

THE EFFECT OF PRICE DISCOUNTS ON IMPULSIVE ONLINE PURCHASE DECISIONS (Case Study on Shopee Application Users of Bengkalis State Polytechnic Students)

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Article Info

Received August 2021

Accepted March 2022

Published March 2022

Key words:

Discounted prices, Impulsive buying decisions, Shopee Application

Abstract

The purpose of this study was to determine the effect of price discounts on impulsive buying decisions and how big the response or consumer interest in price discounts on online impulse buying decisions for Shopee application users at Bengkalis State Polytechnic students. The objects in this study are consumers who use the Shopee application at Bengkalis State Polytechnic students consisting of 24 men and 76 women. The type of research used in this research is associative research through sending questionnaires to 100 respondents using the non-probability sampling method with purposive sampling. The test results show that the price discount has a positive and significant effect on impulsive buying decisions, meaning that the price discount variable is one of the variables that can be used to measure impulsive buying decisions. The determinant coefficient (KD) is 0.221 or 22.1%, which means that price discounts affect impulse buying decisions by 22.1% while the remaining 77.9% is influenced by other variables not examined in this study.

Keywords: Discounted prices, Impulsive buying decisions, Shopee Application

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ISSN 2548-9909

1. Introduction

At this time, with the rapid development of information and communication technology, humans no longer concern boundaries, distance, space and time. Nowadays, humans also rarely communicate face-to-face because they turn to written conversations. Nowadays people are increasingly using smartphones to send messages, even shopping can also be done via smartphones. One of the results of the rapid development of internet use today is the electronic transaction model called e-commerce, which has provided several conveniences both for related parties such as producers, sellers and buyers.

One of the most popular online shopping platforms used today is Shopee as stated by (kompasiana.com site). With shopee, everyone can easily shop and fulfill their daily needs. With competitors such as Lazada, Tokopedia, Blibli.com, Elevania, Shopee incessantly carry out various promotions, such as massive discounts, free shipping vouchers throughout Indonesia, Shopee games and other promotions to stay afloat on the best-selling shopping platform in Indonesia.

Initially, consumer shopping activities were only in the form of consumption, but now it has been transformed into a need to fulfill people's desires and satisfaction, and become a community need. Then many consumers often feel a more spontaneous shopping style, even if the initial consumer does not plan to buy directly or indirectly the product provided by the manufacturer, but suddenly a feeling and desire arises to meet consumer shopping needs, this is called a purchase decision. impulsive. Spontaneous feelings or desires among consumers make consumers feel compelled to buy the product so strongly that these feelings can lead to impulse buying. Impulse buying is defined as buying behavior that has not been realized previously because of the consideration or purchase intention that was formed before entering the store.

Discount prices are one of the causes of impulse buying. A price discount is a price reduction given to a buyer when purchasing goods or services. Discounts are a long-term promotional strategy for offline and online transactions. By buying goods at discounted prices, of course, buyers can save more when buying, while purchasing decisions are a decision-making process that begins with identifying the problem then evaluating it and deciding on the product that best suits your needs. What else among students who have the majority? A limited shopping budget, of course,

takes advantage of the discount prices offered by online shopping sites such as Shopee.

Students have a tendency to fulfill their needs through online shopping. One of them is by using the Shopee application. With very busy student activities, they choose the Shopee application for shopping such as makeup, skincare, clothes and even stationery and other necessities. To survive with online shopping platform competitors, such as Lazada, Blibli.com, Tokopedia and other platforms, Shopee is currently actively promoting to attract consumers with big discounts, so that it can attract consumers.

CNN Indonesia as quoted by Putra et. al (2017) revealed that millennials are the most impulsive customers in Asia Pacific, where half of purchases are made spontaneously above average. Millennials are more likely to make impulse purchases to pamper themselves than other generations (Amos et al 2014).

Indonesian teenagers are also not spared from impulsive buying behavior. According to Muratore (2016) in Afandi and Hartati (2017) adolescents who make impulse purchases tend to have sensitivity to prestige, price quality schemes, price sensitivity, vulnerability to price cuts, and self-awareness of value compared to adolescents who do not make purchases online impulsive.

Based on the background that has been described, the author is interested in conducting research on "The Effect of Price Discounts on Impulsive Online Purchase Decisions (Case Study on Shopee Application Users, Bengkalis State Polytechnic Students).

According to Priharto (2019), marketing is an activity carried out by companies to promote a product or service that they have. According to Peter and Olson in Fajar (2016), price discounting is a pricing strategy that involves a long-term plan to systematically lower prices after introducing high-priced products. According to Kotler & Armstrong (2014), the purchase decision is the stage in the buyer's decision-making process where the consumer actually buys. Furthermore, according to Schiffman and Kanuk (2014) purchase decision is defined as a choice of two or more alternative choices. Baumeister in Arifianti (2010) while Verplanken and Herabadi in Diba (2014) define impulse buying as an irrational purchase and is associated with a quick and unplanned purchase, followed by a conflict of thoughts and emotional impulses.

2. Methods

This type of research is associative. This study aims to determine how much influence price discounts have on impulsive buying

decisions and how much consumer response or interest in price discounts on online impulse buying decisions on Shopee application users at Bengkalis State Polytechnic students. The process of collecting research data is done indirectly, namely through the distribution of research instruments in the form of a questionnaire. Respondents in this study were Bengkalis State Polytechnic students who had made purchases of goods on the Shopee application. The technique of submitting a questionnaire using a Google Form which is shared via WhatsApp, Facebook, and email.

So that the research can produce the correct conclusions, the authors provide a questionnaire first to determine the population and sample. The population in this study are students who use the Shopee application at the Bengkalis State Polytechnic, so the number of the population is not known for certain.

The population in this study is unknown, so to facilitate the determination of the number of samples taken is determined by the lameshow formula (Sugiyono, 2014) can use the formula:

$$n = \frac{Z^2 \times p (1 - p)}{d^2}$$

Keterangan :

n = Number of Samples

Z = z score confidenc at 95% = 1.96

P = Maximum Estimate = 0,5

d = Alpha (0,01) or sampling error = 10%

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,1^2} = 96,4$$

From the calculation results obtained a minimum sample of 96.4 Bengkalis State Polytechnic students to better present the research data, the respondents are fulfilled to be 100 people.

The data analysis technique used is correlation analysis, regression analysis, t-test (t-test), coefficient of determination using SPSS.

3. Results and Discussion

This research was conducted on students using the Shopee application at the Bengkalis State Polytechnic to analyze the effect of price discounts on impulsive buying decisions. To clarify the understanding of the research results from the variables studied, data were extracted and collected. In this study, researchers took a sample of 100 respondents from the Bengkalis State Polytechnic as a source of information according to the questionnaire created for this study. The presentation of this data aims to determine their characteristics as respondents who were selected in the research conducted. The

characteristics needed in this study are gender, age, major, semester. Below will be seen the characteristics / profiles of respondents in this final project research, with details in Table 1.

To see the semester of respondents in this study can be seen in Table 1 below:

Table 1 Characteristics by age

	Age (years)	Number (person)	Percentage
1	17–19	38	38%
2	20–23	62	62%
	Total	100	100%

Based on Table 1, it can be seen that respondents aged 17-19 years amounted to 38 respondents or in percentages of 38%, while respondents aged 20-23 were 62 respondents or in percentages of 62%. In this case, respondents aged 20–23 are classified as consumptive, so that this age group can be said to have a very high level of consumption because this age group is very concerned about appearance or style (fashion) and also dominates internet use compared to other age groups.

Table 2 Characteristics of Respondents by Gender

No	Gander	Number (person)	Percentage
1	Male	24	24%
2	Female	76	76%
	Total	100	100%

From the data, Table 2 shows that the characteristics of students at the Bengkalis State Polytechnic based on gender are more dominated by women than men. With the results of female respondents, namely 76 respondents or in percentages of 76%, while the number of male respondents were 24 respondents or in percentages of 24%, it means that the majority of students who were respondents in this study were women because women have price considerations in shopping, it is easier to express clothing models and have consideration of bonus items in their shopping.

Table 3 Characteristics of Respondents by Major

No	Major	Number (person)	Percentage
1	Business Administration	63	63%
2	Technical Information	10	10%
3	Mechanical Engineering	20	20%
4	Civil Engineering	9	9%

5	Electrical Engineering	5	5%
6	Shipping Engineering	4	4%
7	Nautikal	2	2%
8	Language	1	1%
Total		100	100%

Based on Table 3, it can be seen that 63% of respondents from the Department of Commerce Administration and 37% from other majors. This means that the respondents in this study are dominated by the Department of Business Administration.

Table 4 Characteristics of Respondents by Semester

No	Semester	Number (person)	Percentage
1	1	9	9%
2	3	21	21%
3	5	57	57%
4	7	10	10%
5	8	3	3%
Total		100	100%

Based on Table 4 it can be seen that 57% of respondents from semester 5 were more than other semesters. This means that the respondents in this study were dominated by Semester 5.

Table 5 Characteristics of Respondents by Source of Income

No	Source of Income	Number (person)	Percentage
1	Orang tua	91	91%
2	Bekerja	9	9%
Total		100	100%

Based on Table 5 respondents whose sources of income are from their parents as many as 91 respondents or in the percentage of 91%, and sources of income from work as many as 9 respondents or in the percentage of 9%, so it can be concluded that the sources of income of respondents in this study mostly come from parent. This could be because most of the respondents in this study were students so that most of their income came from their parents.

Simple correlation analysis is used to determine the relationship between the independent variable and the dependent variable, namely between the price discount variable and the impulsive buying decision variable. The results of simple linear regression analysis can be seen in Table 6 below:

Table 6 Correlation Analysis Results

		Price Discount	Impulse purchases
Diskon Harga	Pearson Correlation	1	,470 ^a
	Sig. (2-tailed)		0
		100	100
		N	
Pembelian Impulsif	Pearson Correlation	,470 ^a	1
	Sig. (2-tailed)	0	
		100	100
		N	

From table 6, it can be seen that the long jump Pearson product moment correlation coefficient is .470a. This means that the large correlation or relationship between the price discount variable and impulse buying decisions is 0.470 or very strong because it is close to 1. Pearson product moment correlation has a distance between -1 to +1. If the coefficient is -1 then the two variables studied have a negative perfect linear relationship. If the correlation coefficient is +1 then the two variables studied have a positive perfect linear relationship.

Based on the table above, the relationship between the price discount variable and the impulsive buying decision is significant because the significance number is $0.000 < 0.01$. The direction of the correlation can be seen from the number of correlation coefficients, the results are positive or negative. According to the results of the analysis, the correlation coefficient of the price discount is positive, namely 0.470, so the correlation of the two variables is unidirectional. This means that if the price discount is high, the impulsive buying decision is high. In general, the correlation or relationship between the price discount and the perfect impulse buying decision is very strong, significant and unidirectional.

Table 7 Regression Coefficient Results

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	ST.S. Error	Beta		
1 (Constant)	8,393	6,333		1,325	0,188
Price Discount	1,342	,255	,470	5,267	0,000

Based on Table 7, the regression equation is obtained with constant coefficients and variable coefficients in the unstandardized coefficients

column B, so that the regression equation is obtained, namely: $Y = 8.393 + 1.342X$.

From table 7, it can be seen that the calculation results of the coefficients in the regression equation obtained a constant coefficient of 8.393 and for the coefficient of impulsive buying 1.342.

The regression model gives the result that the independent variable shows a positive coefficient sign. This means that an increase in the price discount variable will increase impulse buying decisions. From this equation, the regression number is 1.342.

In this study, the magnitude of the constant is positive while the value of the coefficient

The independent variable, namely the price discount, is also positive for purchasing decisions. Based on the above results it can be concluded that:

1. The constant of 8.393 means that the consistent purchasing decision variable is 1.342.
2. If the price discount increases by one unit, the purchase decision increases by 1.342.
3. Or it can be said that, if the value of the price discount increases by 1%, the value of the purchase decision will increase by 1.342%. The regression coefficient is positive, so it can be said that the direction of the influence of the variable X on Y is positive.

Table 8 Test Results for the Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	STS. Error of the Estimate
1	,470 ^a	,221	,213	8,172

Table 8 explains the value of the correlation or relationship (R) which is equal to 0.470. From the output, the coefficient of determination R square or known as the coefficient of determination (KD) is 0.221 or equal to 22.1%, which implies that the effect of the independent variable (price discount) on the dependent variable (impulsive purchases) is 22.1%. So it can be said that 22.1% of the variables that influence impulse buying decisions on the Shopee application are price discounts, while the remaining 77.9% (100% - 22.1%) are caused by other variables other than price discounts that are not discussed in this study, namely buying interest, product features, advertisements.

Tabel 9 Hasil perhitungan uji signifikansi (t test) parsial antara variabel diskon harga terhadap keputusan pembelian, $\alpha = 0,05$ (dua sisi)

H	Variable	t _{count}	Significant t	t _{table} df 98	$\alpha = 0,05$ (two sides)
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100	Diskon harga (X)	5,267	0,000	1,984	0,05
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Based on Table 9 it can be explained that the results of the calculation of the significance test of the price discount variable that t count $5.267 > t$ table 1.984 with $\text{sig } 0.000 \leq 0.05$.

Thus it can be concluded that the price discount has a positive and significant effect on impulsive buying decisions, so that the alternative hypothesis H_a is accepted and H_0 is rejected. So it can be concluded that promotions through price discounts affect impulse buying decisions on Shopee application users, Bengkalis State Polytechnic students.

Based on the explanation of the results obtained, the results of the study can be described as follows: $8,393 + 1,342X$

Conclusion: If f count $< f$ table then H_0 is accepted and H_A is rejected, meaning that there is no simultaneous effect. If f count $> f$ table then H_0 is rejected and H_A is accepted, meaning that there is a simultaneous effect.

Based on the results of hypothesis testing, it can be concluded that: Based on the data analysis and discussion that has been described, it can be concluded from this research as follows: 1) Respondents' responses about Impulse purchasing decisions on Shopee application users are high, it can be seen that the total mean score is 3.56. The Intensity indicator that obtained the highest mean value of 4.4 with the statement I often buy the products I want on the Shopee flash sale program, even though it is not needed, can mean that respondents' responses to impulsive purchases by Shopee application users are high. 2) The test results show that the size of R square or called the coefficient of determination (KD) is 0.221 or equal to 22.1% which implies that the influence of the independent variable (price discount) on the dependent variable (impulse purchases) is 22.1%. So it can be said that 22.1% of the variables that affect impulse buying in the Shopee application are price discounts, while the remaining 77.9% (100% - 22.1%) are caused by other variables other than price discounts that are not discussed in this study. the price discount on the Shopee Application is very high, it can be seen that the total mean score is 4,095. The Attractiveness indicator of discounted prices that obtained a mean value of 4.46 with a statement that I would be more interested in seeing products that are being discounted and I feel that the flash sale program carried out by Shopee is effective in attracting consumers, this statement can be interpreted that respondents' responses to price discounts on Shopee application users is very high.

4. Conclusion

Based on the data analysis and discussion that has been described, it can be concluded from this research as follows:

1. Respondents' responses about price discounts on the Shopee Application are very high, it can be seen that the total mean score is 4,095. The Attractiveness indicator of discounted prices that obtained a mean value of 4.46 with a statement that I would be more interested in seeing products that are being discounted and I feel that the flash sale program carried out by Shopee is effective in attracting consumers, this statement can be interpreted that respondents' responses to price discounts on Shopee application users is very high.
2. Respondents' responses to impulsive buying decisions on Shopee application users are high, it can be seen that the total mean score is 3.56. The Intensity indicator that obtained the highest mean value of 4.4 with the statement I often buy the products I want on the Shopee flash sale program, even though it is not needed, can mean that respondents' responses to impulsive purchases by Shopee application users are high.
3. The value of the correlation or relationship (R) is 0.470, and the R square or known as the coefficient of determination (KD) is 0.221 or equal to 22.1% which implies that the effect of the independent variable is price discount on the dependent variable (Purchases). impulsive) is 22.1%. So it can be said that 22.1% of the variables that affect impulse buying in the Shopee application are price discounts, while the remaining 77.9% (100% - 22.1%) are caused by other variables other than price discounts that are not discussed in this study.

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