional company policies (Muthiarsih, 2019). Prestowo and Rahmadi (2022) found that attractive marketing can increase brand recognition and ultimately, sales. Therefore, the emphasis of this study is on one-time discounts, rebates, and free shipping. Please send. The people of Cirebon City who have previously shopped at Garnier beauty product retailers online will be the subject of this research, which aims to fill the demographic gap. The research entitled "The Influence of Flash Sales, Cash Back, and Free Shipping on the Decision to Purchase Garnier Products at the Shoppe" needs to be researched further based on the research gaps identified as well as the phenomena and problems described above.

LITERATUR REVIEW

Flash Sales

A popular form of online marketing, flash sales allow vendors to provide new products in large quantities at discounted prices for a limited time before the regular sales period (Zhang et al., 2018). According to Aday (2013), a flash sale is a type of online voucher that can be exchanged for certain products or services at a later date. These vouchers are sold on sites such as Groupon or LivingSocial. Flash sales are limited-time offers that occur suddenly and include high-quality products for sale, either online or in-store, at great prices.

The sales goals of a seller with flash sales include increasing e-commerce transactions, accelerating product sales, and increasing brand recognition for certain companies. Apart from that, there are tools to determine the quantity of product demand and contact a larger number of consumers (Aribowo et al., 2020). This is the flash sale signal found by Belch and Belch (2017).

1. If a sales promotion activity occurs quickly (flash sale), there will be a large price reduction or discount during the promotion.
2. Promotional media sales carried out online or flash sales are transactions that occur within a very short period of time.
3. The length of time the flash sale promotion lasts, in other words how long it takes to carry out a certain activity using promotional media.
4. This refers to the quantity of goods offered by the vendor or flash sale organizer during the campaign.
5. Attractive flash sale marketing, especially a way to offset the amount of time and effort put into assessing the amount of interest in a flash sale to attract buyers when it occurs.

Cashback

Cashback is the right money for consumers to use when buying something, according to Walga and Siregar (2023). An offer to buy something to receive payment in the form of cash or virtual currency is known as cashback. Wahyudi et al. (2023) stated that flash sales often involve offering products at discounted prices in limited quantities. In a rush, inventory and prices are running low. One type of promotional sale, flash sales (also called "daily deals") give clients a limited-time opportunity to save money on certain products. Shopee holds these flash sales, according to reviewed economics. Buying and selling online works the same as before. Specifically, buyers create purchase orders, unlike before. After placing an order, the next step is to pay for the goods using a predetermined amount of money transferred to your bank account. Additionally, the buyer is entitled to a refund.

According to Kurniawan (2021), cashback will usually use the following third indicator:

1. The nominal amount of cashback refunds will be distributed by previously agreed terms and conditions, as determined by the company.
2. Compliance with the Agreement, which is clear Given the current circumstances, a company will often provide A with an agreement that will result in a more favorable second separation.
3. Including the time and energy required to carry out the refund procedure from the company to the customer, time accuracy is very important in terms of refunds and cashback. When it comes to promotions, customer satisfaction is the most important thing, so it is not surprising that time and speed are increasingly important factors.

Free shipping

This is a free rate promotion for shipping. Share this promotional email with potential customers as an online company manager. Along with payment, consumers usually note the agreed weight, size, quantity, and transportation price of the product based on the distance between transit expeditions when making online purchases. Sellers can use the Shopee Free Shipping Program to provide free shipping coupons to customers. To attract more Lot customers, Ningsih & Putri (2024) detail how Lot's internet vendors provide coupons for free shipping. Customers can save a lot of money with this voucher due to its expertise in cost reduction. Participating stores will have an orange "Free Shipping" icon on their search page. find them using the search results page.

When you pay, shipping costs will be deducted automatically. Send checks to stores that have signed up for the free-charge program. Customers can use the money for other purchases instead of paying shipping fees.

Indikator Free Shipping atau pengiriman gratis adalah sebagai berikut :

1. Messages can captivate audiences, regardless of the format or medium in which they are delivered, if they are designed to appeal to power and interest. Pay close attention to this if you are trying to reach a specific consumer demographic.

2. People are interested in buying products provided by marketers. At this point, the customer is enthusiastic about the product and wants to buy it.
3. The key to making potential buyers want something is to appeal to their desires. I want to know the reasons behind people buying products and what drives them.
4. This happens because there is a great desire from consumers to buy the goods supplied.

Purchase Decision

According to Putri and Nilowardono (2021), consumers are influenced by various factors when making purchasing decisions. These factors include economic, financial, technological, political, cultural, product, price, location, promotion, evidence, people, and process. As a result, consumers develop an attitude toward themselves in processing all information and drawing conclusions regarding the product to be purchased. According to Tirtayasa et al. (2021), after a buyer has the intention or wants to obtain a product, the next step is to determine the choice to purchase. Choosing between two or more potential actions is the goal of the decision-making process underlying every purchase. Earlier this year, in 2013,

Quality products consist of indicators:

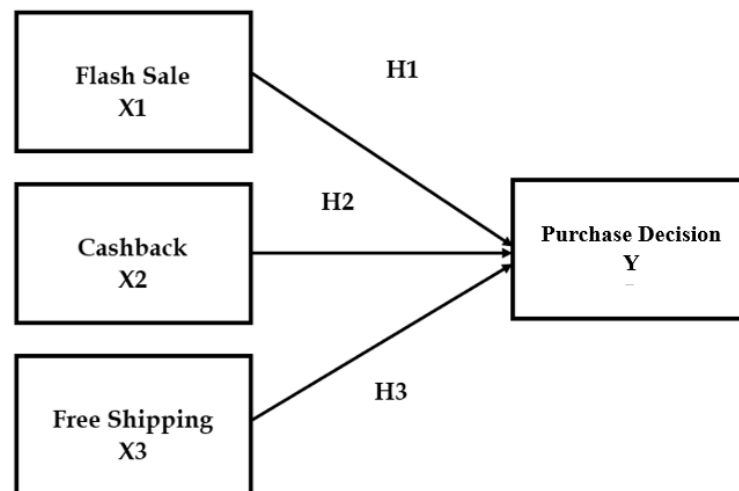
1. The performance of a product or service is the excellence it provides concerning its main qualities and the operations surrounding it. Product considerations include things such as potential properties or functions that influence the ultimate performance of a stand-alone product.
2. The longer it takes to switch to another product, the greater the impact of power hold on the overall value of the product. The more power a product has, the more frequently it is used, and the greater its impact on customers.
3. For products with very broad specifications, the message "Not disabled" indicates that the product does not meet the given standards.
4. A product's features are developed elements that attract and engage customers. When competitors don't have a better concept in terms of features, this can often improve product quality.
5. Reliability, in this context, means the extent to which a person is confident that a product will function as expected or meet certain expectations. If even the slightest damage occurs, a product can still be considered reliable.
6. When potential buyers do not interact with a product directly, they may form ideas about its quality based on what they think it looks or feels like.

METODOLOGY

The research carried out is quantitative and is categorized as research. To test a theory, researchers use quantitative methods, which include collecting data using instruments and analyzing them statistically. This method is used for research on populations or samples that adhere to certain positivist principles (Sugiyono, 2019). This type of research uses a non-probability sampling method known as purposive sampling. Researchers use certain application criteria based on objective studies in purposive sampling, namely a strategy for determining samples with certain considerations. The research sample conditions included residents of Cirebon City, aged 18–30 years, and purchased skin care products from Garnier using the Shopee application.

By using questionnaires, researchers obtain information from respondents regularly. Meanwhile, the Likert scale is used as a measurement tool. Measures These are psychometric characteristics and are most commonly used in surveys. In terms of survey research, for example, descriptive research surveys (Dwiastuti, 2017). Specifically, this study used a five-point scale with the following options: strongly disagree, neutral, agree, disagree, and strongly disagree. Use the hair formula to determine the sample size; a minimum sample size of 5–10 times the indicator variable is required. N, which stands for sample size, and Q, which stands for Question, is equal to 10 times Q. Study topic on total indicators. With a total of 18, 180 samples were used. Using smartPLS 3 software, we tested our theoretical model.

Figure 1 Research Framework



RESULT

Data Analysis Results

1. Convergent Validity Test

Table 1. Outer Loading

| | Flash Sale | Cashback | Free Shipping | Purchase Decision |
|-------------|-------------------|-----------------|----------------------|--------------------------|
| FS1 | 0,540 | | | |
| FS2 | 0,928 | | | |
| FS3 | 0,814 | | | |
| FS4 | 0,932 | | | |
| FS5 | 0,719 | | | |
| CB1 | | 0,866 | | |
| CB2 | | 0,855 | | |
| CB3 | | 0,884 | | |
| FSI1 | | | 0,749 | |
| FSI2 | | | 0,840 | |
| FSI3 | | | 0,833 | |
| FSI4 | | | 0,801 | |
| KP1 | | | | 0,503 |
| KP2 | | | | 0,878 |
| KP3 | | | | 0,685 |
| KP4 | | | | 0,728 |
| KP5 | | | | 0,733 |
| KP6 | | | | 0,887 |

Based on the data in the results table, it can be concluded from the outer loading value that all construct indicators reflect the questionnaire variables with their values greater than 0.50. Of the indicators that reflect, convergent validity recommended factor loading values greater than 0.70 are known to be possible (Ghozali, 2014; Gotz et al., 2010). Relationships between indicators and variables with loadings greater than 0.70 can be included in the analysis for longer periods,

as shown by this. Loading values below 0.5 need to be excluded from factors in research and development, while a loading scale in the range of 0.50 is still acceptable (Chin, 1988).

Table 2 Average Variance Extracted (AVE)

| | Average Variance Extracted (AVE) |
|--------------------------|----------------------------------|
| Flash Sale | 0.640 |
| Cashback | 0.754 |
| Free Shipping | 0.651 |
| Purchase Decision | 0.558 |

The variance capture efficiency (AVE) of an indicator is a measure of this efficiency. Reflective construction uses AVE values above 0.5 as acceptable. A variable can be considered valid if its conditional AVE value is greater than 0.50; if less than 0.40, it should be removed from the model. It is clear from the Average Variance Extracted (AVE) findings that all reflective constructs were used in the research. Therefore, the value is more than 0.5. Specifically, the values of the following variables are in the range of 0.640 to 0.558: flash sale, cashback, free delivery, and purchase decision.

2. Reliability test

The construction is described as reliable. If the Cronbach's Alpha value is greater than 0.7. The Composite Reliability (Rho c) value is considered reliable when combined with Cronbach's Alpha value. Assuming the number is greater than 0.7 (Sarstedt et al., 2017),

Table 3. Reliability Test

| | Cronbach's Alpha | Composite Realibility |
|--------------------------|------------------|-----------------------|
| Flash Sale | 0.849 | 0.896 |
| Cashback | 0.843 | 0.902 |
| Free Shipping | 0.823 | 0.882 |
| Purchase Decision | 0.833 | 0.880 |

You may find the following important information based on the data in the table: First, Cronbach's alpha values for all variables are more than 0.70, which indicates an excellent level of internal consistency in the measurements. In addition, the combined reliability value of all variables was greater than 0.70, indicating a sufficient degree of interdependence in the constructs. Third, we can know that all variables meet the criteria by calculating reliability constructs such as Cronbach's Alpha and Composite Reliability.

3. Hypothesis Testing Results

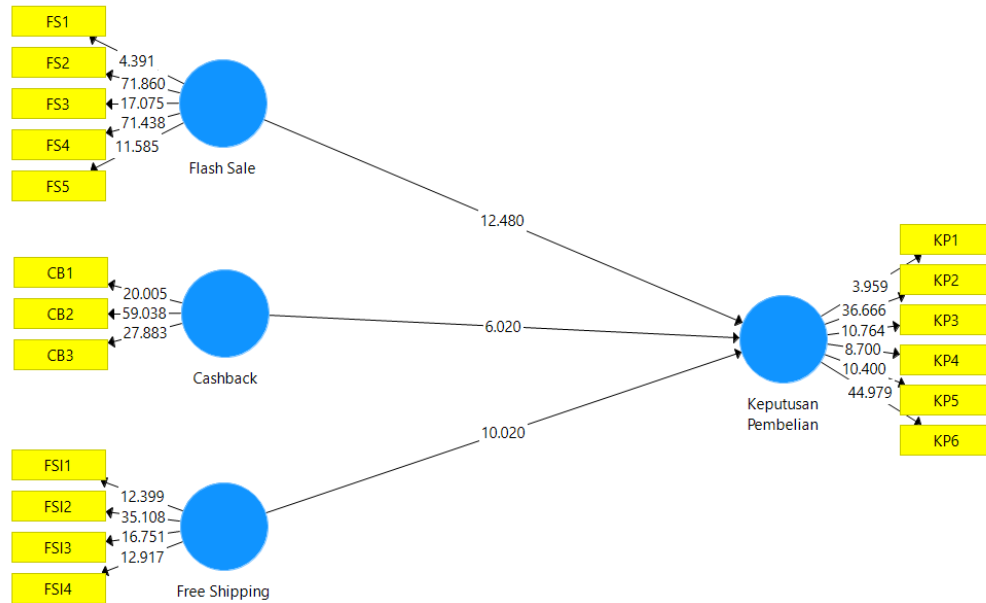


Figure 2. Path Diagram Research Model

The image above depicts the method for calculating t-statistical values, which is used to test the significance between variables in this research.

4. Significance Test

5. Table 4. Direct Effect Test Results

| Hypothesis | Relationship | T Statistics | P Values | Information |
|------------|------------------------------------|--------------|----------|-------------|
| H1 | Flash Sale -> Purchase Decision | 12.480 | 0,000 | Significant |
| H2 | Cashback -> Purchase Decision | 6.020 | 0,000 | Significant |
| H3 | Free Shipping -> Purchase Decision | 10.020 | 0,000 | Significant |

Validate the hypothesis by examining t-statistics and p-value. The purpose of testing t-statistical values is to determine the effect of a variable on other variables in a concept (building). According to Juliandi (2018), a hypothesis is said to be significant if the probability/significance sign (P Value) is less than 0.05, and the criterion t-statistic value must be more than 1.96. There is a strong and significant influence attached to each connection variable, as shown in the table.

DISCUSSION

a. The Influence of Flash Sales on Garnier Product Purchasing Decisions at the Shopee

Hypothesis One indicates that the hypothesis has a large influence based on the results of this investigation. When purchasing Garnier items in the Shoppe, flash sales have a profitable and large impact. The p-value is more than 0.000, slightly less than 0.05, and the T-table value influences purchasing choices with flash sales totaling more than 12,480, amounting to 1.96. According to research conducted by (Fardani & Siregar, 2024; Rahmawati et al., 2023), there is a strong and substantial relationship between the flash sale promo variable and purchasing decisions.

This means that if there is a surge in flash sale offers, it is likely that Shopee users will buy Garnier products. However, if there is a decrease in flash sale offers, consumers will be less likely to buy Garnier goods on Shopee. In the decision-making process, consumers often use the knowledge they have to evaluate a product, so the presence of a flash sale on the BeautyGarnier application - an application where products are only available digitally - will have an impact on their purchasing behavior (Zhu et al., 2023). If you consider this, it will strengthen or reduce someone's purchasing decision (Aribowo et al., 2020).

b. The Influence of Cashback on Garnier Product Purchasing Decisions at the Shopee

The results of this study support the second hypothesis which states that the first hypothesis has quite a large influence. When customers use cashback, they are more likely to purchase Garnier items in the Shoppe. With a p-value of more than 0.000 and a significance level lower than 0.05, this finding relates to the T-table value of the influence of Cashback on purchasing choices of 6.020, which is more significant than 1.96. The findings above are consistent with research that found a high and substantial relationship between the v Cashback variable and purchasing decisions (Nurchayono & Riyanto, 2021; Syauqi et al., 2022). Consumers' decisions to buy Garnier products in stores are influenced by cashback and price discounts by the amount they want to buy, this is shown by the significant influence of the cashback variable on purchasing decisions. Promo codes that double as cash back are a great way to attract new clients, increase sales, and reward existing clients (Putri et al., 2022). Amid the process of selling a brand, stocking shelves, advertising, and finally offering it to consumers, cashback may come in handy. In their study, Taleizadeh et al. (2023) found that cashback incentives encourage customers to make purchases and increase their loyalty levels, which ultimately increases business profits.

c. The Influence of Free Shipping on Garnier Product Purchasing Decisions at the Shopee

The results of this study support hypothesis three which shows that hypothesis three has a significant effect. Customers' decisions to purchase Garnier goods at Shopee are positively and significantly influenced by the availability of free shipping. Based on the T-table value of 1.96 and the p-value of more than 0.000, which is slightly less than 0.05, it can be concluded that free shipping influences purchasing decisions of more than 10,020. The results presented above are consistent with research that shows a high and substantial relationship between the variable "Free Shipping" and purchasing choices (Auli et al., 2021; Crossen et al., 2022; Febriah & Febriantoro, 2023).

Therefore, the more free shipping options (Free Shipping) a customer has for Garnier items in the Shopee, the more likely they are to make a purchase. Conversely, decision-making customers will also decline or disappear if shipping is no longer free. Free shipping is the most successful marketing tactic in commerce, according to a study by Fokina & Mottaeva (2023). Nevertheless, reduce transportation costs as much as possible; there is no way to make shipping completely free. As a result, offering free shipping is not officially a marketing tactic.

CONCLUSION

The following are the research conclusions based on the research results: We start by accepting Hypothesis H1. This shows directly that Shopee customers' choice to buy Garnier items is influenced by the Flash Sale variable. Second, we accept Hypothesis H2, which means there is a direct influence of returns on Shopee customers' decisions to buy Garnier goods... Fourth, we adopt hypothesis H3. Free Shipping (Free Shipping) is an effective decision-maker in purchasing Garnier items from Shopee.

Find Out Due to inherent limitations, such as the fact that the poll was conducted online, this research may not correspond to real-world circumstances. Researcher's suggestions Then, researchers must include other factors that are relevant and have not been researched before. So that researchers can provide more up-to-date information. Researchers might also develop models for the decision-making process.

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