

THE EFFECT OF FLASH SALE AND PRICE ON IMPULSE BUYING BEHAVIOR OF MARKETPLACE USERS

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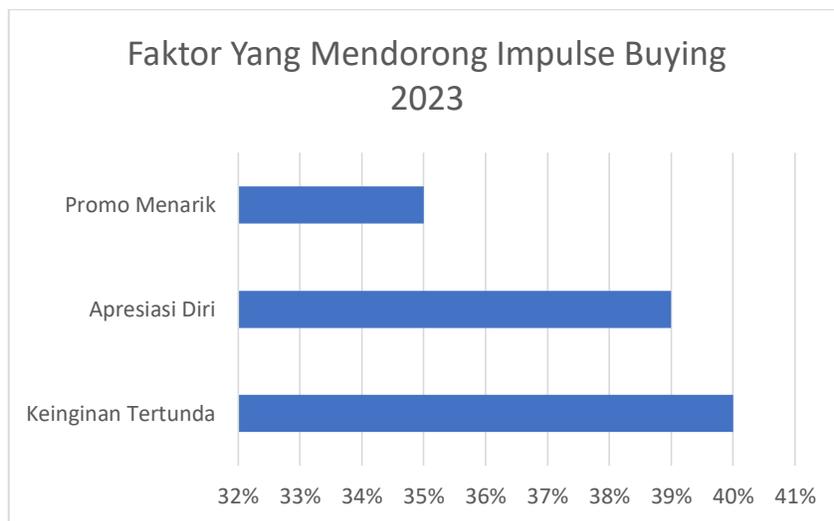
Abstract

Shopee is an e-commerce that offers online buying and selling services with various attractive features such as free shipping, cashback, flash sales at very low prices, and others. There are considerations about consumer motives and behavior when flash sales are offered which influence consumer impulsive purchasing decisions. This study aims to analyze the effect of flash sales and prices on impulse buying in Shopee marketplace users in Medan City. The research population is all Shopee Marketplace users in Medan City who have shopped at the Shopee Marketplace, the sample of this study is 100 respondents. Data collection techniques through questionnaires and data analysis using multiple linear regression analysis. The results of multiple linear regression analysis show that there is an effect of flash sales on impulse buying in marketplace users, there is no effect of price on impulse buying in marketplace users. The R-Square value of 0.818 or 81.8% shows the contribution of flash sales and prices to impulse buying in Shopee Marketplace users in Medan City and the remaining 18.2% is influenced by other variables not studied.

Keywords: *Flash Sale, Price, Impulse Buying, Marketplace.*

Introduction

Businesses that sell goods or services using electronic media with an internet connection are called e-commerce. E-commerce offers websites and shopping applications known as "shopping apps" (Wangi & Andarini, 2021b). Currently, there are many e-commerce applications that are well-known in the community, one of which is Shopee. Shopee is an e-commerce that offers online buying and selling services with various attractive features such as free shipping, cashback, flash sales at very cheap prices, and others. For business people, using the Shopee application for buying and selling transactions provides many benefits and conveniences. One of the advantages is that business people do not need to open a physical store to run their business. The level of impulsive buying in Indonesia is still high because of this. Indonesian people often make impulsive purchases. Impulsive buying is related to emotional buying behavior. This emotion is related to solving limited or spontaneous buying problems (Arda, 2021). The higher the convenience and trust offered by online sellers on social media, the greater the possibility of impulsive purchases for their users. (Andriany & Arda, 2021).



Source: Kumparan (2023)

Figure 1 Factors That Drive Impulse Buying

In 2023, a Populix survey of 1,086 respondents in Indonesia revealed significant impulsive shopping behavior. The survey showed that Indonesians tend to make spontaneous purchases of products outside their shopping list. This phenomenon is triggered by old desires that can only be fulfilled, self-rewards, and attractive promotional campaigns. Specifically, 40% of respondents made impulsive purchases because of delayed desires, 39% as a form of self-appreciation, and 35% because they were tempted by attractive promotions. These findings provide important insights for business people and marketers in understanding the dynamics of consumer behavior in Indonesia, as well as being an empirical basis for further research on impulsive buying and its implications for marketing strategies (Kumparan.com).

One of the factors that influence Impulse buying is the existence of flash sales, where in flash sales offer one or several of the best products at a discounted price for a short period of time. These sales usually last for a short period of time, ranging from a few hours to 24-36 hours.(Adrian, Fajri, et al., 2023). The prices offered in online stores are very different from those in offline stores. The prices of goods in online stores are cheaper than those in offline stores because sellers in offline stores make quite large investments for their stores such as warehouses, labeled products and sales as sales support. Meanwhile, sellers in online stores only need a smartphone with an internet connection to run their business so that products in online stores are more varied with much cheaper price offers. Price is the price as one element of the marketing mix that generates revenue, while other elements represent costs.

Based on this definition, it can be concluded that in order to fulfill their needs and desires, consumers must pay a certain amount of money to obtain a product or service.(Fauziah & Tirtayasa, 2022).(Wangi & Andarini, 2021b) in his research showed that flash sales simultaneously influence impulse buying behavior on Shopee users. Different from the research(Kusumasari, 2022)which shows that flash sales do not have a significant effect on impulse buying behavior among Shopee users.(Gerry et al., 2022)in his research showed that price partially has a positive and significant effect on impulse buying in Shopee users. This is confirmed by research conducted(Alfani, 2020)which also shows that price has a positive and significant effect on impulse buying. Based on some of the descriptions above, the author is interested in conducting a study entitled "The Effect of Flash Sale and Price on Impulse Buying Behavior in Marketplace Users".

Literature review

Impulse buying is a type where the buyer buys something without careful consideration or without thinking and planning it beforehand (Wangi & Andarini, 2021b). According to (Andriany & Arda, 2021) There are several indicators in measuring impulse buying, namely: 1) Spontaneous, consumers tend to make decisions spontaneously, 2) Seeing purchases directly, consumers tend to make decisions directly, 3) Acting without thinking, consumers tend to make decisions without thinking, 4) Buying now, consumers tend to make decisions arbitrarily.

According to (Syauqi et al., 2022) Flash sale is a promotional program that offers special discounts to customers for a short time for certain products. The indicators used in this study are indicators (Kotler and Keller, 2016), namely, frequency of promotion, quality of promotion, time of promotion, and accuracy or suitability of promotion targets. According to (Hermawan et al., 2023) Price is an amount or all amounts charged to customers to enjoy the benefits of a product or use of a service. According to Kotler and Armstrong in (Fauziah & Tirtayasa, 2022) There are four indicators in measuring prices, namely: 1) Price affordability, 2) Price suitability with product quality, 3) Price competitiveness, 4) Price suitability with benefits.

Methodology

Quantitative research methods are research methods based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, this method is called a quantitative method because the research data is in the form of numbers and analysis uses statistics. (Sugiyono, 2018). The population in this study were students in Medan City who had the Shopee application and had shopped at Shopee. Purposive Sampling is a sampling technique with certain considerations. Certain considerations made were to respondents who already had the criteria in the study (Sugiyono, 2018). Thus, this research at least researchers must take data from a sample of at least 100 respondents. The data analysis technique used is multiple regression analysis.

Research result

The validation test aims to determine whether the instrument in the research is valid or not. If the correlation coefficient value (r count) of each item's score with the total score is greater and equal to the r table value at a significant level ($\alpha = 0.05$), then the instrument question item is declared valid. From the 24 questions, it can be seen that from all the items submitted to the respondents, it is stated that all variables are valid.

Table 1. Reliability Test Results

Variables	Cronbach Alpha	R Table	Information
<i>Impulse Buying</i> (Y)	0.952	0.63	Reliable
<i>Flash Sale</i> (X1)	0.947	0.63	Reliable
Price (X2)	0.931	0.63	Reliable

Source: SPSS processed results, 2024.

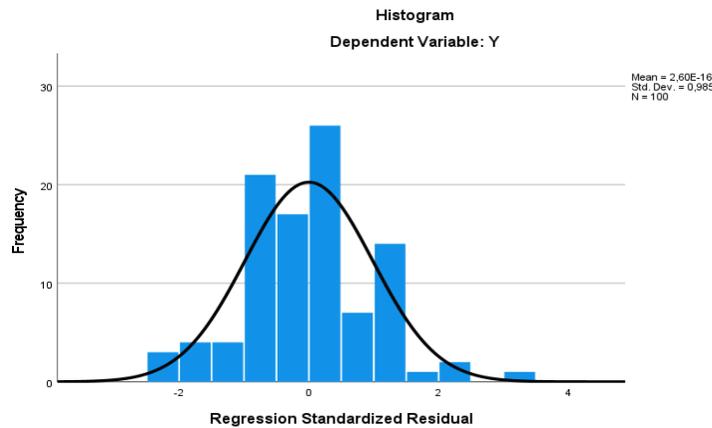
The reliability value of the instrument shows that the level of reliability of the research instrument is adequate because all variables approach $1 > 0.63$. It can be concluded that the statement items of each variable have explained or provided a picture of the variables studied or in other words the instrument is reliable or trustworthy. Based on the results of descriptive analysis, it is known that the percentage of respondents consists of 40 (40%) male and 60 (60%) female. It is understood that the respondents in this study are dominated by female respondents. Based on age, the percentage of respondents consists of 28 (28%) aged 17-20 years, 50 (50%) aged 21-26 years and 22 (22%) aged 27-40 years. It can be concluded

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that the majority of respondents are Shopee Marketplace consumers aged 21-26 years. Judging from the income per month, the percentage of respondents consists of 34 (34%) more than IDR 2,500,000, 60 (60%) IDR 1,000,000-IDR 2,500,000 and 16 (16%) none. It can be concluded that the majority of respondents are Shopee Marketplace consumers who earn IDR 1,000,000-IDR 2,500,000. Judging from the frequency of purchase, the percentage of respondents consists of 50 (50%) 2-4 times, 20 (20%) < 2 times and 30 (30%) > 4 times. It can be concluded that the majority of respondents are Shopee Marketplace consumers who shop 2-4 times a month.

Data normality testing is carried out to see whether in the regression model, the dependent and independent variables have a normal distribution or not. If they are spread around the diagonal line and follow the direction of the diagonal line, then the regression model meets the normality assumption.



Source: SPSS processed results (2024)

Figure 2 Normality Test Results

Based on Figure 2 above, it can be seen that the data is spread along a diagonal line, meaning that the data between the dependent variable and the independent variable has a normal relationship or distribution or meets the normality test. The multicollinearity test is used to determine whether a high correlation is found in the regression model between the independent variables.

Table 2. Multicollinearity Test Results

<i>Coefficientsa</i>								
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>	
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Tolerance</i>	<i>VIF</i>
1	<i>(Constant)</i>	2,377	1,747		1,360	,177		
	X1	,674	,107	,606	6,270	,000	,203	4,935
	X2	,070	,120	,060	,581	,562	,175	5,710

Source: Processed resultsSPSS, 2024.

Based on Table 2 above, it can be seen that the variance inflation factor (VIF) value for the hedonistic lifestyle variable (X1) is 4,462, Flash sale (X2) 4,935, and price variable (X3) is 5,710. from

each independent variable has a value smaller than 10. Likewise, the tolerance value on the hedonistic lifestyle variable (X1) is 0.224, the flash sale variable (X2) is 0.203, and the price variable (X3) is 0.175. from each variable the tolerance value is more than 0.01 so it can be concluded that there is no multicollinearity symptom between the independent variables greater than 0.1 and the VIF value is less than 10.

Table 3. Results of t-Test (Partial Test)

<i>Coefficientsa</i>								
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>	
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Tolerance</i>	<i>VIF</i>
1	<i>(Constant)</i>	2,377	1,747		1,360	,177		
	X1	,674	,107	,606	6,270	,000	,203	4,935
	X2	,070	,120	,060	,581	,562	,175	5,710

Source: Processed resultsSPSS, 2024.

Based on table 3 above, the t count for the flash sale variable is 6.270 for a 5% error of the 2-party test and $dk = nk-1$ ($100-4-1 = 95$), the t table is 1.98525 if the t count > t table then there is an influence between flash sale and impulse buying, and vice versa if the t count < t table then there is no influence between flash sale and impulse buying in this case t count = $6.270 >$ t table = 1.98525 this means that there is a positive influence between flash sale and impulse buying on Shopee Marketplace users in Medan City. Furthermore, the probability value of t is also seen, namely sig is 0.000 while the previously determined significance α is 0.05, then the sig value is $0.000 < 0.05$, so H_0 is rejected, this means that there is a significant positive influence between flash sale and impulse buying on Shopee Marketplace users in Medan City.

Based on table 3 above, the calculated t for the price variable is 0.581 for a 5% error of the 2-party test and $dk = nk-1$ ($100-4-1 = 95$), the t table is 1.98525 if the calculated t > t table then there is an influence between flash sales and impulse buying, and vice versa if the calculated t < t table then there is no influence between flash sales and impulse buying in this case t calculated = $0.581 <$ t table = 1.98525 this means that there is no positive influence between price and impulse buying on Shopee Marketplace users in Medan City. Furthermore, the probability value of t is also seen, namely sig is 0.562 while the previously determined significance α is 0.05, then the sig value is $0.562 < 0.05$, so H_0 is accepted, this means there is no significant positive influence between price and impulse buying on Shopee Marketplace users in Medan City. The F test or also called the simultaneous significant test is intended to see the overall ability of the independent variables, namely hedonistic lifestyle, flash sale and price to be able to or explain the behavior or diversity of the dependent variable, namely Impulse Buying. The F test is also intended to find out whether all variables have a regression coefficient equal to zero. Based on the results of data processing with the SPSS program, the following results are obtained:

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Table 4. Results of t-Test (Partial Test)

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4296,907	3	1432,302	144,081	,000b
	Residual	954,333	96	9,941		
	Total	5251,240	99			

Source: SPSS processed results, 2024

Based on Table 4 above, the F count test for the hedonism lifestyle variable, flash sale and price is 144.081 for a 5% error of the 2-party test and $df1 = df - 1 = (4-1 = 3)$ $df2 = nk = (100-4 = 96)$, Table 2.70 is obtained, if $F\ count > F\ table$ then there is an influence between the hedonism lifestyle variable, flash sale and price on Impulse Buying, and vice versa, if $F\ count < F\ table$ then there is no influence between the hedonism lifestyle, flash sale and price on Impulse Buying, in this case $F\ count = 144.081 > F\ table = 2.70$ this means that there is an influence between the hedonism lifestyle, flash sale and price, affecting Impulse Buying on Shopee Marketplace users in Medan City. Furthermore, the probability value of F is also seen, namely sig is 0.004 while the significance level α previously set is 0.05, then the sig value is $0.004 < 0.05$, so H_0 is rejected, this means that there is a significant influence between hedonistic lifestyle, flash sale and price, influencing Impulse Buying on Shopee Marketplace users in Medan City.

Table 5. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,905a	,818	,813	3,15293

Source: SPSS processed results, 2024

From the table above, it can be seen that R is 0.905 or 90.5%, which means that the relationship between purchasing decisions and the independent variables, hedonistic lifestyle, flash sale and price is close. The R-Square value in this study is 0.818, which means that 81.8% of the variation in Impulse Buying is explained by the independent variables, namely hedonistic lifestyle, flash sale and price. While the remaining 18.2% is explained by other variables not examined in this study. The adjusted R-Square (R²) value or coefficient of determination in this study is 0.813, which means that 81.3% of impulse buying can be explained by hedonistic lifestyle, flash sale and price. While 18.7% can be explained by other factors not examined in this study.

Discussion

Based on the results of data analysis, it was found that the effect of Flash Sale on impulse buying on Shopee Marketplace users in Medan city was t count of 6.270 while t table was 1.98525 and had a significant number of $0.000 < 0.05$ meaning H_0 was rejected and H_a was accepted which showed that partially there was a significant effect between Flash Sale on impulse buying on Shopee Marketplace users in Medan city. This means that flash sale has a significant effect on impulse buying on Shopee Marketplace users in Medan city. This flash sale is a factor that can influence consumers to make impulsive purchases on Shopee Marketplace users in Medan city. This finding is in line with the theory (Kotler & Keller, 2016) that sales promotions act as short-term incentives to encourage purchases. This study is in line with research conducted by (Agrawal & Sareen, 2016), (Nigam et al., 2020) and (Andriany & Arda, 2019) also concluded that flash sales are an effective promotional tool that utilizes a

countdown timer, which affects consumer psychology through large discounts available for a limited time. This creates a desire to have discounted items, thus encouraging consumers to make impulsive purchases before the specified time limit. Based on the results of data analysis, it was found that the effect of Price on Impulse Buying on Shopee Marketplace users in Medan City was t count of 0.581 while t table was 1.98525 and had 67 significant figures of 0.562 <0.05 meaning H_a was rejected and H_0 was accepted, which means that the price variable has no effect on impulse buying. This shows that the price given by the Shopee Marketplace has not provided satisfaction due to factors that are more dominant than the price variable. This study is in line with previous research entitled "The Effect of Price, Promotion, and Product Quality on Impulse Buying in Batam City" by (Hikmah, 2020) which obtained the results that Price had no effect on Impulse Buying of Mustika Ratu products in Batam City. And in line with the results of further research (Istiqomah, 2023) and (Arda & Andriany, 2019) which stated that the price variable (X_2) does not have a significant effect on impulsive buying behavior in e-commerce among the millennial Muslim generation in Samarinda with a significant value of 0.510 which is greater than 0.1.

Price is often considered by everyone in deciding to buy a product or service. Because the higher the price of a product or service, the more considerations are made by consumers in impulsive purchases. However, if the price offered is in accordance with the consumer's purchasing power, this makes consumers not hesitate to make a purchase. Based on the results of simultaneous calculations and analysis, the value of the ANOVA (analysis of variance) test was obtained with an F count of 144.081 while the F table was 2.70. Based on these results, it can be seen that the level of significance is 0.000 <0.05, so that H_a is accepted and H_0 is rejected. This means that together there is a significant influence between flash sales and prices on impulse buying on Shopee marketplace users in Medan City.

This is in line with the results of previous studies (Rusni & Solihin, 2022), (Styowati & Dwiridotjahjono, 2023) which stated that there is a positive and significant influence between hedonistic lifestyle, flash sales, and prices on impulsive purchasing decisions in consumers when shopping. Therefore, the Shopee Marketplace must maintain and improve the hedonistic lifestyle, flash sales, and prices together so that consumers decide to continue making purchases on the Shopee Marketplace. The Shopee Marketplace must be more competitive with competitors so that consumers decide to buy or use it, Flash sales are very influential, the more Flash sales are given, the more consumers will feel satisfied and consumers will buy repeatedly.

Conclusion

Based on the results of the research and discussion that have been presented in the previous chapter, it can be concluded from this study regarding "The Influence of Hedonistic Lifestyle, Flash Sale and Price on Impulse Buying of Shopee Marketplace Users in Medan City", namely: Flash sale has a significant effect on Impulse Buying of Shopee Marketplace Users in Medan City, Price does not have a significant effect on Impulse Buying of Shopee Marketplace Users in Medan City, Simultaneously, hedonistic lifestyle, flash sale and price have a significant effect on Impulse Buying of Shopee Marketplace Users in Medan City.

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