

The Effect of Flashsale and Price Discounts on Impulsive Buying (Study on Lazada Application User Students at the University of North Sumatra)

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Abstract

Shopping online is one of the conveniences in meeting the needs of life in today's modern lifestyle. There are many conveniences obtained when making purchases online. And members make it easy and can save time and energy because they don't have to go to the store but can get the desired product through what is given. This study aims to analyze how the effect of Flashsale and price discounts on Impulsive Buying of students using the Lazada application at the University of North Sumatra. The effect of the related variables, namely flash sale and price discounts, will be analyzed partially and simultaneously on the increase in Impulsive Buying. This research uses quantitative research with an associative approach. The sample taken in this study was 100 people who were taken by purposive sampling technique. Primary data in this study were obtained from distributing questionnaires and secondary data obtained through the literature study. The analytical method used is validity test, classical assumption test, reliability test, multiple linear regression analysis and hypothesis testing obtained using SPSS 22 software. The results of the research conducted showed that the variable Flashsale (X1) had a significant effect on Impulsive Buying. And the price discount variable (X2) has a significant effect on Impulsive Buying, variables Flashsale and price discounts simultaneously affect Impulsive Buying. Based on the coefficient of determination test, there is a fairly close relationship between Flashsales and price discounts on Impulsive Buying with an R value of 0.893. Through the value of R square there is a contribution Flashsale and a price discount of 79.8% to Impulsive Buying. While the remaining 20.2% is influenced by other variables that are not explained in this study.

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Shopping online is one of the conveniences in meeting the needs of life in today's modern lifestyle. There are many conveniences obtained when making purchases online. And makes it easy and can save time and energy because you don't have to go to the store but can get the desired product through what is given. This study aims to analyze how the influence of Flashsale and price discounts on Impulsive Buying on students using the Lazada application at the University of North Sumatra. The effect of the related variables, namely Flashsale and price discounts, will be analyzed partially and simultaneously on the increase in Impulsive Buying. This study uses quantitative research with an associative approach. The sample taken in this study was 100 people who were taken by purposive sampling technique. Primary data in this study were obtained from distributing questionnaires and secondary data obtained through literature study. The analytical method used is validity test, classical assumption test, reliability test, multiple linear regression analysis and hypothesis testing obtained using SPSS 22 software. And the price discount variable (X2) has a significant effect on Impulsive Buying, the Flashsale variable and the price discount simultaneously affect Impulsive Buying. Based on the coefficient of determination test, there is a fairly close relationship between Flashsale and price discounts on Impulsive Buying with an R value of 0.893. Through the value of R square, there is a Flashsale contribution and a 79.8% discount on Impulsive Buying. While the remaining 20.2% is influenced by other variables that are not explained in this study.

INTRODUCTION

One of the conveniences that can be felt by humans in fulfilling the necessities of life is shopping. Where the trend of the marketing world today is shopping online. Shopping online is one of the breakthroughs that really helps humans in meeting the needs of life because with the presence of online shopping or what is called an online shop, consumers no longer go out to buy a product. They simply use their Android smartphone to search for the products they want and make purchases at online stores. highest in the world. It is stated that Indonesia is the country with the largest internet users in the world. Where 88.1% of Indonesian Internet users use E-commerce to meet their daily needs.

Based on the words of boss, katadata.co.id, research conducted, it can be seen that as many as 88.1% of Indonesian people who use the internet use E-commerce. The growth of Indonesia's E-commerce as the country that uses the most E-commerce occurs because the Indonesian people are very much using their Android smartphones to meet their needs.

The more people who use Online Stores in fulfilling their daily needs, it will also cause more ways or strategies they will use in order to compete and become the online store of choice for the community. As a result, it will make the online store better in marketing its products and make efforts or promotions in order to increase sales at the online store.

Discount Prices are one of the keys to achieving marketing goals. Discount prices can also be changed quickly because they are flexible. Price discounts affect consumer decisions so that they choose to buy the product. One example of the price discount given by Lazada is by buying two food products, you will get a 10% discount. So seeing this because they want to get a price discount will make consumers to make purchases of more than one or in accordance with the conditions given so that sales will also increase and the product runs out quickly. So that unplanned purchases that were previously unthinkable by consumers to make purchases made by consumers.

Impulsive buying can be interpreted as behavior that appears to spend money without prior planning, is sudden and sudden and coincidental, because of conditions that are happening and occur spontaneously. This can be seen from the number of consumers who make purchases when they see promotions. Flashsale promotions and price discounts are also very influential in growing consumer purchase intentions where there are very attractive offers provided by e-commerce on the online store promos. So that with the Flashsale promotion program and this price discount, it will grow consumer buying intentions on the products offered on the E-commerce suddenly or unplanned (Impulsive Buying).

Lazada is one of the media or places to sell and buy an item that is done online in Indonesia. Lazada is also among the 5 best e-commerce that is most widely used. In one of the website visiting platforms, Similar Web, has released a list of the best e-commerce in Indonesia. Where on the website shows the ranking of customer visits that occurred in the fourth quarter of 2021. And the most visited e-commerce is Shopee with a total monthly visit of 129.3 million. Then ranked second was Tokopedia with 114.7 million visits and Bukalapak in third place with 38.6 million visits. Lazada was ranked 4th with 36.3 million, followed by Blibli.com with 19.41 million visits, ranked 5.

Lazada is included in the 5 most visited E-commerce in Indonesia. Quoted from Katadata, Millennial behavior associates Lazada with COD/pay on the spot, while Shopee with free shipping. Meanwhile, Tokopedia and Bukalapak are associated with well-known shopping applications. But Shopee and Tokopedia are more recommended by millennials compared to Lazada. And the millennial behavior has illustrated that the results of the survey say Millennials are actors who support the use of E-commerce.

Efforts made by Lazada in marketing their products are by selling Flashsales and also

discounting prices. The sales promotion carried out by Lazada is an effort to increase sales on the Lazada online buying and selling site. Seeing this, Lazada held a Powerful Promo for three days at Lazada 12.12 Harbolnas. In the Promotion, which was held for three days, on December 12-14, there was a Flashsale Promotion and also a Price Discount to Lazada Consumers. In the promotions given, there are Flashsales starting from Rp. 12 and Price Discounts up to 99%. This promotion is in great demand and eagerly awaited by consumers because the prices given are very cheap and can save time and effort because there is no need to go straight to the store as usual.

RESEARCH METHODOLOGY

This research is a research that uses associative research methods with a quantitative approach. It is said to be a quantitative method because the research method used is data and also the results of the analysis obtained using statistics. Associative research is research where the purpose of the research used is to find out the relationship between two or more variables in one study (Sugiyono, 2017: 100). The relationship that wants to be known in this study is the relationship between Flash sales and Price Discounts with Impulsive Buying. In this study, the research population is North Sumatra university students who use the Lazada online shopping application.

The sample collection technique used is the purposive sampling technique where there is no opportunity for all members of the population to have the opportunity to be selected as research samples. Because the number of users of the Lazada application at the University of North Sumatra is unknown, the sample members are those who are considered representative.

Data collection techniques used in this study are primary data collection techniques and secondary data collection techniques. Primary data collection techniques are sources of data obtained in research that are obtained directly from respondents, namely by giving questionnaires or questionnaires to respondents and processing the data that has been collected to be processed and concluded in this study. berkaiwith research from literature studies and from books and previous research.

RESULTS AND DISCUSSION

The results of the analysis of most respondents indicate that they agree with Impulsive Buying on Lazada, where when the Flashsale Program takes place the price offered is very cheap than the normal price of the product before Flashsale. Flashsale is one of the factors that affect Impulsive Buying if the price given is in accordance with consumer needs, thus the level of purchase will be higher. However, most respondents said that they were neutral with the Flashsale program statement making respondents choose to shop at Lazada compared to shopping at other online stores. . Consumers think that consumers will not necessarily always buy products every Flashsale because they will also adjust to the price and level of their needs for the products offered during the Flashsale program.

The results of the analysis that most of the respondents agreed to make a purchase because of the price discount given by Lazada. Discount prices are one of the factors that influence consumers so that Impulsive Buying occurs. Where consumers will buy the product in multiples because of the discounted price offered. And seeing this, most consumers choose to use the Lazada application when Lazada provides price discounts on their products, so this is a special concern for Lazada in order to increase sales.

Based on the results of tests that have been carried out by researchers on the simultaneous effect of three variables, namely Flashsale, Price Discount and Impulsive Buying in the table that has been presented, it has a simultaneous significant effect on the Impulsive Buying variable (Y), this can be proven by looking at the results of hypothesis testing Simultaneous results obtained have an Fcount value of 191,706. When compared with Ftable, Fcount 191.706 > Ftable 3.09 with a significance of $0.000 < 0.005$. So based on these results it is concluded that the independent variable Flashsale (X1) and price discount (X2) together (simultaneously) have a significant effect on the dependent variable Impulsive Buying (Y).

So that it can be seen that there is an influence between the Flashsale variable (X1) and price discount (X2 on Impulsive Buying (Y) on Lazada users, North Sumatra university students. The results that prove that the X1 and X2 variables have a significant effect on the Y variable in this study are

presented in Simultaneous test results (F test) and (R²) The results of the coefficient of determination test show an R value of 0.893, where from the results of the coefficient value it shows that there is a relationship between Flashsale and price discounts on positive Impulsive Buying and the Adjusted R Square value indicates that Flashsale and price discount together contributed 79.8% in influencing the Impulsive Buying variable.

CONCLUSION

In this study, the Flashsale variable has a significant effect on Impulsive Buying. And shows the results of the partial test (t test) that the value of tcount is greater than ttable ($4.263 > 1.984$) and with a significance value of ($0.000 < 0.05$) so that it can be concluded that Ha1 is accepted and H01 is rejected. in this study shows that the Flashsale variable has a positive and significant effect on Impulsive Buying on Impulsive Buying students using Lazada University of North Sumatra. Based on the test results, the price discount variable has a positive and significant effect on Impulsive Buying at North Sumatra University students. This is evidenced by the results of t arithmetic greater than t table that is ($10,753 > 1,984$) so it can be concluded that Ho2 is accepted and Ha2 is rejected. The Flashsale and Price Discount variables together have a significant and positive effect on Impulsive Buying conducted by students using the Lazada application at the University of North Sumatra. And it is known that there are 79.2% contribution of Flashsale and price discounts to Impulsive Buying and there are 20.2% of other factors that also influence Impulsive Buying which are not explained in this study. In accordance with consumer behavior, that Flashsale and price discounts affect consumer behavior so that they think about making a purchase of a product that is not based on need but because of a sudden impulse because they see the Flashsale Promotion and Price Discount program.

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