

THE INFLUENCE OF SHOPPING PRICE DISCOUNTS *ONLINE* ON CONSUMPTIVE BEHAVIOR (CASE STUDY OF APPLICATION USERS *SHOPEE* STUDENTS OF THE FACULTY OF TEACHING AND EDUCATIONAL SCIENCES AT PANCASAKTI UNIVERSITY OF TEGAL)

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Abstract

This study aims to determine and analyze the effect of shopping discounts *online* towards consumer behavior. The population in this study were students of the Faculty of Teacher Training and Education, University of Pancasakti Tegal. Sampling using technique *simple random sampling*. The results of the study stated that there was an effect of shopping discounts *online* towards consumptive behavior with an influence level of 57.7%. The suggestion for this research is for students, especially the Teaching and Education Faculty of Pancasakti University, Tegal, to consider discounted prices when making purchases on the application *shopee*, for further researchers to examine other variables in *platform* the same size, and a larger sample so that maximum results can be obtained.

Keywords: Discounts for Online Shopping, Consumptive Behavior

1. INTRODUCTION

Shopping *online* has become a habit for some people, and many people believe that shopping *online* is a way to find what they need in meeting their needs. The decision of every consumer to buy a product is a special research for every company before marketing their products. shopping behavior *online* now it has become a habit for Indonesians, especially young people, who always keep up with the times *Ecommerce* in Indonesia has also grown strongly since the beginning of 2020 due to the pandemic. In this regard, people will be more easily attracted to the products offered *online*.

Through searches that researchers do from data *SimilarWab shopee* is *ecommerce* with the highest number of visits to Indonesia in the fourth quarter of 2022. From the observations made by researchers, many students use the application *shopee* because it's trusted, there's free shipping, and it's often there *discount* or massively discounted prices at certain times. Discounts or *discount* of course it makes it easier for students to buy the goods they want very quickly without the need to leave the house. They can even make purchases while on campus. Instinctively humans basically have many unlimited desires and want to be like what they are becoming *trending topic*.

So, when there is a product that is being *viral* and many devotees they will immediately be interested in buying the product. In order to be on par with others and not be left behind *trend* ongoing. From this it can be seen that discounted prices make it difficult for students to distinguish between wants and needs. If this happens continuously, it can change consumer behavior into consumptive behavior.

Consumptive behavior According to the opinion of A. Noorah Mujahidah (2020:3) is an action or behavior of buying and using goods or services excessively without mature

consideration. While according to Laila Meiliyandrie Indah Wardani (2021:7) Consumptive behavior can affect anyone, one of them being teenagers. According to BPS data, the number of teenagers in the 13-21 age group in 2022 will reach 65.82 million or 24% of the total Indonesian population.

According to Kurniawan (2017: 111), the factors that make students behave consumptively are students want to appear different from others, pride because of their appearance, join in with other students, and attract the attention of other students. In addition, there are also factors that influence student consumptive behavior according to Danilo Gomes de Arruda (2021: 153) to determine purchasing decisions on applications *Shopee*. The first factor is the convenience offered by the application. The second factor, there is a price discount that becomes a purchasing decision.

Based on the factors according to the theory above, it can be concluded that there are causal factors that encourage students to engage in consumptive behavior, want *style* who is different from the others, joins in because of the association between friends and new patterns of thinking. As well as changes in the campus environment between students meeting other students, with higher economic levels and consumption levels to adjust *trend* that happened.

Therefore, look at the events that occur in internet technology users among the younger generation or students with consumptive behavior if they get a shopping discount. *online*, the authors conducted research on "The Influence of Shopping Discounts *Online* Against Consumptive Behavior (Application User Case Study *Shopee* to Students of the Teaching and Education Faculty of Pancasakti University, Tegal).

The purpose of this study is to find out and analyze the effect of shopping discounts *online* on consumptive behavior of application users *shopee* to students of the Faculty of Teacher Training and Education, University of Pancasakti Tegal.

2 METHODOLOGY

2.1 Types of Research

This research uses a quantitative approach with the associative correlation method because it is to look for relationships between one variable and another.

2.2 Time and Place of Research

This research was conducted at Pancasakti University in Tegal from 29 May 2023 to 06 July 2023.

2.3 Population and Sample

The population in this study were students of the Teaching and Education Faculty of Pancasakti University of Tegal, totaling 980 students. The number of samples that can be taken based on the Slovin formula contained in Asep Kurniawan's book (2018: 295) is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information :

n : Number of samples

N : Number of population

e : Error tolerance limit of 10% (*error tolerance*)

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{980}{1 + 980.0,10^2}$$

$$n = \frac{980}{1 + 980.0,01}$$

$$n = \frac{980}{10,8}$$

$n = 90,74$ dibulatkan menjadi 91

This study obtained a sample of 90.74 rounded up to 91 students.

In determining this research, researchers used techniques *simple random sampling*, it is said *simple* (simple) because the taking of sample members from the population is done randomly without regard to the existing strata in the population.

2.4 Procedure

This research begins by formulating the problems that exist in spending cut *online* on consumer behavior. Then a theoretical study was arranged, formulating hypotheses, there were two types of hypotheses as temporary conjectures in this study. To prove it, it is necessary to collect data. The data was obtained through observation, documentation and closed questionnaires. The data was then analyzed using Descriptive Statistical Analysis, Data Prerequisite Test and Simple Regression Analysis. Hypothesis testing to determine the effect of shopping discounts *online* (X) towards consumptive behavior (Y) whose hypothesis is still temporary which is then tested whether it is in accordance with the provisional assumption or not. Then from testing the hypothesis drawn conclusions.

2.5 Data, Instruments, and Data Collection Techniques

Data collection techniques used are observation, documentation and questionnaires. Documentation is to obtain data about the number of students at the Faculty of Teacher Training and Education at Pancasakti Tegal University. While the questionnaire is used to measure the effect of discounted shopping prices *online* have an influence on consumptive behavior. In order to obtain valid and reliable data, before the instrument is used, it must pass validity and reliability tests

2.6 Technical Data Analysis

In this study, the data analysis techniques used were descriptive statistical analysis, data prerequisite tests with normality and ui linearity tests, simple linear regression analysis and hypothesis testing.

3 RESULTS AND DISCUSSION

Based on the results of the descriptive statistical analysis of the discount variable, the data obtained shows that the average = 47.22, the standard deviation = 6.229, the range = 36, the minimum value = 25, the maximum value = 61, and the overall total = 4297. The results of the descriptive statistical analysis consumptive behavior variable data obtained average = 49.60, standard deviation = 8.475, range = 34, minimum value = 31, maximum value = 65, and overall total = 4514.

The results of the data prerequisite test based on the results of the normality test between the price discount variable and the consumptive behavior variable show significance (*Asymp. Sig 2- tailed*) 0.137 or 13.7% significance value is greater than 0.10 or 10% ($0.137 > 0.10$), then the residual data is normally distributed. The linearity test results obtained a significance value (*P Value Sig.*) on the line *Deviation from Linear* it of

0.380. Because the significance value is greater than 0.10 (10%), the variable has a linear relationship. So it can be concluded that the discount variable (X) and the consumptive behavior variable (Y) have a linear relationship.

The results of a simple linear analysis between the discount variable and the consumptive behavior variable, the regression coefficient value of the discount variable (X) on consumer behavior (Y) is 0.324 with a constant of 34.310. The regression equation that is formed is $Y = 34.310 + 0.324 X$. This means that if the price discount is 0, then consumptive behavior (Y) is worth 34.310. Furthermore, if added 1 point, the consumptive behavior will increase by 0.234. The value coefficient (+) means that the price discount variable (X) has a positive influence on consumptive behavior (Y). The correlation coefficient between the discount variable (X) and consumptive behavior (Y) is 0.759, which means that price discounts have a strong influence on consumptive behavior. The coefficient of determination (R) score is 0.577 which means price discounts have a 57.7% effect on consumptive behavior and the remaining 42.3% is influenced by other variables.

The results of the hypothesis test stated that there was a positive and significant effect between the discount variable (X) on consumptive behavior (Y). This can be seen from the results of the significant regression coefficient of the discount variable (X) on consumptive behavior (Y) which has $\text{sig.t1} = 0.000$ less than 0.10 or $0.000 < 0.10$ and the value $t_{\text{hitung}} = 11.011 > 1.290$ or $11.011 > 1.290$ so it can be concluded that H_a is accepted. Based on the results of data analysis, it shows that the discount variable has an effect on consumptive behavior. This can be seen in the results of the descriptive statistical analysis of the discount variable in the medium category and the consumptive behavior variable in the high category. In addition, the results of the regression analysis of the price discount variable on consumptive behavior are 0.324 and the coefficient of determination (R) is 0.577. With a significance score of $0.000 < 0.10$. This means that there is a positive influence and significance between price discounts on consumptive behavior among students of the Faculty of Teaching and Education, University of Pancasakti Tegal.

The results of this study can be seen by the large discount on the applications *Shopee* attract high interest to buy goods. By allocating student funds to buy goods in more than one quantity, let alone the type of product *fashion* which is the buying interest of students so they don't miss the ongoing trend. In addition, the discount period also makes students make purchases even though these items are not really needed. The attractiveness of the discount program is also a motivation for students to buy more items to get prizes (*gift*).

4 CONCLUSION

Based on the results of the study it can be concluded that there is an effect of discounted shopping prices *online* on consumptive behavior of application users *Shopee* to students of the Faculty of Teacher Training and Education, University of Pancaakti Tegal. There is a discount variable effect on consumptive behavior, this is indicated by the value t_{hitung} of 11.011 with a significance level of 0.000 for Students of the Faculty of Teacher Training and Education, University of Pancasakti Tegal Academic Year 2022/2023 who make purchases on the application *Shopee*. With a coefficient of determination (R) of 0.577, which means that price discounts have an effect of 57.7% on consumptive behavior and the remaining 42.3% is influenced by other variables.

THANK YOU

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