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Analysis of Factors Influencing Purchasing Decisions on Shopee E-Commerce

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ABSTRACT

The aim of this research is to ascertain and evaluate the relative and concurrent impact of pricing, discount, and cashback on people's decisions to buy on e-commerce sites like Shopee. This study used a quantitative methodology, with 100 samples of Shopee e-commerce consumers from the community of Jl.Kp.Beting Jaya Rt.08/18 as the population. The dissemination of the Google Form questionnaire and a literature review are used in the data collection procedure. The author employs the Nonprobability Sampling Method, specifically the Convenience and Snowball sampling techniques, for sampling. The validity test, reliability test, hypothesis test, determination coefficient test, multiple linear regression analysis, F test, and test are the analyses that were employed in this investigation. Based on the T and F tests, the study's findings indicate that price, discount, and cashback together significantly impact e-commerce Shopee consumers' purchase decisions; the computed f value (43.210)> f table (3.091) and sig (0.001) <0.05 support this conclusion. H0 was rejected and Ha was allowed based on the computed T value of (5.720) H1 (3.844) H2 (3.629) H3 > t table (1.985) and sig 0.001 < 0.05

INTRODUCTION

The development of Information Technology and the internet has significantly changed consumer shopping patterns in recent years. E-commerce as a form of digital revolution, offers convenience and practicality in shopping, which previously could not be enjoyed in conventional trading models. In Indonesia, Shopee as one of the leading e-commerce platforms, has experienced rapid growth and become the main choice for many consumers.

One of the marketing strategies commonly applied by e-commerce platforms to attract consumers is providing discount prices and cashback. Discounts are price cuts given to consumers for a product or service, while cashback is a partial refund of the total transaction. Both of these strategies are designed to influence consumer purchasing decisions in different ways.

Discounts are often considered as direct incentives that can significantly reduce purchasing costs, while cashback provides a refund that can be used for subsequent transactions, which provides long-term benefits. The influence of these two strategies on consumer purchasing decisions on Shopee is an interesting topic to study. Consumers who are price sensitive may be greatly influenced by large discounts, while consumers who are more concerned with long-term value may be more likely to take advantage of cashback.

However, Although many studies have discussed the influence of discounts and cashback on consumer behavior, specific research on how these two strategies influence purchasing decisions on e-commerce platforms such as Shopee is still relatively limited. Therefore, it is important to explore and understand how discounts and cashback on Shopee can influence consumer purchasing decisions. This study aims to provide deeper insight into the effectiveness and role of these two strategies in influencing consumer behavior, as well as to provide recommendations for Shopee and other e-commerce platforms in designing more effective marketing strategies.

METHODS

Research of this kind is quantitative in nature. Testing the research hypothesis pertaining to the topic under investigation is the aim of this investigation. The test results can be utilized to inform study conclusions, confirming or disproving theories derived from theoretical investigations. In order to enable generalization of study findings to the population from which the samples were drawn, quantitative research is carried out using random sample selection. Because the research data in this method is numerical and is analyzed using statistics, it is referred to as quantitative (Sugiyono, 2015).

Research conclusions can be derived from the study's findings. In quantitative research, randomly selected samples are used to draw conclusions about the population that the sample is representative of.

Population and Sample

The population in this study was the community of Jl.Kp. Beting Jaya, Koja, North Jakarta. The population in this study was 276 people of Kp. Beting Jaya RT.08/18. Among them:

Table 1. Population of Beting Jaya Village Community Based on Age

Age Group	Man	Woman	Amount
15 - 19 Years	21	18	39
20 - 24 Years	24	20	44
25 - 29 Years	12	22	34
30 - 34 Years	22	13	35
35 - 39 Years	19	23	42
40 - 44 Years	28	26	54
45 – 49 Years	15	13	28
Total	**141**	**135**	**276**

In the sampling technique, the researcher used one of the Nonprobability sampling methods, namely the Snowball sampling technique and the Convenience sampling technique. According to Nasrudin (2019), the Snowball sampling technique is a sample drawn starting from the first sample, then the second sample is determined according to information from the first sample and so on until the number of samples increases like a snowball effect. According to Siregar (2017), the Convenience sampling technique is a sampling technique based on the convenience of researchers, namely samples that are known and they are asked to help researchers and are considered suitable by the researcher who is willing to be a source of data and according to the criteria in the study. The criteria for sampling this study are determined as follows:

1. Community of Jl.Kp.Beting Jaya RT.08/18, Koja North Jakarta.
2. Have Shopee E-Commerce
3. Have or Often shop using Shopee e-commerce more than 1 time.

In this study, researchers used the Slovin formula to determine the sample. The Slovin calculation formula is as follows:

$$n = N/(1+N(e)2)$$

Description:
n: Number of samples
N: Number of population
e: Margin of error / Error rate 0.01(10%)2

Since there were 276 participants in the study, a 10% margin of error was employed, and conformity could be achieved by rounding the calculation findings. Consequently, use the following computation to determine the research sample:

n = 276/(1+276(10%)2)
n = 276/(1+276(0,1)2)
n = 276/(1+276(0,01))
n = N276/2,77
n = 99,64

Based on the calculation above, the sample respondents in this study were 99.64 and then rounded up to 100 respondents from the total community of Jl.Kp. Beting Jaya RT.08/18 Koja, North Jakarta.

RESULTS AND DISCUSSION

Validity Test

The significance test can be performed by comparing the degree of freedom (df) = n – 2 (n = number of samples) table r value with the calculated r value (corrected item-total correlation value on the Cronbach alpha output). If r table < r count then valid, and so on (Wiratmaja Sujarweni, 2015; 158). The following traits of validity assessment are present:

a. R table > R count, and sig <0.05. Consequently, it is decided that the statement is true.
b. R count > 0.05 and sig > r table. It is decided that the assertion is false as a result.

Table 2. Price Variable Validity Test Results (X1)

Indicator	R count	R table	Description
X1.1	0,659	0,197	Valid
X1.2	0,800	0,197	Valid
X1.3	0,786	0,197	Valid
X1.4	0,621	0,197	Valid

Source: Questionnaire Results Processed with SPSS 2024

Table 3.Discount Variable Validity Test Results (X2)

Indicator	R count	R table	Description
X2.1	0,693	0,197	Valid
X2.2	0,785	0,197	Valid
X2.3	0,772	0,197	Valid
X2.4	0,535	0,197	Valid

Source: Questionnaire Results Processed with SPSS 2024

Table 4. Cashback Variable Validity Test Results (X3)

Indikator	R hitung	R tabel	Keterangan
X3.1	0,752	0,197	Valid
X3.2	0,773	0,197	Valid
X3.3	0,660	0,197	Valid

Source: Questionnaire Results Processed with SPSS 2024

Tabel 5. Results of Validity Test of Purchase Decision Variable (Y)

Indikator	R hitung	R tabel	Keterangan
Y1	0,635	0,197	Valid
Y2	0,646	0,197	Valid
Y3	0,614	0,197	Valid
Y4	0,595	0,197	Valid
Y5	0,567	0,197	Valid

The Validity Test Table for the 4 Variables above shows that the calculated R > R table, which means that it is Valid and can be continued to the Reliability Test.

Reliability Test

Reliability testing can be done on a question item that has been said to be valid. This test is used to calculate a questionnaire, namely an indicator of a variable (Wiratna Sujarweni, 2015; 158).

The questionnaire is considered credible, according to Ghozali (2016), if the responses given by respondents are usually stable or unstable. If the variable construct dependency score is greater than 0.60, it is considered reliable.

Tabel 6. Research Instrument Data Reliability Test Results

Variable	Cronbach Alpha	R Table	Description
Price (X1)	0,691	> 0,60	Reliable
Discount (X2)	0,653	> 0,60	Reliable
Cashback (X3)	0,623	> 0,60	Reliable
Purchase Decision (Y)	0,738	> 0,60	Reliable

Source: SPSS 2024 Output Processing data

The Croanbach's Alpha value of each question generated, which is greater than 0.60, indicates that the results and questions for each variable are reliable, according to the data from the reliability test above. As a result, all variables in this study are deemed reliable.

Hypothesis Testing

Coefficient of Determination

How effectively the independent factors explain the dependent variable is measured by the coefficient of determination (R2). The coefficient of determination's value can range from 0 to

1. Nearly all of the information required to forecast the dependent variable is provided by the independent variables denoted by the value (R2) (Ghozali, 2016). A model consistency measure of 0.2 or 0.3 indicates a good model. The independent variables, or 0.2, account for 20% of the dependent variable's explanation, with other factors not included in the model accounting for the remaining 80%.

Table 7. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,758[a]	,575	,561	1,325

a. Predictors: (Constant), Price, Cashback, Discount

Source: SPSS 2024 Output Processing data

The percentage of diversity of purchasing decision variables (Y) that can be explained by the Price (X1), Discount (X2), and Cashback (X3) variables is 57.5%, while the remaining 42.5% is explained by variables outside of the regression model, according to the results of the determination coefficient (R2) test in the above table.

Multiple Linear Regression Test

A regression equation with two or more independent variables is referred to as a multiple linear regression analysis. A multiple linear regression model uses a single dependent variable and numerous independent variables to describe the effects of different inputs. The multiple regression model can be solved using the least squares estimation approach, also known as ordinal least squares estimation (Gani et al., 2018).

In this study, the regression equation is:

$$Y = \alpha + \beta_1 X1 + \beta_2 X2 + \beta_3 X3$$

Description:

Y = Purchase Decision

α= Constant

X1 = Price

X2 = Discount

X3 = Cashback

Price variable's regression coefficient, or β_1

β_2 represents the Discount variable's regression coefficient.

β_3 is the Cashback variable's regression coefficient.

Table 8. Multiple Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,255	1,112		6,525	<,001
	HARGA	,340	,059	,419	5,720	<,001
	DISKON	,266	,069	,311	3,844	<,001
	CASHBACK	,314	,087	,271	3,629	<,001

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS 2024 Output Processing Data

$$Y = 7{,}255 + 0{,}340X_1 + 0{,}266X_2 + 0{,}314X_3$$

a. The constant of 7.255 indicates that the value of Y stays at 7.255 if the values of X1, X2, and X3 are all zero.
b. b = 0.340, which is dependent upon X1. This suggests that a one-point increase in variable X1's value will also produce a 0.340
c. Increase in variable Y.Its positive regression coefficient, b = 0.266, is based on variable X2. This implies that a one-point rise in the value of variable X2 will likewise result in a 0.266-d increase in variable Y.It has a based on variable X3.

F Test (Simultaneous)

These are the standards used for making decisions:

a. There is a simultaneous influence of variable X on variable Y if sig <0.05 or f count > f table.
b. If sig > 0.05 or f count < f table, there is no simultaneous influence of variable X on variable Y.

H4: Purchase decisions are positively and significantly influenced by price, discount, and cashback (Y)

Table 9. F Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	227,512	3	75,837	43,210	<,001[b]

	Residual	168,488	96	1,755		
	Total	396,000	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Price, Cashback, Discount

The determined f value (43.210) > f table (3.091) and sig (0.001) < 0.05 were achieved based on the preceding table analysis results. Thus, it may be said that factors X1, X2, and X3 all have a simultaneous positive and significant influence on Y, supporting the acceptance of H4 and the rejection of H0.

T-Test (Partial)

The following are the requirements for partial testing at a significance level (alpha) of 0.05:

a. In the event that tcount > ftable and sig value ≤0.05, where Ha is approved and H0 is refused. This clarifies why the associated variables have a substantial association with one another.
b. In the event where tcount < ftable and sig value ≤0.05, where Ha is rejected and H0 is approved. This clarifies why the variables don't significantly relate to one another.

Hypothesis:

H1: Price (X1) The price variable significantly and favorably influences consumers' decisions to buy (Y)

H2: Purchase decisions are significantly influenced by discount (X2). (Y)

H3: Purchase decisions are significantly influenced by cashback (X3) (Y)

Table 10. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,255	1,112		6,525	<,001
	Price	,340	,059	,419	5,720	<,001
	Discount	,266	,069	,311	3,844	<,001
	Cashback	,314	,087	,271	3,629	<,001

a. Dependent Variable: Purchase Decision (Y)

a. H0 is rejected and H1 Price is approved based on the analysis results from the above table, where the estimated t value (5.720)> t table (1.985) and sig 0.001 <0.05. This explains why the connected variables have a substantial association.
b. H0 is rejected and H2 Discount is allowed based on the analysis results from the above table, where the computed t value (3.844)> t table (1.985) and sig 0.001 <0.05. This explains why the connected variables have a substantial association.
c. H0 is rejected but H3 Cashback is allowed based on the analysis results from the above table, where the computed t value (3.629)> t table (1.985) and sig 0.001 <0.05. This explains why the connected variables have a substantial association.

Shopee's Discount Price and Cashback Analysis reveals that each of the three factors has a unique ability to influence consumers' decisions to buy. The value of price and cashback is higher than that of discounts. It suggests that when making decisions about what to buy, the Jl.Kp. Betting Jaya Community is more likely to be swayed by price and cashback. Shopee can create more successful promos and enhance the shopping experience for its

customers by knowing the impact of each of these tactics.

FURTHER RESEARCH

For further research, it is recommended to add or replace existing variables, such as free shipping promo variables or other variables to show other influences that can affect purchasing decisions and it is hoped that further research can use different locations and e-commerce to find out whether related variables also affect purchasing decisions. But if further researchers conduct research with the same variables, then further research must be more specific and detailed in describing them. In order to be different from previous research and provide innovation and novelty.

The following conclusions are derived from the examination and discussion of the shopee users' purchases made in the neighborhood of Kp. Beting Jaya Rt. 08/18:

CONCLUSION

1. The study's findings demonstrate that price has a major direct impact on purchasing decisions based on the Simultaneous test and Partial test results. 2. The study's findings demonstrate that the discount variable significantly and directly influences consumers' decisions to buy based on the results of the Simultaneous test and Partial test.
3. The study's findings demonstrate that the cashback variable significantly and directly influences consumers' decisions to buy based on the outcomes of the Simultaneous test and Partial test.
4. The study's findings demonstrate that the variables related to pricing, discount, and cashback have a substantial direct impact on

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