

THE EFFECT OF PRICE PERCEPTION, SHIPPING COSTS AND TIME PRESSURE ON PURCHASE DECISIONS OF SHOPEE FLASH SALE AT UNIVERSITAS MUHAMMADIYAH SURAKARTA

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Abstrak

The goal of this study is to see if price perception, shipping expenses, and time pressure have a positive and substantial impact on purchasing decisions during the Shopee Flash Sale. This study used a survey research design to conduct a comparative causal study (cross sectional survey). 226 Accounting Education Universitas Muhammadiyah Surakarta students who used Shopee Flash Sale were polled. 7 questions for the price perception variable, 9 questions for the shipping cost variable, 6 questions for the time pressure variable, and 8 questions for the Shopee Flash Sale purchase decision variable were distributed via a google form. Multiple linear regression, partial t test, and f test were employed in the data analysis. The findings reveal that 1) there is a relationship between the two variables; and 2) there is a relationship between the two.

Keywords: **price perception, shipping cost, time pressure, purchase decisions, Shopee flash sale.**

1. Introduction

Due to Indonesia's strong internet usage, there is a potential market for online company owners. Electronic commerce, or e-commerce, is the use of the internet in business. Tokopedia, Shopee, Bukalapak, Lazada, Blibli.com, Zalora, and Sociolla are some of the online stores that promote various enterprises as part of e-commerce.

In the first quarter of 2022, Shopee, a Singapore-based e-commerce company, remained a major player in the Southeast Asian e-commerce market. In five of Southeast Asia's six countries, namely Malaysia, Singapore, Thailand, the Philippines, and Vietnam, Shopee is routinely the most popular e-commerce site. In early 2022, the number of visitors hit 421 million (R. A. Putri & Fenalosa, 2022). According to the data provided by iprice, Shopee is the second largest e-commerce site behind Tokopedia (Iprice, n.d.).

Shopee offers initiatives such as lower rates on Flash Sales and free shipping to consumers in order to entice and grow product purchases at Shopee. Shopee Flash Sale is a program that provides consumers with discounted prices on certain products that have been approved by the vendor for a limited period. The key lure for attracting customers, particularly young individuals, such as students, is a flash sale. Consumer motives for making impulse purchases, hedonic motives or consumer utilitarian motives, are investigated when flash sale offers are presented at online retailers (Zakiyyah, 2018).

Several factors influence consumer purchase decisions during Shopee's flash sale campaigns. Choosing a product based on pricing is usually the first consideration for shoppers (Ananda & Dewi, 2018). One of the most crucial aspects that influences consumer interest in making online purchases is price. Consumers will sometimes compare the price of one product to the price of another product based on affordability and benefits obtained from the product. When consumers are given price information, it can cause them to have preconceived notions. This is in line with the findings of a study performed by the Data Insight Center (KIC), which found that 75 percent of respondents said the key factor influencing their decision to buy is price.

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Furthermore, shoppers may be influenced by time constraint when making a Shopee Flash Sale purchase. Consumer behavior is influenced by a characteristic called time pressure. When consumers don't have enough time to think about the things they want to buy, time pressure is created, prompting them to make purchases right away. Time pressure, according to Rothstein in Kenny et al. (2019), is the amount of time that passes between assessments and decisions. As a result, time pressure can be characterized as a perceived cost resulting from a lack of or sufficient amount of time, and it can repress feelings. Consumers' emotional worth and purchasing intentions might be influenced by time constraints alone (Livang et al., 2019).

The goal of this study is to see if there is a positive and significant effect of price perception on Shopee flash sale purchasing decisions; if there is a positive and significant effect of shipping costs on Shopee Flash Sale purchase decisions; if there is a positive and significant effect of time pressure on Shopee Flash Sale purchase decisions; and if there is a positive and significant influence on the perceiving of price on the perceiving of price on the perceiving of price on the perceiving of price. This study is significant in that it can offer tips for entrepreneurs who utilize Flash Sale promotion strategies with sales targets among students or teens, such as paying attention to teenagers' preferences.

2. Method

Design

This study is research that uses a quantitative approach which tests existing theoretical hypotheses. With a comparative type of causal research that uses a survey research design (cross sectional survey).

Population and Sample

The population in this study is Accounting Education students of the University of Muhammadiyah Surakarta class of 2018-2021 who have used Shopee in the flash sale feature with a total population of 552 students. The number of samples was determined using tables according to Krejcie and Morgan, so that the current population can be sampled as many as 226 Accounting Education students class of 2018-2021.

Instruments

A questionnaire with proportional stratified random sample was utilized as the study instrument. A pilot study was conducted on 30 students utilizing Shopee Flash Sale before the questionnaire was utilized to assess the sample group, and all items in the research questionnaire were declared valid. According to the computation of the R table value using the number $N = 30$, the significant level utilized is 0.05 with a R table value of 0.361. All statements in this study's questionnaire are valid when the second instrument test is completed. Meanwhile, Table 5 shows the results of the questionnaire reliability test.

Table 5. Questionnaire Reliability Test Results

Variable Y		
Cronbach's Alpha	rii	Information
0,904	0,60	Reliable
Variable X1		
Cronbach's Alpha	rii	Information
0,916	0,60	Reliable
Variable X2		
Cronbach's Alpha	rii	Information

0,847	0,60	Reliable
Variable X3		
Cronbach's Alpha	rii	Information
0,835	0,60	Reliable

If the Cronbach alpha value for each variable is more than 0.60, it can be concluded that all of the variables in this study are reliable and can be used.

Data analysis technique

Multiple linear regression analysis, partial t test, and f test are the data analytic techniques employed in this study. Before hypothesis testing, the analysis prerequisite test and the classical assumption test were performed, with the results displayed in Tables 6, 7, and 8.

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

N	Asymp. Sig (2tailed)	Information
226	0,975	Normal

The asymp value can be computed using the normalcy test findings. The value of Asymp can be determined. If the residual value in table 6 has a Sig. (2-tailed) of $0.975 > 0.05$, the residual value can be deemed a normal distribution. It can be assumed that the residual value is normally distributed because it is normal.

Table 7. Linearity Test

Variable	F _{count}	F _{table}	Information
X1-Y	16,769	1,77	Linear
X2-Y	14,360	1,69	Linear
X3-Y	16,129	1,83	Linear

The value of Sig. in table 7. The results of the linearity test of price perception on Shopee Flash Sale purchasing decisions are $16,769 > 1.77$, shipping costs on Shopee Flash Sale purchasing decisions are $14,360 > 1.69$, and time pressure on Shopee Flash Sale purchasing decisions is $16,129 > 1.83$, so it can be concluded that the perception of postage and time pressure on the purchase decision of Shopee Flash Sale

Table 8. Heteroskedasticities test

Variable	Sig	Information
X1	0,638	No heteroskedasticities
X2	0,154	No heteroskedasticities
X3	0,597	No heteroskedasticities

From the results of Table 8 above, it shows that the significant value of each variable is greater than 0.05 which states that it is free of heteroskedasticity.

Table 8. Multicollinearity Test Results

Variable	VIF	Tolerance	Information
X1	0,748	1,337	No multicollinearity occurs
X2	0,668	1,498	No multicollinearity occurs
X3	0,665	1,505	No multicollinearity occurs

The VIF value of price perception has a value of 0.748 < 10.0 and a tolerance of 1.337 > 0.1, according to the results in table 9. Shipping costs have a VIF value of 0.668 < 10.0 and a tolerance of 1.498 > 0.1, while time pressure has a VIF value of 0.665 < 10.0 and a tolerance of 1.505 > 0.1. As a result, the VIF value of each variable is less than 10.0, and the tolerance value is more than 0.1, indicating that there is no multicollinearity.

3. Results and Discussion

a. Multiple Regression Analysis

The data in this study were analyzed using multiple regression to assess the effect of the independent variable on the dependent variable, and the results of testing data that were processed using SPSS version 20.0 are shown in the following table:

Table 9. Multiple Regression Test Results

Model	Unstandardized Coefficients	
	B	
Constant		-0,374
Price Perception		0,339
Shipping Cost		0,307
Time Pressure		0,370

Based on the results of multiple regression analysis in the table above, the following equation can be made:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = -0,374 + 0,339X_1 + 0,307X_2 + 0,370X_3$$

If the scores for the perceived price, shipping expenses, and time pressure factors are regarded non-existent or equal to zero, then the value of the Shopee Flash Sale purchase choice will decrease, according to the equation. The purchase choice made via the Shopee Flash Sale will increase by 33.9 percent if the price perception coefficient is increased by one unit. If the shipping cost coefficient is increased by one unit, the purchase decision

made through Shopee Flash Sale increases by 30.7 percent. The purchasing decision using the Shopee Flash Sale will increase by 37 percent if the time pressure coefficient is increased by one unit. As a result, the outcomes

b. T-Test (Parsial)

The purpose of this t-test is to examine if each independent variable has a positive and significant effect on the dependent variable. The results of the test are shown in the table below:

T-Test results

Variable	t_{count}	t_{table}	Value Sig.
Price Perception	3,865	1,651	0,00
Shipping Cost	3,996	1,651	0,00
Time Pressure	3,894	1,651	0,00

c. Simultan (f-test)

Table 11. f . test results

Variable	f_{count}	f_{table}	Value Sig.
Price Perception, Shipping Cost & Time Pressure	43,140	2,645	0,00

From the results of the t test in table 10 and the f test in table 11 it can be concluded that:

- 1) The effect of price perception on Shopee flash sale purchasing decisions.
From the tcount value for the price perception variable of $3.865 > t_{table} 1.651$ with a sig value. equal to $0.00 < \alpha$ value 0.05 then H_0 is rejected while H_a is accepted. It can be interpreted that the price perception variable has a positive and significant effect on the purchase decision of Shopee flash sale.
- 2) The effect of shipping costs on Shopee flash sale purchasing decisions.
For the value of tcount for the variable postage of $3.996 > t_{table} 1.651$ with a value of sig. equal to $0.00 < \alpha$ value 0.05 then H_0 is rejected while H_a is accepted. So that it shows that the postage variable has a positive and significant effect on the purchase decision of Shopee flash sale.
- 3) The effect of time pressure on Shopee flash sale purchasing decisions.
And the tcount value of the time pressure variable is $3.894 > t_{table} 1.651$ with a sig value of $0.00 < \alpha$ value of 0.05 then H_0 is rejected while H_a is accepted. So that it can be interpreted that the time pressure variable has a positive and significant effect on the purchase decision of Shopee flash sale.
- 4) The effect of price perception, shipping costs and time pressure on Shopee flash sale purchasing decisions.
In the results of the f test, the fcount value is $43,140 > f_{table}$ is 2,645 with a sig value. $0.00 < \alpha$ value 0.05. Therefore, H_0 is rejected and H_a is accepted. So, it can be concluded that the variables of perception of price, shipping costs and time pressure simultaneously have a positive and significant effect on Shopee flash sale purchasing decisions.

d. Coefficient of Determination

Based on the results of the coefficient of determination, this research can be seen in the following table:

Table 12. Results of the Coefficient of Determination

Variable	R Square
Price Perception, Shipping Cost & Time Pressure	0,368

The results of the coefficient of determination in the table above show that the variables of price perception, shipping costs and time pressure affect Shopee Flash Sales purchasing decisions by 36.8% while the remaining 63.2% is influenced by other variables not examined in this study.

Because the tcount value is $3.865 > t_{table} 1.651$, while the significance value is 0.00 and the alpha value is 0.05, this study discovered that price perception has a positive and substantial influence on Shopee Flash Sale purchase decisions. As a result, the first hypothesis, that price perception has a positive and considerable influence on Shopee Flash Sale purchasing decisions, was proven in this study. Price perception can have a favorable and significant effect on customer purchase decisions, according to prior research by Darmansah & Yosepha (2020), indicating that price perception is a component that influences purchasing decisions. As a result, customers' perceptions of price will lead them to believe that by receiving a discount, the costs paid would be little and that they will save money.

Then, this study found that shipping costs have a positive and significant impact on Shopee Flash Sale. Then, because the calculated value is $3.996 > t_{table} 1.651$, while the significance value is 0.00 and the alpha value is 0.05, this study discovered that shipping costs had a positive and substantial impact on Shopee Flash Sale purchasing decisions. As a result, the second hypothesis, that shipping costs have a positive and large impact on Shopee Flash Sale purchasing decisions, was proven in this study. According to Maulana & Asra's (2019) research, if the free shipping promotion is bigger, it will have a beneficial effect on e-commerce purchase decisions, because the greater the shipping charges provided, the greater the decision. Shopee's free shipping promotion is part of a marketing strategy to educate, persuade, and impact consumer views.

Because the tcount value is $3.894 > t_{table} 1.651$, while the significance value is 0.00 and the alpha value is 0.05, the results of this study demonstrate that time pressure has a positive and substantial impact on Shopee Flash Sale purchase decisions. As a result, the third hypothesis, that time pressure has a positive and significant influence on Shopee Flash Sale purchasing decisions, was proven in this study. The time pressure felt by consumers will not be disturbed by the time limit given because during the Shopee Flash Sale, because during the Shopee Flash Sale within 24 hours have different product variations, it is different from the research conducted by Taufik (2020), which states that time pressure has a negative effect on purchase intention, because the time pressure felt by consumers will not be disturbed by the time limit given because during the Shopee Flash Sale, because during the Shopee Flash Sale within 24 hours have different product variations. Within 24 hours

4. Conclusion

From the research results that have been analyzed, it can be concluded that price perception has a positive and significant effect on Shopee flash sale purchasing decisions. This shows that consumers already feel that product prices at Shopee Flash Sale are already cheap. Consumers also consider the discounts given during the Shopee Flash Sale to be large, even though consumers have compared prices at other stores and compared prices with other similar products. Recommendations for Shopee must be able to invite sellers to take part in the Flash Sale and provide discounts that look big. So in this case consumers will choose products that are felt as bigger discounts.

Sometimes the presence of postage also makes consumers think again about making a purchase. Because, the shipping costs that have been set are nominally greater than the products they buy. Based on this research, it also shows that consumers are mostly interested in the free shipping promo when making a Shopee Flash Sale purchase. This free shipping promo is also considered very effective to increase sales. Therefore, it is a recommendation for Shopee itself, to continue to provide free shipping vouchers for consumers when the flash sale is held. So that they will be enthusiastic in shopping for flash sales. Because this free shipping promo is one of the most important factors in influencing purchasing decisions at Shopee.

Time pressure that arises due to a predetermined time limit will make consumers rush, feel disturbed in evaluating a product and do not have time to compare prices or choose other products. So that this can affect consumer purchasing decisions in the Shopee flash sale session, where the time limit specified in the flash sale session causes special pressure for consumers. So, in this case, recommendations for future research can be carried out on the effect of time pressure on e-commerce platforms and other promotions.

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