

THE INFLUENCE OF SHOPEE DISCOUNTS AND PROMOTIONS ON THE CONSUMPTIVE BEHAVIOR OF MANAGEMENT STUDY PROGRAM STUDENTS AT HKBP NOMMENSEN UNIVERSITY, MEDAN

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ABSTRACT

The purpose of this study was to determine the effect of Shopee discounts and promotions on student consumer behavior. This study uses a quantitative approach. The population in this study were 580 students of the HKBP Nommensen Medan management study program, class of 2021-2024, and the sample used was 85 respondents, selected using the non-probability sampling technique. Data were collected through a questionnaire with a Likert scale. The results of the study showed that discounts and promotions have a positive and significant effect on student consumer behavior, both partially and simultaneously. Multiple regression analysis produced a determination coefficient of 96.1%, indicating that discounts and promotions contribute to student consumer behavior. Discounts encourage unplanned purchases, while promotions increase purchase frequency. The results of the study partially prove that Shopee discounts have a positive and significant effect on student consumer behavior. Partially, it proves that Shopee promotions have a positive and significant effect on student consumer behavior. The results of the study simultaneously prove that Shopee discounts and promotions together have a positive and significant effect on student consumer behavior.

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1. INTRODUCTION

The development of information and communication technology has increased very rapidly, changing the way people shop. One of the most significant changes in recent years is the increasing popularity of e-commerce platforms, such as Shopee, which offer a variety of products at competitive prices and attractive promotions. In Indonesia, especially among students, this platform is the main choice to meet daily needs. A discount is a reduction in the price of a product that aims to attract

consumer interest. A discount is a direct price cut on a particular product within a specified period of time, and is an offer of a price cut given by the seller to the buyer (Razali et al., 2022).

On the other hand, promotion includes broader marketing strategies, such as advertising campaigns, collaboration with influencers, and the use of social media to enhance product appearance. Promotion is a series of marketing activities designed to provide information, convince, and remind the wider community about a product being offered (Fitriana & Yosepha, 2023).

Student consumer behavior is greatly influenced by various external factors, including discounts and promotions. In this case, they are often influenced by the trends and lifestyles of their friends. Discount offers and promotions can strengthen this influence, so that they feel compelled to buy trending items, even though they may not be needed. Consumptive behavior is the act of buying items that are not actually needed, without considering the main function of the item based on desire, so that for some people, secondary needs can turn into primary needs (Ananda et al., 2023). Results of the Pre-Survey on the Influence of Shopee Discounts and Promotions on the Consumptive Behavior of Management Study Program Students at HKBP Nommensen University, Medan, with a total of 30 respondents in the October 2024 pre-survey period.

Table 1. Pre-survey of Management Study Program Students, HKBP Nommensen University, Medan

No	Questions	SS	S	N	TS	STS	Respondent
1.	Shopee discounts and promotions affect shopping decisions	40%	33%	17%	7%	3%	30
2.	Often buying products that are not needed because of promotions on Shopee	33%	27%	20%	13%	7%	30
3.	Consumer behavior due to promotions has a negative impact on financial conditions	50%	27%	10%	7%	7%	30

Based on the results of a pre-survey that was asked to 30 respondents at the Management Study Program Students of HKBP Nommensen University Medan, there were 3 questions indicating that 73% of respondents felt that discounts and promotions influenced their decisions to buy products, then 60% admitted that they often bought products that were not actually needed because they were tempted by promotions, then 77% felt that consumer behavior had a negative impact on financial conditions, then 53% of students considered financial conditions or had a budget before shopping online.

The data shows that Shopee promotions and discounts significantly influence student consumption behavior. Discounts and promotions often encourage people to buy something, even if it is not needed or urgent. As a result, this consumer behavior can have long-term effects, such as poor financial management or difficulty in meeting priority needs. The purpose of this study is to build a model by analyzing the relationship between variables, namely: First, to determine the effect of Shopee discounts on the consumer behavior of students of the management study program at HKBP Nommensen University Medan. Second, to determine the effect of Shopee promotions on the consumer behavior of students of the management study program at HKBP Nommensen University Medan. Third, to determine the influence of Shopee discounts and promotions on the consumer behavior of students in the management study program at HKBP Nommensen University, Medan.

According to Amelia (2020), a discount is a price reduction given by a seller to attract consumers to buy a product within a certain period of time. Discount Indicators According to Sutisna (2012:300) in the quote (Yonanda Suwinovia & Trisnia Widuri, 2022), namely the amount of the discount (price cut), perception and purchasing decisions, discount period or discount period, types of products that get discounts (price cuts). According to Kotler and Armstrong (2012) in the quote by Duan et al (2019), promotion is an activity that conveys the benefits of a product and convinces target consumers to buy the product. The promotion indicators according to Kotler and Armstrong

(2012:432) in the quote (Effendy, F. H., & Budiyanto, 2017) are advertising, sales promotion, personal selling, and public relations.

Consumptive behavior is individual behavior that is not based on rational thinking and consideration. On the contrary, this behavior is more influenced by materialistic elements, uncontrolled desires to have luxurious and excessive goods, and the tendency to choose goods that are considered the most expensive as a way to fulfill the desire for pleasure (Pramesti et al., 2023). According to Septiani et al., (2023) The influence of price and promotion on student consumer behavior on e-commerce shopee (case study of the economic education study program at UIN Sultan Syarif Kasim). The results of this study indicate a relationship between price and consumer behavior, as well as between promotion and consumer behavior. Simultaneously, price and promotion also influence consumer behavior, with a contribution of 63.7%.

2. RESEARCH METHOD

The research method used in this study is a quantitative method. According to Sugiyono (2020:18), quantitative research methods can be interpreted as an approach rooted in the philosophy of positivism. This method is used to investigate a particular population or sample, by collecting data through research tools. Data analysis is carried out quantitatively or statistically, aiming to test the predetermined hypothesis. The population and sample in question are students of the management study program at HKBP Nommensen University, Medan who use the Shopee application from the 2021-2024 academic year, totaling 580 students as the population, and 85 students as the sample. The sampling technique used in this study is to use the nonprobability sampling technique. The sample of this study is students who use the Shopee application. The data source used is primary data.

Data collection techniques are methods used to obtain the information needed in a study or analysis. The data collection method used in this study is a questionnaire. According to Sugiyono (2020:142) a questionnaire is a data collection method carried out by providing a series of written questions or statements to respondents to be answered. In this study, the measurement scale used is the Likert scale. This scale aims to measure the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. The required data is obtained directly from the information and information provided by respondents through questionnaires that have been distributed, using the scoring method.

Table 2 Likert Scale

Alternative Answers	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: :Sugiyono (2020:94).

The analysis technique used in this study is multiple regression analysis using the SPSS (Statistical Package for Social Sciences) statistical program. The tests used in this study are Validity Test, Reliability Test, Normality Test, Multicollinearity Test, test the hypothesis using Partial Test (t Test), Simultaneous Test (F Test), and Coefficient of Determination (R²).

3. RESULTS AND DISCUSSIONS

Validity Test

Table 3. Results of the Validity Test of the Discount Variable (X1)

No.	Questions	r Count	r table	Description
1	X1.1	0,373	0,205	Valid
2	X1.2	0,517	0,205	Valid
3	X1.3	0,516	0,205	Valid
4	X1.4	0,623	0,205	Valid
5	X1.5	0,644	0,205	Valid
6	X1.6	0,458	0,205	Valid
7	X1.7	0,827	0,205	Valid
8	X1.8	0,547	0,205	Valid
9	X1.9	0,572	0,205	Valid
10	X1.10	0,689	0,205	Valid

Source: Processed data, 2024.

Based on the data in the table above, the discount variable (X1) obtained a calculated r value $>$ r table (0.205), thus all questionnaire items were declared valid. Therefore, the questionnaire used is suitable to be processed as research data.

Table 4. Results of the Validity Test of the Promotion Variable (X2)

No.	Questions	r Count	r table	Description
1	X2.1	0,484	0,205	Valid
2	X2.2	0,635	0,205	Valid
3	X2.3	0,481	0,205	Valid
4	X2.4	0,622	0,205	Valid
5	X2.5	0,578	0,205	Valid
6	X2.6	0,711	0,205	Valid
7	X2.7	0,853	0,205	Valid
8	X2.8	0,861	0,205	Valid
9	X2.9	0,787	0,205	Valid
10	X2.10	0,606	0,205	Valid

Source: Processed data, 2024.

Based on the data in the table above, the promotion variable (X2) obtained a calculated r value $>$ r table (0.205), thus all questionnaire items were declared valid. Therefore, the questionnaire used is suitable to be processed as research data.

Table 5. Results of the Validity Test of the Consumptive Behavior Variable (Y)

No.	Questions	r Count	r table	Description
1	Y.1	0,754	0,205	Valid
2	Y.2	0,735	0,205	Valid
3	Y.3	0,763	0,205	Valid
4	Y.4	0,761	0,205	Valid
5	Y.5	0,645	0,205	Valid
6	Y.6	0,573	0,205	Valid
7	Y.7	0,581	0,205	Valid
8	Y.8	0,502	0,205	Valid
9	Y.9	0,785	0,205	Valid
10	Y.10	0,666	0,205	Valid

Source: Processed data, 2024.

Based on the data in the table above, the consumer behavior variable (Y) obtained a calculated r value $>$ r table (0.205), thus all questionnaire items were declared valid. Therefore, the questionnaire used is suitable to be processed as research data.

Reliability Test

Table 6. The Result of Reliability Test

Variabel	Cronbatch Alpha	Standar Cronbatch Alpha	Keterangan
Diskon (X1)	0,785	0,600	Reliabel
Promosi (X2)	0,865	0,600	Reliabel
Perilaku Konsumtif (Y)	0,868	0,600	Reliabel

Source: Processed data, 2024.

Based on the data in the table above, the discount variables (X1), promotion (X2), and consumer behavior (Y) are declared reliable. This is proven by each variable having a cronbatch alpha value above 0.600.

Classical Assumption Test

Normality Test

Table 7. Results of the Normality Test with Kolmogorov-Smirnov Excat Monte Carlo

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	85
Normal Parameters ^{a,b}	Mean
	.0000000

	Std. Deviation	.98689431	
Most Extreme Differences	Absolute	.108	
	Positive	.100	
	Negative	-.108	
Test Statistic		.108	
Asymp. Sig. (2-tailed)		.015 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.253 ^d	
	99% Confidence Interval	Lower Bound	.242
		Upper Bound	.265
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 624387341.			

Source: Processed data, 2024.

Based on the results of the multicollinearity test in the table above, the tolerance value for the discount variable is 0.421 and the promotion is 0.421, which is less than 1. In addition, the Variance Inflation Factor (VIF) value for the discount variable is 2.375 and the promotion is 2.375, which is less than 10. Therefore, this regression model can be declared free from multicollinearity interference.

Multiple Linear Regression Test

Table 9. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.568	.886		1.770	.080
	TotalX1	.114	.035	.109	3.275	.002
	TotalX2	.833	.031	.895	26.787	.000

a. Dependent Variable: Y1

Source: Processed data, 2024.

Based on the test results in the table above, the regression equation $Y = 1.568 + 0.114X1 + 0.833X2$ can be obtained. From the equation above, the following conclusions can be drawn:

- The constant value of 1.568 means that if the discount variables (X1) and promotion (X2) are not considered, then consumer behavior (Y) would be worth 1.568.
- The discount value (X1) is positive 0.114, meaning that if the constant remains and there is no change in the promotion variable (X2), then every 1 unit change in the discount variable (X1) would result in a change in consumer behavior (Y) of 0.114.

c. The promotion value (X2) is positive 0.833, meaning that if the constant remains and there is no change in the discount variable (X1), then every 1 unit change in the promotion variable (X2) would result in a change in consumer behavior (Y) of 0.833.

Partial Test (t-Test)

Table 10. t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.568	.886		1.770	.080
	TotalX1	.114	.035	.109	3.275	.002
	TotalX2	.833	.031	.895	26.787	.000

a. Dependent Variable: Y1

Source: Processed data, 2024.

Based on the results of the table test above, the following results were obtained:

a. The significant value for the discount variable (X1) is 0.002, which is smaller than the alpha value of 0.050 or $t_{count} > t_{table}$ ($3.275 > 1.989$). Thus, H₀ is rejected and H₁ is accepted, this shows partially that the discount variable (X1) has a positive and significant effect on consumer behavior (Y) in Management Students at HKBP Nommensen University, Medan.

b. The significant value for the promotion variable (X2) is 0.000, which is smaller than the alpha value of 0.050 or $t_{count} > t_{table}$ ($26.787 > 1.989$). Thus, H₀ is rejected and H₁ is accepted, this shows partially that the promotion variable (X2) has a positive and significant effect on consumer behavior (Y) in Management Students at HKBP Nommensen University, Medan.

Simultaneous Test (F Test)

Table 11. F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2042.085	2	1021.043	1023.380	.000 ^b
	Residual	81.813	82	.998		
	Total	2123.898	84			

a. Dependent Variable: Y1

b. Predictors: (Constant), TotalX2, TotalX1

Source: Processed data, 2024.

Based on the results of the table above, the F_{count} value is obtained $> F_{table}$ ($1023.380 > 3.110$) or a significant value < 0.050 ($0.000 < 0.050$). Thus, H₀ is rejected and H₁ is accepted, this shows that there is a significant simultaneous influence between discounts (X1) and promotions (X2) on consumer behavior (Y) in Management Students of HKBP Nommensen University Medan.

Determination Coefficient Test (R²)Table 12. Results of Determination Coefficient Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981 ^a	.961	.961	.999
a. Predictors: (Constant), TotalX2, TotalX1				

Source: Processed data, 2024.

Based on the results of the table test above, the coefficient of determination value is 0.961. So it can be concluded that the discount variables (X1) and promotions (X2) have an effect on the consumer behavior variable (Y) of 96.1% while the rest of (100% -96.1%) = 3.9% is influenced by other factors that are not carried out by researchers.

4. CONCLUSION

Based on the results of the research conducted by the researcher, the conclusion of the partial research results proves that Shopee discounts have a positive and significant effect on student consumer behavior. Partially, it proves that Shopee promotions have a positive and significant effect on student consumer behavior. Simultaneously, it proves that Shopee discounts and promotions together have a positive and significant effect on student consumer behavior.

From the results of the research, data analysis, discussion, and conclusions that have been drawn, the author's suggestions can be put forward. Students are expected to be smarter when using Shopee discounts and promotions. They should consider their real needs before buying something and avoid buying too much. It is hoped that further researchers in conducting research can use other variables and different research objects.

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