

THE EFFECT OF *FLASH SALE* AND *FREE SHIPPING TAGLINE* ON INTEREST TO BUY AT SHOPEE AT STUDENTS OF MUHAMMADIYAH UNIVERSITY SURAKARTA

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Keyword

flash sale, tagline, purchase intention

Abstract

This study aims to analyze the effect of flash sales and the free shipping tagline on buying interest at Shopee among Muhammadiyah University students in Surakarta. The population in this study is Muhammadiyah University Surakarta students who use the Shopee application. The type of research used is quantitative research using a survey design, the sample used in this study amounted to 100 respondents. Data collection techniques and instruments in this study used a questionnaire conducted via the Google form . The data analysis technique used is multiple linear regression analysis, t test, f test, coefficient of determination. The results of the data analysis revealed that the flash sale variable had a significant effect on the purchase intention of students at the Muhammadiyah University of Surakarta. This can be proven from the results of the t test where the t count value is 4.733 greater than t table 1.985. The tagline variable has no significant effect on buying interest in Muhammadiyah Surakarta University students. This can be proven from the results of the t test where the t count value is 1.776 which is smaller than the t table 1.985. Flash sale variables and taglines have an effect on buying interest among Muhammadiyah Surakarta University students. This is evidenced by the results of the f test where the sign value is 0.000 < 0.05 and the calculated f value is 112.000 > 3.09 . Study This prove that the flash sale and the tagline have role positive in increase Power buy student University Surakarta Muhammadiyah.

INTRODUCTION

Technology, information and communication continues to grow from year to year. This can be seen from the rise of smartphones and the spread of internet users (Mustofa, 2021). This situation encourages the growth of internet users which continues to increase in all walks of life, especially among today's youth. With the internet all activities can be done easily and quickly. The very real impact of the development of the internet is the existence of various types of *e-commerce websites* that offer various types of products online. By taking advantage of existing technological developments, buying and selling transactions become easier and faster. Consumers who previously had to buy products directly face to face now, with *e-commerce*, it is enough to look at the images provided by the seller through an online application. Therefore, business actors have experienced a shift in methods brought about by the positive influence of the internet .

E-Commerce is an online channel that can be accessed by individuals via computers, used by entrepreneurs to conduct business, and used by consumers to obtain information using electronic means. This process begins with providing information services to consumers in making

decisions. According to Wong (2010), *e-commerce* is the process of buying, selling and marketing goods and services through electronic systems such as radio, television, computer networks or the internet. The existence of this *e-commerce trend* makes it easier for sellers, because they can promote their products to a wider market and save on operational costs such as renting a store and advertising costs. There are several *e-commerce* platforms in Indonesia such as Shopee, Tokopedia, Bukalapak, Lazada, BliBli, Zalora, JD.ID, Bhinneka, Orami, Ralali, Sociolla, etc.

Shopee is a commercial e-commerce website owned by Sea Limited (formerly known as Garena) and founded by Forrest Li in 2009, headquartered in Singapore. Shopee was first launched in 2015 and entered Indonesia in the same year. Shopee sells a variety of products including clothing, household needs, electronic goods, school equipment, beauty, health, sports equipment and food and beverages called with ShopeeFood. In the first quarter of 2022, Shopee consistently became the most popular *e-commerce site* in five of the six countries in Southeast Asia, namely Malaysia, Singapore, Thailand, the Philippines and Vietnam. At the beginning of 2022, the number of visitors increased to 421 million, (Sari, 2018). Shopee's success in attracting consumer sympathy to visit its website is Shopee's marketing strategy in the field of promotion.

One of Shopee's marketing strategies is to hold a *Flash Sale*. *Flash Sale* is a product promotion with a limited time and limited quantity. *Flash Sale* is often also called a "*daily deal*", part of a promotion that provides special offers or discounts to consumers for certain products for a limited time. This short promo is in great demand by consumers because the prices of goods that consumers are interested in are much cheaper than the previous price. This program allows consumers to access the Shopee application many times a day. Consumers tend to look for products that make them think that the promo will never be done again and is only valid for a moment. From the information above, it can be concluded that consumer buying interest can be influenced by discounts on products being promoted so that consumer purchasing costs are not too expensive. The greater the discount, the greater the chance of purchasing the product.

Another strategy implemented by Shopee to increase *awareness* is by placing advertisements on television, social media, billboards, and others. *Tagline* is part of the ad that aims to make it easy for consumers to remember the ad. Shopee is an online shopping application that offers various products with free shipping promotions which are used as *taglines* for various advertisements and *events*. *The tagline* used by Shopee is "Free Shipping Across Indonesia". This *tagline* means that Shopee offers free shipping throughout Indonesia for all users who shop with terms and conditions applied. The existence of a free shipping *tagline* has a big influence on the consumer decision-making process. For example, some consumers are hesitant to buy products online because consumers bear the shipping costs for goods they buy online to arrive safely at their homes. Shipping costs which are often higher than the price of the goods ordered cause many consumers to reconsider shopping online. It can be concluded that the existence of a free shipping promo has a significant positive impact on buying interest in *e-commerce* Shopee by all groups, especially students.

Online shopping has now entered all circles, especially students and students, the advantages of online shopping can be done anytime, anywhere, without leaving the house, as well as saving time and effort without having to dress up neatly first and the goods will arrive at their destination on time. which has been determined (Galuh & M. Fahmi, 2021). *E-Commerce* has many ways to market products that give rise to consideration for consumers to transact online. Based on description above, then researcher interested For do study about influence *flash sales* And Free shipping *tagline* to interest buy student University Surakarta Muhammadiyah.

METHOD

The type of research used in this research is quantitative, using a survey design. This research was conducted at the Muhammadiyah University of Surakarta. The population in this study were Muhammadiyah University Surakarta students who used the Shopee application. Sample in study This totaling 100 students. Technique used in taking sample that is *purposive sampling*.

Technique data collection using questionnaire conducted via *google form* . The variables studied were *Flash Sale* (X_1), *Tagline* (X_2), Purchase Intention (Y). Results test try the instrument is tested use test validity And reliability . The test technique used in this research is instrument test, classical assumption test, multiple linear analysis, hypothesis testing.

RESULTS

a. Descriptive Statistical Test Results

It is necessary to measure variable descriptive statistics to see a general description of the data such as the average (mean), highest (maximum), lowest (minimum) value, and the standard deviation of each variable, namely flash sale (X_1) and tagline (X_2) and the dependent variable is buying interest (Y). regarding the results of the descriptive statistical test of this study can be seen in table 1 as follows:

Table 1. Descriptive Statistical Test

	Flash Sale	Taglines	Purchase Interest
Minimum	20	26	14
Maximum	100	70	70
Means	77.07	54.56	55.96
std. Deviation	12,615	8,253	8,550

Source: primary data processed in 2023

Based on the results of the descriptive statistical test table above, it can be seen that the *flash sale variable* has a minimum value of 20 with a maximum value of 100 and a mean value of 77.07 and a std deviation of 12.615. The *tagline* variable has a minimum value of 26 with a maximum value of 70 and a mean value of 54.56 and a std deviation of 8.253. The buying interest variable has a minimum value of 14, a maximum value of 70 and a mean value of 55.96 and a std deviation value of 8.550.

b. Results of Data Analysis

1) Data Prerequisite Test

Normality test results based on normally distributed analysis, it can be seen that the significance value is $0.069 > 0.05$, it can be concluded that the residual values are normally distributed. Based on the results of the linearity test, it is known that the sig. deviation from linearity is $0.094 > 0.05$ for the variable X_1 , while for the variable X_2 the significance value is $0.072 > 0.05$, it can be concluded that there is a linear relationship between *flash sales* and *the tagline* on buying interest. The results of the multicollinearity test show that the tolerance value for the *flash sale* and *tagline variables* is $0.182 > 0.10$ and the VIF value is $5.497 > 10.00$, so that multicollinearity does not occur in the data. The heteroscedasticity test shows that the significance value of the X_1 variable is $0.435 > 0.05$, which means that there is no heteroscedasticity, for the X_2 variable the significance value is $0.027 > 0.05$ so it can be concluded that there is no heteroscedasticity.

2) Hypothesis testing

Table 2. Hypothesis Test Results

Variable	Regression Coefficient	t_{hitung}	Sig.
(Constant)	10,474		
Flash sales	0.420	4,733	0.000
Taglines	0.241	1,776	0.000
F_{hitung}	112,000		

R^2 0.698

From the table above shows that:

1) Effect of X_1 on Y

It is known that the sign value is $0.000 < 0.05$ and the t count value is $4.733 > 1.985$. So it can be concluded that H_1 is accepted, which means that there is an influence between variable X_1 on variable Y. So it can be concluded that *flash sales* have an effect on the buying interest of Muhammadiyah University students in Surakarta.

2) Effect of X_2 on Y

It is known that the sign value is $0.079 > 0.05$ and the t count value is $1.776 < 1.985$. So it can be concluded that H_2 is rejected, which means there is no influence between the variable X_2 on Y. So it can be concluded that *the tagline* cannot influence the buying interest of Muhammadiyah University Surakarta students.

3) The effect of X_1 and X_2 on Y

It is known that the sign value is $0.000 < 0.05$ and the calculated f value is $112.000 > 3.09$. So it can be concluded that H_3 is accepted, which means that there is an influence between the variables X_1 and X_2 on Y. So it can be concluded that *flash sales* and *taglines* have an effect on the buying interest of Muhammadiyah University Surakarta students.

Based on the results of data analysis, it is known that the R square value is 0.698 or 69.8% which indicates that there is a simultaneous influence between variables X_1 and X_2 on Y of 69.8% and the remaining 30.2% is influenced by other variables.

DISCUSSION

From the results of the research that has been analyzed, it shows that *flash sales* and the free shipping *tagline* have a positive effect on the buying interest of Muhammadiyah University Surakarta students. This can be seen from the results of multiple linear regression analysis as follows: $Y = 10,474 + 0.420 + 0.241$. The value of 10,474 is a constant or a state when the buying interest variable has not been influenced by the variables X_1 and X_2 . If the independent variable does not exist, the dependent variable does not change. The value of the regression coefficient X_1 is 0.420 indicating that the *flash sale variable* has a positive influence on buying interest. The value of the regression coefficient X_2 is 0.241 indicating that the *tagline variable* has a positive influence on buying interest.

a. Effect of *Flash Sale* on Buying Interest

Based on the results of the research conducted, *the flash sale variable* has a significant effect on buying interest in Muhammadiyah Surakarta University students. This can be proven from the results of the t test where the t count value is 4.733 greater than t table 1.985. So it can be concluded that *the flash sale* has a significant effect on buying interest.

According to Mojoputri & Hari (2022), states that *flash sales* have a significant effect on buying interest at Shopee. The results of the t test showed that the calculated t value is greater than t table, namely $4,411 > 1.972$. This shows that when the *flash sale program* increases, the interest in buying for shopping will also increase .

Based on results Research on the existence of *flash sales* can influence consumers to buy the desired product at a lower price. *Flash sales* make consumers excited to shop unexpectedly. Offer short with price desired product _ Far more cheap on during the *flash sale* program going on compared normal price that consumers are interested in . this _ show that *flash sale* being held by Shopee influential to interest buy consumer so that can push consumer For buy products on Shopee.

Strategy marketing with holding a *flash sale* program give trend to consumer in think that existing offers _ on moment This Not yet Of course happen in the future come , so the more give influence to consumer For buy desired product _ the with price more cheap so matter the can create opportunity for consumer For do purchase . Another contributing factor happening purchase on moment *flash sales* is limited time . _ There is limited time _ for consumer No used For think both times inside buy something product so that trigger consumers to hurry buy desired product.

b. The Influence of *Tagline* on Purchase Intention

Based on the results of the research conducted, the *tagline variable* does not significantly influence buying interest in Muhammadiyah Surakarta University students. This can be proven from the results of the t test where the t count value is 1.776 which is smaller than the t table 1.985. So it can be concluded that *the tagline* has no significant effect on purchase intention

According to Ahamd Rizal (2022) stated that from the results of data analysis there was no *tagline effect* on the purchasing decision of students of the Islamic Faculty of Economics and Business IAIN Padangsidempuan. This happens because the *tagline indicators* in this study are *familiarity, differentiation, and no message of value* can fully explain the impulsive purchases made by consumers. The results of the t test in this study indicate that the calculated t value is smaller than t table, which is $-1.318 < 1.665$.

This could be due to the fact that *the tagline* is just an advertising logo provided by Shopee, so if consumers want to get free shipping, they must fulfill several conditions provided by Shopee. *Tag line* This own influence big in interest buy consumer . Because most consumer often hesitant For buy online because _ must pay fare Send For purchased product _ until to house . Consumer often feel object pay price fare send the cost Can more expensive from price purchased items _ plus condition And given terms _ by Shopee . The more Lots amount product , weight , and big size product as well as distance delivery goods so the more big cost delivery . Free shipping promo given by Shopee very beneficial for consumers feel _ object with fees charged _ through piece cost delivery .

c. Effect of *Flash Sale* and *Tagline* on Buying Interest

Based on the results of the research conducted, *the flash sale and tagline variables* have an effect on buying interest in students of the Muhammadiyah University of Surakarta. This is evidenced by the results of the f test where the sign value is $0.000 < 0.05$ and the calculated f value is $112.000 > 3.09$. So it can be concluded that the *flash sale and tagline variables* simultaneously affect buying interest. Meanwhile, the coefficient of determination obtained an R squared value of 0.698 or 69.8% which indicates that there is a simultaneous influence between variables X1 and X2 on Y of 69.8% and the remaining 30.2% is influenced by other variables.

Flash sales and the free shipping *tagline* have a big influence on consumer buying interest, especially among students who are the object of this research, because both of them provide benefits to students both in terms of price, time and also shipping costs. This is in line with research conducted by Ervina Dewanti (2022) which shows that *flash sales and taglines* have a significant effect on purchasing decisions. This is evidenced from the results of the f test, there is a calculated f value of 21,185 > 2.732 with a sign value of $0.000 < 0.05$, which means that *flash sales and taglines* have a significant effect on purchasing decisions. While the results of the coefficient of determination test obtained a value of 45.0% and the remaining 55.0% was influenced by other variables.

Results the give implication that Lots interested consumers _ For do purchase Because tempted by many promotion sale plus Again with piece the postage obtained . So that consumer No hesitant For do purchase . Limited time _ in the *flash sale* program motivating consumer For do purchase with consideration that promotion the only going on in time short , so need quick For do purchase . Plus with there is a free shipping promo , so consumer No need worry related with exists cost delivery goods , so with *flash sales* both of them capable give influence interest buy on consumer

CONCLUSION

Based on the results of data analysis from research conducted on Muhammadiyah University students in Surakarta regarding the Effect of *Flash Sale* and *Tagline* on Purchase Interest, it can be concluded that *flash sales* influential significant to interest buy. This prove that hypothesis First state that There is influence *flash sales* to interest buy. While *the tagline* is not influential significant to interest meaningful buy, that No in accordance with hypothesis both stated *tagline* influential to interest buy. Whereas *flash sales* And *tagline* in a manner together The same influential significant to interest buy. This prove that hypothesis third state There is influence *flash sales* And *tagline* in a manner together to interest buy. Based on from study this is a good suggestion given to party Shopee is Shopee must be more aggressive in introducing the free shipping *tagline* Because Free shipping *tagline* become Wrong One factor most important in influence interest buy customers on Shopee. Results from study This show that student more interested For shop on moment there is a *flash sale* program compared with there is a *tagline* free shipping. Limitations in study only is at on scope of flash sales, tagline, and interest buy. Advice from researcher For study furthermore is expected For develop study This with add variable other And expand subject research.

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