

THE INFLUENCE OF *CASHBACK*, *FLASH SALE* AND *PAYLATER* ON IMPULSIVE PURCHASES OF SHOPEE USERS IN LHOKSEUMAWA CITY

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Abstract

The purpose of this study was to determine Cashback, Flash Sale and Paylater on impulse purchases of Shopee users in Lhokseumawe City. Data for this study were collected through a survey method using a questionnaire as a data collection instrument. The population in this study were 97 shopee users in Lhokseumawe City. Hypotheses, coefficients are determined using the SPSS version 29.0 program. The results of this study indicate that simultaneously Cashback, Flash Sale and Paylater have a significant positive effect on impulse purchases of Shopee users in Lhokseumawe City. Partially, each variable, namely Cashback, Flash Sale and Paylater, has a positive and significant effect on impulse purchases of shopee users in Lhokseumawe City. The Adjusted R Square value of 0.204 obtained by the variable can be explained by the independent variable, namely Cashback, Flash Sale, and Paylater by 20.4% while the remaining 79.6% can be explained by other variables not analyzed by this study.

Keywords : *Cashback, Flash Sale, Paylater, impulsive buying*

1. Introduction

Marketing is a drafting process communication purposeful integrated give information goods or service in satisfying need as well as desire man . One of good and short definition from marketing is fulfil need with profitable way . Definition other from marketing is something function organization and a set of processes for create , communicate , and deliver mark to customers and for manage connection customer with profitable way organizations and stakeholders its interests *Shopee* crowned become e-commerce successful hook visitors the largest in Indonesia throughout 2023. *e - commerce* based in Singapore seen during January – December around 2.3 billion visit , far away surpass its competitors . Seen competitor other namely Tokopedia following with 1.2 billion donations web visitors in 2023. Success *Shopee* No regardless of the marketing strategy carried out For increase sales , such as the *Flash Sale* program , giving away *vouchers*, *Cashback*, procurement discounts , offers *Paylater* etc .

Promotional program created by the *Shopee* platform Lots interesting interest consumer For do purchase impulsive . Initially consumers who don't want to buy product in session *Flash Sale* However consumer will more interested buy it when information product get *Cashback* , because consumer feel get profit half price than they are pay . *Paylater* is also one of them factor in behavior purchase impulsive Because consumer get product or service without must pay in a way directly / especially formerly. There are phenomena that occur in the community in Lhokseumawe City influenced by aspects emotional , advertising that can be give attachment emotional to consumer can give rise to sensation like moment consumer do purchase , convenience moment do purchase , deliver pleasure moment shopping and existence limitations time makes consumer do purchase in a way spontaneous , p this is also proven increase purchases that are not planned .

2. LITERATURE REVIEW

2.1 Purchase Impulsive

Purchase impulsive defined as behavior purchases that are not planned with characteristic taking decision relatively fast and passionate For can own . Purchase like This depicted more exciting ,

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no deliberate, and difficult For avoided compared to with behavior purchase planned. Buyer impulsive usually No think in his mind, in fact emotional interested in something object, and have desire For quick get satisfaction After do purchase impulsive, they are Possible feel satisfied or regret.

2.2 Cashback

Cashback is part from promotion sales being one of them tool in do promotion. One of tool in promotion sale is company give offer to consumer For do cash withdrawal on transactions carried out.

2.4 Flash Sale

Flash Sale is one of form from promotion sales in the form of programs or activity sell goods with amount limited with price Far more cheap than price original and done in very short time so that capable increase interest buy from consumers. Marketing strategy This used For create perception if items offered during the Flash Sale program taking place No purchased with quickly by consumers, then consumer will lost chance For buy goods with price cheap and opportunity That will taken by other consumers fast get goods the.

2.5 Paylater

Paylater is services that provide facility finance For do payment in a way installments without need card credit. One of things that contribute to convenience use Paylater is desire consumer For shop on line with choice pay Later. Convenience in finish transaction during use Paylater started from the requirements. Different with submit card credit through the bank, register service this is really great easy

3. RESEARCH METHODS

Study This was done in Lhokseumawe City, Object research used in study This is perception all over public Lhokseumawe related impulse buying, Population in study This that is all over active community in Lhokseumawe City use Shopee as a shopping platform online and doing purchase at least 3 times in 6 months the last one is the amount No is known in a way Certain. The data collection technique uses primary data spread questionnaire, data analyzed use regression multiple linear, tests performed that is test i validity, reliability test and practical test partial (t test).

4. Results and Discussion

4.1 Validity test

Test validity done with Compare r count with r table For degrees of freedom. As for test results validity as following

Cashback Variable Validity Test (X1)

No.	Question	r _{table}	r _{count}	Information
1	X1.1	0.1996	0.363	Valid
2	X1.2	0.1996	0.465	Valid
3	X1.3	0.1996	0.380	Valid
4	X1.4	0.1996	0.812	Valid
5	X1.5	0.1996	0.287	Valid
6	X1.6	0.1996	0.295	Valid
7	X1.7	0.1996	0.323	Valid

Based on Table 4.11 above, value r_{count} of 7 statement items on variables Cashback own more value big from r_{table} (0.1996). Based on criteria testing in the validity test that has been done explained before, if mark r_{count} > r_{table} so item statement declared valid. So that obtained conclusion that 7 statement items on the questionnaire variable Cashback is declared valid.

Flash Sale Variable Validity Test (X2)

No.	Question	r_{table}	r_{count}	Information
1	X2.1	0.1996	0.288	Valid
2	X2.2	0.1996	0.574	Valid
3	X2.3	0.1996	0.495	Valid
4	X2.4	0.1996	0.436	Valid
5	X2.5	0.1996	0.395	Valid
6	X2.6	0.1996	0.426	Valid
7	X2.7	0.1996	0.363	Valid

Mark r_{count} of 7 statement items on variables *Cashback* own more value big from r_{table} (0.1996). Based on criteria testing in the validity test that has been done explained before, if mark $r_{count} > r_{table}$ so item statement declared valid. So that obtained conclusion that 7 statement items on the questionnaire variable *Flash Sale* declared valid.

Paylater Variable Validity Test (X3)

No.	Question	r_{table}	r_{count}	Information
1	X3.1	0.1996	0.569	Valid
2	X3.2	0.1996	0.712	Valid
3	X3.3	0.1996	0.671	Valid
4	X3.4	0.1996	0.573	Valid
5	X3.5	0.1996	0.576	Valid
6	X3.6	0.1996	0.590	Valid
7	X3.7	0.1996	0.576	Valid

Mark r_{count} of 7 statement items on variables *Cashback* own more value big from r_{table} (0.1996). Based on criteria testing in the validity test that has been done explained before, if mark $r_{count} > r_{table}$ so item statement declared valid. So that obtained conclusion that 7 statement items on the questionnaire variable *Paylater* declared valid.

Validity test Variable Purchase impulsive (Y)

No.	Question	r_{table}	r_{count}	Information
1	Y.1	0.1996	0.045	Invalid
2	Y.2	0.1996	0.336	Valid
3	Y.3	0.1996	0.307	Valid
4	Y.4	0.1996	0.504	Valid
5	Y.5	0.1996	0.629	Valid
6	Y.6	0.1996	0.704	Valid
7	Y.7	0.1996	0.610	Valid

Mark r_{count} of 6 statement items on variables *Cashback* own more value big from r_{table} (0.1996). Based on criteria testing in the validity test that has been done explained before, if mark $r_{count} > r_{table}$ so item statement declared valid. So that obtained conclusion that 6 statement items on the questionnaire variable Purchase Impulsive declared valid.

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4.2 Reliability Test

Reliability is index showing to what extent tool gauge can trusted or reliable . Something questionnaire can said reliable If give mark *cronbach alpha* > 0.60

No.	Variable	<i>Cronbach Alpha</i>	N	<i>Cut Off</i>	Information
1	<i>Cashback</i> (X ₁)	0.637	7	0.60	Reliable
2	<i>Flash Sale</i> (X ₂)	0.630	7	0.60	Reliable
3	<i>Paylater</i> (X ₃)	0.748	7	0.60	Reliable
4	Impulse Buying (Y)	0.704	6	0.60	Reliable

Something variable will said reliable If results in coefficient a more big from level significant 0.6 or 60%, then questionnaire the stated reliable and if results in coefficient a more small of 0.6 or 60%, then questionnaire the stated No reliable . In Table 4.15 you can seen mark *Cronbach alpha* of 7 statement items variable *Cashback* (X1) is 0.637, value *Cronbach alpha* of 7 statement items variable *Flash Sale* (X2) of 0.630, value *Cronbach alpha* of 7 statement items variable *Paylater* (X3) is 0.748, and value *Cronbach alpha* of 6 statement items variable Purchase Impulsiveness (Y) is 0.704. So you can concluded that all over variable in study This own mark *Cronbach Alpha* > 0.60, so obtained conclusion that all over item statement in each variable is reliable .

4.3 Data analysis

Analysis multiple linear regression used For know influence variable independent (*Cashback, Flash Sale* and *Paylater*) against variable dependent (purchase impulsive).

Analysis Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,587	4,016		2,387	,019
	Total_X1	,038	,074	,055	,517	,607
	Total_X2	,440	,142	,331	3,093	,003
	Total_X3	,192	,077	,233	2,498	,014

Based on Table 4.18, it can be seen that mark constant (a) is 9.587 and value coefficient regression For variable *Cashback* (X1) 0.038 value coefficient regression For variable *Flash Sale* (X2) is 0.440 and coefficient value For mark *Paylater* (X3) is 0.192

4.4 Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,452 ^a	,204	,178	2,689

Can seen mark coefficient correlation (R) of 0.452. Coefficient level correlation number the is at in very sufficient category , so can concluded there is connection between variable *Cashback* (X1), *Flash Sale* (X2), *Paylater* (X3), against purchase impulsive user *shopee* in Lhokseumawe City .

4.5 Hypothesis testing

Partial Test (t Test) is used For know influence variable independent in a way Partial to variable dependent , simultaneous test (F test) aims For know influence variable independent in a way simultaneous . Criteria testing This that is with compare level significance F value .

Partial Test (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig .
	B	Std . Error	Beta		
1 (Constant)	0.372	0.896		0.416	0.679
Cashback	0.160	0.069	0.232	2,324	0.022
Flash Sale	0.513	0.126	0.385	4,068	0.001
Paylater	0.226	0.081	0.275	2,787	0.006

1. *Cashback* (X_1) has mark t_{count} as big as $2.324 > t_{table}$ (1.985) with level significance equal to $0.022 < 0.05$. This matter show that *Cashback* (X_1) has influence positive and significant to purchase impulsive (Y) on user *shopee* in Lhokseumawe City . Based on results the so can concluded that hypothesis 1 is accepted .
2. *Flash Sale* (X_2) has mark t_{count} as big as $4.068 > t_{table}$ (1.985) with level significance equal to $0.001 < 0.05$. This matter show that *Flash Sale* (X_2) has influence positive and significant to purchase impulsive (Y) users *Shopee* in Lhokseumawe City . Based on results the so can concluded that hypothesis 2 is accepted .
3. *Paylater* (X_3) has mark t_{count} as big as $2,787 > t_{table}$ (1.985) with level significance equal to $0.006 < 0.05$. This matter show that *Paylater* (X_3) has influence positive and significant to purchase impulsive (Y) users *Shopee* in Lhokseumawe City . Based on results the so can concluded that hypothesis 3 is accepted .

Simultaneous Test (f Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172,448	3	57,483	7,950	<.001 ^b
	Residual	672,459	93	7,231		
	Total	844,907	96			

Based on Table 4.22 it can be is known that mark F_{count} as big as $7,950 > F_{table}$ (2,312) with level significant equal to $0.01 < 0.05$. Means in a way simultaneous variable *Cashback* (X_1), *Cash sale* (X_2), *Paylater* (X_3) has an effect positive and significant to purchase impulsivity (Y) in users *shopee* in Lhokseumawe City . Based on results the so can concluded that hypothesis 4 is accepted .

5. DISCUSSION

Study This aim For know influence *Cashback* (X_1), *Flash Sale* (X_2), *Paylater* (X_3) against purchase impulsive (Y) users *shopee* in Lhokseumawe City . Data obtained based on results spread questionnaire to 97 respondents who is community in Lhokseumawe City , Method used in study This is method quantitative with technique analysis multiple linear regression . Research result show that *Cashback* matters positive to purchase impulsive murmuring *shopee* in Lhokseumawe City . At stage testing hypothesis , based on results partial (t test) *Cashback* (X_1) has mark t_{count} as big as 2,324 more big from t_{table} (1.985) with level significance amounting to 0.022 more small 0.05. This matter show that *Cashback* (X_1) has influence positive and significant to purchase impulsive (Y) on user *shopee* in

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Lhokseumawe City . Submitted questionnaire to consumer respondents as people in Lhokseumawe City who use the *Shopee* platform For shop online . that *Cashback* influence they For do purchase impulsive in purchasing on *the marketplace shopee* .

Research result show that *Flash Sale* is influential positive to purchase impulsive murmuring *shopee* in Lhokseumawe City . At stage testing hypothesis , based on results partial (t test) *Flash Sale* (X_2) has mark t_{count} as big as $4.068 > t_{table}$ (1.985) with level significance equal to $0.001 < 0.05$. This matter show that *Flash Sale* (X_2) has influence positive and significant to purchase impulsive (Y) users *Shopee* in Lhokseumawe City. Research result show that *Paylater* influential positive to purchase impulsive murmuring *shopee* in Lhokseumawe City . At stage testing hypothesis , based on results partial (t test) *Paylater* (X_3) has mark t_{count} as big as $2,787 > t_{table}$ (1.985) with level significance equal to $0.006 < 0.05$. This matter show that *Paylater* (X_3) has influence positive and significant to purchase impulsive (Y) users *Shopee* in Lhokseumawe City. Research result show that *Cashback, Flash Sale* and *Paylater* influential positive to purchase impulsive murmuring *shopee* in Lhokseumawe City . At stage testing hypothesis , based on results partial (t test) *Cashback* (X_1), *Flash Sale* (X_2) and *Paylater* (X_3) have mark F_{count} as big as $7,950 > F_{table}$ (2,312) with level significant equal to $0.01 < 0.05$. Means in a way simultaneous variable *Cashback* (X_1), *Flash Sale* (X_2), *Paylater* (X_3) has an effect positive and significant to purchase impulsivity (Y) in users *shopee* in Lhokseumawe City . .

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