

THE EFFECT OF SHOPEE PAYLATER, FREE SHIPPING, LIVE STREAMING AND FLASH SALE OF SHOPEE MARKETPLACE ON PURCHASE DECISIONS OF GENERATION Z IN DUDUK SAMPEYAN DISTRICT, GRESIK REGENCY

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Article Info	ABSTRACT
Keyword: Perception of price, product quality, service quality, customer satisfaction and customer loyalty.	This study aims to determine the influence of Shopee Paylater, Free Shipping, Live Streaming and Flash Sale Marketplace Shopee on Purchasing Decisions of Generation Z in Duduk Sampeyan District, Gresik Regency. The sample in this study amounted to 400 respondents. The data analysis techniques used were validity test, reliability test, classical assumption test, multiple linear regression analysis test, coefficient of determination test, multiple correlation test and hypothesis test. The results of this study indicate that the variables shopee paylater, shipping vouchers, live streaming, and flash sale have a positive and significant effect on purchasing decisions, this is evidenced by the results of the calculated t value > t table. And based on the results of the multiple linear regression analysis, the flash sale variable has the most dominant effect on purchasing decisions.

INTRODUCTION

Technological developments also provide some companies with the opportunity to establish stronger online connections with suppliers. In addition, the old trading system is replaced by an electronic trading system as a result of the development of the use of information media in buying and selling activities (Nasution, 2020). The development of technology that is easy and instant allows it to be an opportunity for e-commerce companies to develop their businesses. The increasingly large and rapid growth of e-commerce businesses in Indonesia has caused many other e-commerce companies to offer various benefits and conveniences, thus giving rise to competition between large e-commerce companies in Indonesia. One of the latest breakthroughs in the business world is online shopping services. In this service there are several products needed by the community ranging from electronics, food & beverages, computers & accessories, care & beauty, cellphones & accessories, home furnishings, clothing, and so on (Ardiansyah, 2021).

The existence of consumers has an influence on achieving the company's ultimate goal, namely making a profit through purchasing products. This requires companies to know what factors can influence consumers in making product purchasing decisions. Purchasing decisions are a stage of decision-making to determine whether or not to make a purchase of the image that is needed or desired. According to (Agustina & Hinggo, 2023) a purchasing decision is a final decision that a customer has to make a purchase of a service or goods along with a number of special considerations. According to research conducted by (Nasution et al., 2020) Shopee PayLater influences purchasing decisions because consumers can pay in installments when shopping. Shipping voucher promos influence purchasing decisions because they save more costs and time so that consumers do not need to spend additional money on shipping costs for goods until they reach consumers because Shopee has provided shipping vouchers to buyers (Istiqomah & Marlana, 2022). Flash sale according to (Herlina, et al., 2021) is a promotional activity that is often carried out by companies online which provides large discounts on their products but for a limited period of time, in order to attract buying interest in the community. Handayani et al., (2022), the live streaming feature facilitates communication between sellers and buyers, especially regarding the products they sell, including the quality, size, and materials used, so that buyers can get high-quality products.

This is supported by research Research conducted by (Wulandari & Subandiyah 2022) states that Shopee PayLater payments do not have a significant effect on purchasing decisions on the Shopee marketplace. While other studies state that Shopee PayLater has a positive and significant effect on consumer purchasing decisions on the Shopee marketplace (Fitriana, 2023). Research conducted by (Safitri 2021) the results are that free shipping has a significant effect on consumer purchasing decisions. While other research conducted by (A'yun, 2024).

From the problems explained above, the researcher wants to conduct a study related to "The Influence of Shopee Paylater, Free Shipping, Live Streaming and Shopee Marketplace Flash Sale on Purchasing Decisions of Generation Z in Duduk Sampeyan District, Gresik Regency."

RESEARCH METHODS

1. Types of research

According to Sugiyono (2019), quantitative research is an empirical research approach where data collected can be measured numerically. This research tends to use scientific methods with statistical analysis to test hypotheses and answer research questions.

2. Population

According to Sugiyono (2022) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. population is not only the number of objects or subjects studied, but all the characteristics or properties possessed by the objects and subjects. In this study, the population is all consumers at the Delapan Meter Mojokerto Coffeeshop which was taken from the population data of Duduk Sampeyan sub-district consisting of 14,771 men and women.

3. Sample

According to (Sugiyono, 2022) a sample is a part of a population taken in a certain way or procedure to represent the population being studied. Meanwhile, according to (Sudaryana, 2022:34) a sample is part of the size and characteristics of a population. Based on the results of the Solvin formula calculation, the sample in this study amounted to 400 respondents.

4. Data Analysis Techniques.

a. Validity test

Validity Test is used to measure the validity or otherwise of a questionnaire. Valid research results if there is a similarity between the collected data and the actual data that occurs in the object being studied. A valid instrument means that the measuring instrument used to obtain data (measure) is valid.

b. Reliability test

Reliability Test according to Sugiyono (2021: 176) is used to measure data reliability where the instrument is declared reliable if the instrument can produce the same data when used to measure the same object repeatedly. In this study, the Cronbach Alpha formula was used to measure the reliability test.

c. Classical assumption test

1) Normality test

According to Sugiyono (2021:239), the normality test is a test carried out to examine the normality of variables, whether the data is normally distributed or not.

2) Multicollinearity test

According to Ghazali (2021: 157), the multicollinearity test is carried out to test whether there is a correlation between independent variables in the regression model.

3) Heteroscedasticity test

According to Ghazali (2021: 178), the heteroscedasticity test is carried out to test whether there is inequality in the variance of the residuals from one observation to another in a regression model.

d. Multiple correlation test

According to Imam Ghazali (2018:95) multiple correlation is a measure of the strength between two or more independent variables with a dependent variable. The correlation coefficient value ranges from 0 to 1 or 0 to -1, then the closer to 1 or -1, the stronger, and the weaker if it approaches 0.

e. Coefficient of determination test

The coefficient of determination (R^2) measures the ability to explain the dependent variable or bound variable. According to Ghazali (2018:97), the coefficient of determination is a number used to describe or determine the contribution of variable X (independent) to variable Y (bound).

f. multiple linear regression analysis test

According to Sugiyono (2020:213), multiple linear regression analysis is an analysis tool used to predict changes in the value of a dependent variable when the value of the independent variable is increased or decreased.

g. t-test

The t-test is used to determine the effect of independent variables on dependent variables partially and to determine the dependent variable by measuring the degree of relationship between the independent and dependent variables.

RESULTS AND DISCUSSION

a. Validity test

Table 4.8 Validity test results

No		Item	r count	r table	Information
1.	Shopee Paylater (X1)	X1.1	0.692	0.088	Valid
		X1.2	0.644	0.088	Valid
		X1.3	0.648	0.088	Valid
		X1.4	0.687	0.088	Valid
2.	Shipping voucher (X2)	X2.1	0.889	0.088	Valid
		X2.2	0.552	0.088	Valid
		X2.3	0.889	0.088	Valid
		X2.4	0.911	0.088	Valid
3.	Live streaming	X3.1	0.559	0.088	Valid

	(X3)	X3.2	0.547	0.088	Valid
		X3.3	0.559	0.088	Valid
		X3.4	0.581	0.088	Valid
		X3.5	0.598	0.088	Valid
4.	Flax Shale (X4)	X4.1	0.762	0.088	Valid
		X4.2	0.673	0.088	Valid
		X4.3	0.696	0.088	Valid
		X4.4	0.747	0.088	Valid
5.	Buying decision (Y)	Y.1	0.759	0.088	Valid
		Y.2	0.656	0.088	Valid
		Y.3	0.686	0.088	Valid
		Y.4	0.742	0.088	Valid

Data source : SPSS 26 output results

Based on the SPSS output results above in table 4.8, it shows that all indicators or statement items from each variable in this study have a calculated r value > r table (0.088), which means that the validity test states that all indicators from each variable are valid.

b. Reliability test

Table 4.9 Reliability Test Results

No	Variables	Cronbach Alpha (α)	Reliability Standard	Information
1	Shopee paytm (X1)	0.762	0.60	Reliable
2.	Shipping voucher (X2)	0.816	0.60	Reliable
3.	Live streaming (X3)	0.713	0.60	Reliable
4.	Flash sale (X4)	0.787	0.60	Reliable
5.	Purchase decision (Y)	0.783	0.60	Reliable

Data source: SPSS 25 output

Based on the results of the reliability test above, it is known that the Cronbach's Alpha number for the shopee paylater variable is 0.762; shipping voucher variable 0.816; live streaming variable 0.713; live streaming 0.713; flash sale variable 0.783. So the Cronbach's Alpha value of the five variables used in this study is greater than the minimum Cronbach's alpha value of 0.60. Thus, it can be concluded that the statements in this questionnaire are reliable. So this shows that each statement item used to measure the variable is able to obtain consistent data, so that if the statement is submitted again, it will get an answer that is consistent with the previous answer.

c. Classical assumption test

1. Normality test

Table 4.13 Normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.94812757
Most Extreme Differences	Absolute	.095
	Positive	.057
	Negative	-.095
Test Statistics		.095
Asymp. Sig. (2-tailed)		.106c
a. Test distribution is Normal.		

b. Calculated from data.
c. Lilliefors Significance Correction.

Data source: SPSS 25 output results

Based on the results of Table 4.13 above, it shows that the calculation results of Asymp.sig. (2 tailed) whose value is greater than 0.05, namely 0.106, so it can be concluded that the data is normally distributed.

2. Multicollinearity test

Table 4.10 Results of multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
Shopee paytm	0.393	2,543
Shipping voucher	0.732	1,366
Live streaming	0.669	1,494
Flash sale	0.470	2,129

Data source: SPSS 25 output results

Based on the results of table 4.11, it shows that the calculation of all independent variables, namely work discipline has a tolerance value of 0.443 which is greater than 0.10; work spirit has a tolerance value greater than 0.10 which is 0.537, and work commitment has a tolerance value of 0.52. While the work discipline variable has a Variance Inflation Factor (VIF) value of less than 10 which is 2.255. The work spirit variable has a Variance Inflation Factor (VIF) value of less than 10 which is 1.861 and the work commitment variable has a Variance Inflation Factor (VIF) value of less than 10 which is 1.921. Thus, it can be concluded that the regression model in this study does not have multicollinearity so that this study can be said to be ideal.

3. Heteroscedasticity test

Table 4.11 Heteroscedasticity Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,406	,124		1,858	,001
Shopee Paylater	,044	,009	,004	2,493	,002
Free Shipping	,076	,006	,021	3,124	,001
ULive Streaming	,022	,008	,017	2,601	,010
Flash Sale	,980	,008	,982	123,455	,000

a. Dependent Variable: Purchase Decision

Data source: SPSS 25 output results

Based on table 4.11 the output results above are known significant value (sig.) for variable X1 is 0.002; variable X2 is 0.001 variable X3 is 0.010 and the fourth variable is 0.000 because the significant value of the four variables above is less than 0.05 then according to the basis of decision making in the regression test, it can be concluded that there is no heteroscedasticity in the regression model.

d. Multiple correlation test

Table 4.14 results of multiple correlation test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,994a	,988	,988	,204	,785
a. Predictors: (Constant), Flash Sale, Free Shipping, Live Streaming, Shopee Payleter					
b. Dependent Variable: Purchase Decision					

Data source : SPSS 25 output results

From the table above, it is known that the correlation coefficient between the independent variables (Shopee payleter, shipping vouchers, live streaming, flash sale) and the dependent variable (purchase decision) is 0.994. In accordance with the guidelines for interpreting the correlation coefficient, it can be concluded that the relationship between the two variables is very strong and positive.

e. Coefficient of determination test

Table 4.15 Test of coefficient of determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,994a	,988	,988	,204	,785
a. Predictors: (Constant), Flash Sale, Free Shipping, Live Streaming, Shopee Payleter					
b. Dependent Variable: Purchase Decision					

Data source : SPSS 26 output results

Based on the results in table 4.15, it can be seen that the regression calculation can be seen that the coefficient of determination (adjusted R square) obtained is 0.98, this means that 98% of the Purchasing Decision variable can be explained by the shopee payleter variable, shipping voucher, live streaming and flash sale. The remaining 2% of the purchasing decision variable can be explained by other variables or factors.

f. Multiple linear regression analysis test

Table 4.13 Multiple linear regression analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,406	,124		1,858	,001
Shopee Payleter	,044	,009	,004	2,493	,002
Free Shipping	,076	,006	,021	3,124	,001
Live Streaming	,022	,008	,017	2,601	,010
Flash Sale	,980	,008	,982	123,455	,000
a. Dependent Variable: Purchase Decision					

Data source: SPSS 25 output results

Based on the results of the regression calculations in the table above, the following equation is obtained:

$$Y = 0.406 + 0.044 + 0.076 + 0.022 + 0.980$$

The regression equation can be explained as follows:

From the coefficient of the independent variables above, it is positive. This means that it has a direction of change that is in the same direction as the dependent variable. In addition, the coefficient of the flash sale variable with a coefficient of 0.980 means that flash sale has the largest value compared to the regression coefficient of the independent variables shopee payleter, shipping vouchers and live streaming. Thus it can be concluded that the most dominant factor in the purchase decision (Y) is flash sale.

Table 4.16 t-test results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,406	,124		1,858	,001
Shopee Paylater	,044	,009	,004	2,493	,002
Free Shipping	,076	,006	,021	3,124	,001
Live Streaming	,022	,008	,017	2,601	,010
Flash Sale	,980	,008	,982	123,455	,000
a. Dependent Variable: Purchase Decision					

Data source : SPSS 25 output results

1)Shopee paytm (X1)

Based on the results of the t-test, the calculated t value (5.812) is greater than the t table (1.994) so that the calculated $t > t$ table with a significance level of $0.000 > 0.05$, so H_0 is rejected and H_1 is accepted, which means that there is a positive and significant influence between the Shopee Paylater variable (X1) and purchasing decisions (Y).

2)Shipping voucher

Based on the results of the t-test, the calculated t value (3.124) is greater than the t table (1.966) so that the calculated $t > t$ table with a significance level of $0.000 > 0.05$, so H_0 is rejected and H_1 is accepted, which means that there is a positive and significant influence between the shipping cost voucher variable (X1) and the purchasing decision (Y).

3)Live streaming

Based on the results of the t-test, the calculated t value (2.601) is greater than the t table (1.966) so that the calculated $t > t$ table with a significance level of $0.000 > 0.05$, so H_0 is rejected and H_1 is accepted, which means that there is a positive and significant influence between the live streaming variable (X1) and purchasing decisions (Y).

4) Flash sale

Based on the results of the t-test, the calculated t value (123.455) is greater than the t table (1.966) so that the calculated $t > t$ table with a significance level of $0.000 > 0.05$, so H_0 is rejected and H_1 is accepted, which means that there is a positive and significant influence between the flash sale variable (X1) and the purchasing decision (Y).

CONCLUSION

Based on the results of the analysis and discussion related to the problems and objectives of the research, it can be concluded that:

- 1) Based on the results of the study on the t test shows the calculated t value $> t$ table, then H_0 is rejected and H_1 is accepted. So it can be concluded that the shopee paylater variable has a positive and significant effect on purchasing decisions.
- 2) Based on the results of the study on the t-test, the calculated t value is obtained $> t$ table, so H_0 is rejected and H_1 is accepted. So it can be concluded that the shipping voucher variable has a positive and significant effect on the purchasing decision variable.
- 3) Based on the research results in the t-test, the calculated t value is $> t$ table, so H_0 is rejected and H_1 is accepted, which means that the live streaming variable has a positive and significant effect on the purchasing decision variable.
- 4) Based on the research results in the t-test, the calculated t value is $> t$ table, so H_0 is rejected and H_1 is accepted, which means that the flash sale variable has a positive and significant effect on the Purchase Decision variable.
- 5) The results of the multiple linear regression analysis test show that the variable that has the most dominant influence on purchasing decisions is flash sales.

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