

## ***The Effect Of Cashback Programs, Bonus Packs And Diapers Price Discounts On Purchasing Interest At E-Commerce Shopee***

### **Pengaruh Program Cashback, Bonus Pack Dan Potongan Harga Diapers Terhadap Minat Beli Pada E-Commerce Shopee**

Mia Herliani<sup>1\*</sup>, Syahrul Alim<sup>2</sup>

Management Department, Faculty Economics and Business, Pelita Bangsa University<sup>1,2</sup>

[miaheliani@gmail.com](mailto:miaheliani@gmail.com)

\*Corresponding Author

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#### **ABSTRACT**

*In order to increase sales and attract consumers, e-commerce carries out large-scale promotions every month. Usually, this promotion falls on beautiful dates, one of which is the promotion 11.11, 12.12 and other beautiful dates. Of course, this promotion not only provides benefits for e-commerce itself, consumers can also shop economically by getting cheap prices. And of course, sellers because they can increase product sales. This research is quantitative and uses SPSS analysis tools. This research aims to disseminate the impact of e-commerce promotions on interest in buying diapers. There were 100 respondents in this study, namely consumers of the Arfan milk shop. From the data processing that has been carried out, it is known that Purchasing Interest partially has a positive and significant effect on Purchase interest in Toko susu Arfan*

**Keywords:** Cashback Program, Bonus Pack Discounts Purchasing Interest.

#### **ABSTRAK**

Untuk meningkatkan penjualan dan menarik konsumen, e-commerce melakukan promosi besar-besaran setiap bulannya. Biasanya promosi ini jatuh pada tanggal-tanggal cantik, salah satunya adalah promosi 11.11, 12.12 dan tanggal-tanggal cantik lainnya. Tentunya promosi ini tidak hanya memberikan keuntungan bagi e-commerce itu sendiri, konsumen juga bisa berbelanja hemat dengan mendapatkan harga yang murah. Dan tentunya penjual karena dapat meningkatkan penjualan produk. Penelitian ini bersifat kuantitatif dan menggunakan alat analisis SPSS. Penelitian ini bertujuan untuk menyebarluaskan dampak promosi e-commerce terhadap minat beli popok. Terdapat 100 responden dalam penelitian ini, yaitu konsumen toko susu Arfan. Dari pengolahan data yang telah dilakukan, diketahui bahwa minat beli secara parsial berpengaruh positif dan signifikan terhadap minat beli pada Toko Susu Arfan.

**Kata Kunci:** Program Cashback, Potongan Harga Paket Bonus, Minat Beli.

#### **1. Introduction**

Purchase interest is a desire that arises to buy a product or service in the future. Purchase interest is also an aspect that has quite an important influence on behavior and is a motivation that will direct what a person will do next. In connection with marketing, a consumer must have a desire for a product or service category first before deciding to buy it, so marketers must implement strategies to generate interest in purchasing a product or service category. With the desire to buy something, a continuous process occurs assuming that the speed of the process from start to finish depends on the type of product to be purchased or consumed and the media used to carry out the transaction (Rini & Hasyim, 2019). Purchase intention has a strong influence on consumers' tendency to shop online, especially on e-commerce marketplaces. The impact of interest that arises in buyers often conflicts with the situation in their financial condition. Consumer buying interest is a form of hidden desire in the consumer's mind. Consumer buying interest is not visible within the individual, no one knows what consumers want and expect. (Nst & Yasin, 2014). According to Nulufi & Murwatiningsih (2018) the impact of buying interest on a company if there is no encouragement to buy then the

company will experience losses, and the positive impact lies in a product or brand that creates buying interest in the product or service. Purchase interest is one of the factors influenced by promotions, discounts and bonus packs.

According to survey results, until mid-2023, the Shopee shopping application will still maintain dominance in the Indonesian e-commerce market. Compiling SimilarWeb data, Shopee was visited by 158 million visitors in Q1 2023 and 167 million visitors in Q2 2023. Meanwhile, Tokopedia was visited by 117 million people in Q1 and 107.2 in Q2 2023. Meanwhile, the dominance of e-commerce in Indonesia is expected to continue to increase. It is predicted that e-commerce users in Indonesia will reach 244 million in 2027. In Indonesia, the use of e-commerce is increasing along with the expansion of the internet network. This increase makes the marketplace market share continue to grow and makes competition even more competitive. To face this competition, companies need to know about consumer behavior. Consumer behavior will be useful for companies as an analysis in maximizing and increasing sales by understanding the character of each buyer and to understand how consumers behave in consuming products as well as to see what personal values exist (Nainggolan N, 2020). According to Mangkunegara in Totok Subianto (2002) consumer behavior is actions in the decision-making process in obtaining, using economic goods or services that can be influenced by the environment.

Indonesia is a Southeast Asian country with very tight e-commerce competition, because Indonesia has very strong e-commerce, namely Toko pedia and opened lapak (Bisnis.com, Wednesday 22 August 2020). According to Iprice, the highest ranking for local e-commerce visits is still At the top, namely Shopee, Tokopedia, Bukalapak and Lazada, according to Regional Partnership Manager Jayden Purna, said that total visit data cannot show the total size of transactions generated on e-commerce, the price of each e-commerce greatly influences consumer purchasing decisions. Consumers expect online shop prices to be lower than offline (traditional) shops, so consumers are looking for product price comparison information. Obtaining the desired object at the best price is definitely the dream of every person who shops. Prices are several assets that are charged for a product or service in quantity. from the value that consumers exchange for the benefits of owning or using the product or service. This price itself greatly influences consumer buying interest in a product. Apart from price, there are still promotions which are thought to influence product buying interest on e-commerce.

Each e-commerce has a different marketing method, in order to attract visitors to use its services for transactions such as Lazada. Since receiving additional funds worth IDR 27.5 trillion by Alibaba, Lazada has focused more on optimization by providing lots of promos for application visitors, in holding Tokopedia's E-commerce promotion held a lively event and was broadcast on 3 TV stations where this was a phenomenal breakthrough for other E-commerce, Bukalapak itself increased visitors to make transactions and held a Rp. 200,000 cashback promo from Rp. 200,000 shopping. 500,000 This method is very profitable where 33% (Snapchat research) of the Indonesian people are very interested in Cashback promos. Meanwhile, Shopee increases visitors to make transactions by increasing consumer awareness, namely with TV advertisements and billboards. And Shopee also prioritizes promotions to its customers. Promotions are transaction activities by introducing or providing information on details of goods so that people are more interested in making purchase transactions. Promotions can be carried out in various ways, to attract people's attention, in promotions, all information provided must be short, clear and precise Sitorus and Utami (2019). Promotional objectives universally in order to increase the sales volume of products and services. Shopee e-commerce successfully recorded the best sales record of 5.8 million transactions in 24 hours (Suara.com),<sup>10</sup> Of the various e-commerce available, Shopee is one of the e-commerce a well-known merchant in Indonesia which very often holds promotions every month, so that many potential consumers use and shop to get attractive promos from Shopee.

In order to increase sales and attract users, e-commerce carries out large-scale promotions every month. Usually, these promotions fall on beautiful dates, one of which is the 12.12 promotion on December 12 2020. Of course, this promotion not only provides benefits for e-commerce itself, consumers can also shop economically by getting cheap prices. And of course, sellers because they can increase product sales. On the other hand, according to a survey, it turns out that there is one category that is in demand on 12.12 2020. This category is Mom & Baby products. Kompas.co.id summarizes the sales of the Mom & Baby category during the 12.12 2020 campaign moment in two e-Commerce giants, Shopee and Tokopedia, through the Harbolnas 2020 e-Commerce Market Insight Report.

Data from the report shows that Shopee managed to achieve 76.3 percent of sales on 12.12 in the mom & baby category. Meanwhile Tokopedia achieved 23.7 percent. In fact, in just one category, Shopee managed to reap IDR 42 billion in sales value during 12.12.

Furthermore, from the data it was also found that the mom & baby category was won by formula milk products, with sales of 61 percent, and baby diapers which achieved sales of 20.7 percent.

It turns out that the most purchased baby diapers during the 12.12 2023 event were MamyPoko Pants L30, Mother. Unmitigated, daily sales reached IDR 1.2 billion. From the market insight results above, it can be concluded that formula milk products and baby diapers are the best-selling products on the online market, considering that these two products are basic needs for mothers who have babies to toddlers.

Several reasons encourage them to choose to shop for these goods via e-commerce platforms, namely saving time and energy (79 percent), free shipping (72 percent), cheaper prices than offline stores (62 percent), available purchase discounts (61 percent), and ease of comparing prices with other stores (57 percent).

In exploring the understanding of the influence of promotions in e-commerce on consumer buying interest, research by Sita Dewi Astuti (2021), with the title "The influence of discounts and free shipping promos on purchasing decisions in e-commerce" This research aims to determine and analyze the influence of discounts and free shipping promos for purchasing decisions on Shopee e-commerce. The results of this research show that there is a significant influence between discounts on purchasing decisions, free shipping promos have a significant influence on purchasing decisions on Shopee e-commerce. Ratih Hasanah (2019) The Effect of Price Discounts on Buying Interest I (Study on Price Discounts in 2017, Bukalapak.com Television Advertisement Version of 2015 National Online Shopping Day on Teenagers' Buying Interest in Bandung City) "The independent variable in this research is the price discount which consists of quantity discounts, seasonal discounts and cash discounts, while the dependent variable is purchasing interest. By using descriptive analysis techniques, it was found that the results in the form of price discounts had a simultaneous influence on purchase interest of 79.9%, while the remaining 20.1% was influenced by other factors or variables that were unknown and not included in this research. Partially, the quantity discount sub variable has a significant effect on buying interest by 24.72%, seasonal discounts have a significant effect on buying interest by 7.64% and cash discounts have a significant effect on buying interest by 47.57%.

## 2. Method

The type of research used in this research is quantitative research using a questionnaire as a data collection tool. In this research, the data needed is primary data. The respondents in this research were 100 Arfan milk shop consumers. Primary data was obtained through distributing questionnaires to get an overview of the independent and dependent variables. In this research, the data that will be collected is the respondent's perception, therefore the simplest measurement is to use a questionnaire or questionnaire technique which will be handed over to each respondent, functioning as an instrument or measuring tool that will be

delivered directly. Questionnaires or questionnaires will be designed using closed questions, namely questions that provide alternative answers, so that respondents only have to choose one answer that is considered most appropriate to the respondent's condition. The measurement scale used in this research adopts a Likert scale with 5 interval levels. The assessment is given based on the scale chosen by the respondent, namely the lowest level is given a value of 1 (one) and the highest level is given a value of 5 (five). The technique used to process data is statistical analysis techniques using SPSS.

### 3. Result And Discussion

#### Validity Test Result

The validity test is used to identify whether a research questionnaire is legal or not. A questionnaire is said to be valid if the questions contained in the questionnaire are able to reveal something that the questionnaire wants to measure. Test validity by comparing the calculated r value with the table r value for degree of freedom (df) =  $n - 2$ , where n is the number of samples (Ghozali 2018:51). Test significance by comparing the calculated r value with r table for degree of freedom (df) =  $n - 2$ , in this case n is the number of samples. So the df that will be used is  $100 - 2 = 98$ . Based on the validity test of all instruments, the calculated R results for all variables have a value greater than the r table so it can be concluded that the validity test results can be said to be valid in this research and it can be said that the respondents in filling out the questionnaire statement revealed that all the variables in this research were suitable for use. used.

#### T Test Result (Partial)

The hypothesized influence of partial sense experience, feel experience, think experience, act experience and relate experience on repurchase intention is calculated using the t test. The results of the t test using the SPSS program obtained the following results:

**Table 1. T Test**

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.158	3.359		2.429	.017
	Cashback	.119	.084	.120	2.412	.000
	Bonus Paok	.317	.062	.429	5.098	.000
	Discount	.461	.119	.366	3.885	.000

a. Variable Dependent: Purchasing Interest

#### Effect of Cashback on Purchasing Interest

It is known that the sig value for This means that Cashback has a positive and significant effect on Arfan milk shop consumers' buying interest.

#### Effect of Bonus Pack on Purchasing Interest

It is known that the sig value for This means that the Bonus Pack has a positive and significant effect on Arfan milk shop consumers' buying interest.

#### Effect of Discount on Purchasing Interest

It is known that the sig value for This means that the Price Discount variable has a positive and significant effect on Arfan milk shop consumers' buying interest.

#### Coefficient of Determination Test

Coefficient of determination analysis is to measure how far the model's ability is to explain variations in the dependent variable. where the relationship is expressed by a negative or positive sign. If  $r = +1$  or close to  $+1$ , then the correlation between two variables is said to be positive, very strong and unidirectional, meaning that the increase or decrease in the value of X occurs together with the increase or decrease in the value of Y. Based on the test result, the results of the analysis of the coefficient of determination ( $R^2$ ) obtained are 0.684 or 68.4%. This shows that the percentage contribution of the dependent variable Cashback, Bonus Pack and Price Discounts influences Purchase Interest by 68.4% while the remainder is influenced by other variables not included in this research model.

**Table 2. Coefficient Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 <sup>a</sup>	.684	.675	2.275

a. Predictors: (Constant), Potongan Harga, *Bonus Pack*, *Cashback*

### Simultaneous Test

Joint hypothesis testing is carried out using the F test. The F test is carried out to test the significance relationship between the independent variable and the dependent variable as a whole. The calculated F value can be seen from the results of data processing using SPSS.

**Table 3. Simultaneous Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1905,633	3	635,211	71,647	,000 <sup>b</sup>
	Residual	851,117	96	8,866		
	Total	2756,750	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Potongan Harga, *Bonus Pack*, *Cashback*

From the results above, the F test (simultaneous) for all variables shows the calculated F value is 71.647 with a significance level of 0.000, while the F table uses a significance of 0.05 with  $df_1 = \text{number of variables} - 1$  or  $3-1=2$  and  $df_2 = n-k-1$  or  $100-2-1=97$  then the F table obtained is 2.70. Thus it can be concluded that the F count is  $71.647 > 2.70$  and the significance is  $0.000 < 0.05$ , so the hypothesis is accepted, meaning that Cashback, Bonus Pack and Price Discounts simultaneously influence Purchase Interest.

### Discussion

Based on all the tests above regarding the influence of Cashback on Purchase Interest, the sig result is greater than 0.05, namely 0.00 and the calculated t value is 2.412 with the t table greater than 1.984 so that Cashback has a positive and significant effect on Purchase Interest of shop consumers. Arfan milk. The data was processed using SPSS Version 22 and tested to produce a calculated r value greater than the r table so that the validity test of the Cashback indicator was declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If the cashback is higher, consumers' buying interest in buying at the Arfan milk shop will be greater. Thus, it can be seen that Cashback partially has a positive and significant effect on consumers' buying interest in buying at the Arfan milk shop.

Based on all the tests above regarding the influence of the Bonus Pack on Buying Interest, from the results of this research it can be seen that the sig value of 0.000 is less than 0.05 and the calculated t value is 5.098 with a t table of less than 1.984, so that the Bonus Pack has a positive effect on Buying Interest. The data was processed using SPSS Version 22 and tested to produce a calculated r value greater than the r table so that the validity test of the

Bonus Pack indicator was declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If the Bonus Pack gets bigger, consumers' buying interest in buying at the Arfan milk shop will also get bigger. Thus, it can be seen that the Bonus Pack partially has a positive and significant effect on consumers' buying interest in buying at the Arfan milk shop.

Based on all the tests above regarding the effect of price discounts on purchase interest, from the results of this research it can be seen that the sig value of 0.000 is less than 0.05 and the calculated t value is 3.885 with the t table determined ( $0.161 > 0.05$ ) less than 1.984 so this is Price Discounts have a positive effect on Purchase Intention. The data was processed using SPSS Version 22 and tested to produce a calculated r value greater than the r table so that the validity test of the Price Discount indicator was declared valid. Then in the reliability test all variables were able to produce values  $> 0.06$ . If the price discount is higher, consumers' buying interest in buying at the Arfan milk shop will be greater. Thus, it can be seen that Brand Image partially has a positive and significant effect on consumers' buying interest in buying at the Arfan milk shop.

Based on the results of hypothesis testing, the variable F test shows a calculated F value of 71.647 with a significance level of 0.000, while the F table uses a significance of 0.05 with df  $1 + \text{number of variables} - 1$  or  $3-1=2$  and  $df\ 2\ n-k-1$  or  $100- 2-1 =97$  then the F table obtained is 2.70. Thus it can be concluded that the F count is  $71.647 > 2.697$  and the significance is  $0.000 < 0.05$ , so the hypothesis is accepted, meaning that Cashback, Bonus Pack and Price Discounts have a simultaneous effect on the buying interest of Arfan milk shop consumers.

#### 4. Conclusion

Several reasons encourage them to choose to shop for these goods via e-commerce platforms, namely saving time and energy 79%, free shipping 72%, prices cheaper than offline stores 62%, available purchase discounts (61 percent), and ease of comparing the price with other shops is 57%. In order to increase sales and attract users, e-commerce carries out large-scale promotions every month. Usually, this promotion falls on a beautiful date. Of course, this promotion not only provides benefits for e-commerce itself, consumers can also shop economically by getting cheap prices. And of course, sellers because they can increase product sales. Of the various e-commerce available, Shopee is one of the well-known e-commerce in Indonesia which often holds promotions every month, so that many potential consumers use and shop to get attractive promos from Shopee. It is proven from the results of this research that cashback promos, bonus packs and discounts have a positive and significant effect on consumer buying interest at the Arfan milk shop, both partially and simultaneously.

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