

The Influence Of Discounts, Promotions And Consumer Trust On Purchase Decisions On Shopee Application Users (Student Study Of Management Faculty Of Economics Kh.A.Wahab Hasbullah University Jombang)

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Abstract

The large number of internet users, especially in Indonesia, provides a great opportunity or opportunity for business people to create online shopping. This study aims to determine the effect of promotional discounts, and consumer trust and promotions on purchasing decisions. The population in this study were management students at the Faculty of Economics, University of KH. A. Wahab Hasbullah Jombang uses Shopee. Quantitative research method used in this study. The data source used is primary data. Data was collected by distributing questionnaires to 140 respondents. In this study, the analysis technique applied was multiple linear regression with the help of SPSS version 26.0 software. From the results of this study, it was revealed that the variables of discount, promotion and consumer trust simultaneously and partially have a significant effect on the purchase decision of Shopee users for management students at the Faculty of Economics, KH University. A. Wahab Hasbullah. From this study the most dominant variable is promotion

Keywords: Discount, Promotion and Consumer Trust

INTRODUCTION

In the contemporary era of globalization, technological advances have brought changes in people's lives. Technology is one area where change occurs quickly and adapts easily, especially in the internet realm. The influence of internet development is most visible with the introduction of several websites that facilitate electronic commerce, or discussion of electronic buying and selling (Giningroem, D. P., Setyawati, N. W., 2022).

Technological advances have had a significant impact on spending patterns. In general, consumers come to shops or shopping centers. Today, however, shopping can be done from the comfort of home via a devicesmartphone. The items ordered will be delivered directly to the house by the courier. This shopping model is known asecommerce.

According to (Fitryani F., Nanda, A. S., & Aristyanto, 2021) e-commerceis a dynamic collection of applications, business processes, and technologies that connect companies with specific customers or communities. It facilitates large-scale electronic transactions and exchange of products between distributors and customers from various communities by carrying out the process of moving distributors' goods using certain modes of transportation from one location to another until they are delivered to the buyer safely. Meanwhile, according to (Primadasa, 2019) e-commerceis the commercial Use of a computer and communication network for the purpose of buying and selling goods. A number of conveniences for buying and selling transactions are also offered by e-commerce. It is very easy for manufacturers or sellers to offer their goods online without having to set up a physical store; this allows sellers to reach customers whenever and wherever they want. (Pratama, A. P., & Yoedtadi, 2021). Customers will find it easier to get the desired product as a result of this modification. Shopee is one of the most popular platforms for running online business in Indonesia. With 96,532,300 unique visitors per month, Shopee has penetrated Indonesia's largest online marketplace (IPrice., 2020).

As competition intensifies, businesses need to think carefully about how much to cut their prices to maximize their ability to generate revenue from sales. As an important part of the marketing mix, promotion increases consumer demand for products sold by manufacturers or dealers (Primadasa, 2019). The most efficient and effective business promotion strategy today is discounts, according to (Kumala & Fageh., n.d.). Discounts are price reductions that have been agreed by the company and given to customers. According to (Auli, 2021)discount is one of the best marketing techniques to attract new clients as it offers them the opportunity to purchase goods at a discount from their usual price, which will lure them in. Shopee promotions force customers to make decisions about what to buy.

Consumers should think about the sellers they buy from online what they believe before making a purchase, and discounts and promotions are one pricing approach that can be used to influence purchasing decisions. Confidence in purchasing decisions online and trust in the online vendor's ability to create long-term connections are two factors customers think about when making purchases on platforms like Shopee. However, there are not a few testimonials from buyers and friends who are disappointed in making purchases at Shopee because the goods are not suitable and provide an unsatisfactory

value, and also because the time for receiving goods often exceeds the specified time, causing goods to arrive later than what consumers need.

LITERATURE ANALYSIS AND METHODOLOGY

Discount

Many people find discounts to be quite alluring, and discounts are also common in Indonesia as they are used by businesses across all industries as a tactic to attract customers and encourage them to buy a product (Amelia, 2020). Discounts are offered by sellers to buyers in return for their activities which benefit both parties. (Alghifari, A.f., dan Rahayu, 2021). Discounts are the actual costs that businesses charge clients to increase revenue from goods or services (Alfian B., 2021). Meanwhile, according to (Ulmaghfiroh, N., Woelandari, D. S., Vikaliana, R., & Setyawati, 2021) a discount is lowering product costs for a limited time to increase sales.

Promotion

According to (Nela Evelina, Handoyo DW, n.d.) promotion is a factor that might influence a buyer's decision about a particular product or service. Advertising can reach consumers interested in purchasing company merchandise and inform them about how to do so. Meanwhile, according to (Andrian, A., & Hubeis, 2017) Promotion can also be considered as a communication strategy that utilizes many media, such as radio, television, newspapers, signboards, posters, etc., in an effort to get people to pay attention and be interested on the things a business sells. . Promotion is the exchange of information between sellers and consumers with the aim of influencing their previously unknown attitudes and behavior to become familiar so that they become buyers and remember the product. (Laksana. F, 2016).

Trust

Trust is the foundation of a company. Customer awareness and sentiment on trust in a product is known as trust, and service providers use it to build lasting relationships with their clients. (Diza F Moniharapon S & Ogi IWJ, 2016) establishing customer trust is one way to create and retain customers.

Purchase Decision

The purchase decision is a consumer decision about brand to be purchased According to (Ghozali, 2016). Purchasing decisions are choices made by customers who are influenced by financial systems, politics, technology, culture, products, prices, locations, advertising, tangible evidence, people, and procedures (Alma, 2016). According

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to the understanding of some experts, making a purchase decision is the culmination of a number of processes which include selecting several alternative choices and selecting the one that the customer views as the most profitable in terms of all the factors it has. affect the product. This allows consumers to make decisions based on their preferences and needs. (Kotler P dan Armstrong, 2018).

RESEARCH AND RESULTS

In this study using quantitative data. Quantitative data is a category of information that can be directly measured, calculated, and conveyed in the form of numbers or numbers are quantitative information. (M.T, 2022). Data collection used an instrument with the aim of testing the hypotheses that had been set. The population in this study were all Management Students of the Faculty of Economics, totaling 350 people. The sample size formula uses the Surahmad formula with the calculation results showing a total sample of 140 people (Sa'adah, 2021). The procedure for taking a sample unit is carried out by early detection of several people to find out that the person will fit into the predetermined sample criteria. After carrying out early detection, the next step is distributing questionnaires or questionnairesonline via google forms. After the data was collected, data was compiled and tabulated, classical assumptions were tested, and multiple regression analysis was carried out.

1. Discount Variable

The following are the results of the discount assessment by 140 respondents

Table 1 Frequency Distribution of Discount Variable Respondents

No	Criteria	Frequency	Percentage
1.	Less	65	46,4%
2.	Enough	66	47,1%
3.	Good	9	6,4%
Amount		140	100%

Source: Primary Data processed (2023)

From table 1 it is known that of the 140 respondents in this study, there were 65 people or 46.4% who were in poor criteria, 66 people or 47.1% who were in sufficient criteria and 9 people or 6.4% who were in good criteria.

2. Frequency Distribution of Promotional Variables

Table 2 Frequency Distribution of Promotion Variable Respondents

No	Criteria	Frequency	Percentage
1.	Less	40	28,6%
2.	Enough	85	60,7%
3.	Good	15	10,7%
Amount		140	100%

Source: Primary Data processed (2023)

From table 2 it is known that of the 140 respondents in this study, there were 40 people or 28.6% who were in poor criteria, 85 people or 60.7% who were in sufficient criteria and 15 people or 10.7% who were in good criteria.

3. Frequency Distribution of the Confidence Variable

Table 3 Frequency Distribution of Respondents Variable Trust

No	Criteria	Frequency	Percentage
1.	Less	59	42,1%
2.	Enough	73	52,1%
3.	Good	8	5,7%
Amount		140	100%

Source: Primary Data processed (2023)

From Table 3 it is known that of the 140 respondents in this study, there were 59 people or 42.1% who were in the less criteria, 73 people or 52.1% who were in the sufficient criteria and 8 people or 5.7% who were in good criteria.

4. Frequency Distribution of Purchasing Decision Variables

Table 4 Frequency Distribution of Purchase Decision Variable Respondents

No	Criteria	Frequency	Percentage
1.	Less	46	32,9%
2.	Enough	81	57,9%
3.	Good	13	9,3%
Amount		140	100%

Source: Primary Data processed (2023)

From Table 4 it is known that of the 140 respondents in this study, there were 46 people or 32.9% who were in good criteria, 81 people or 57.9% who were in sufficient criteria and 13 people or 9.3% who were in poor criteria.

Multiple Linear Regression Test

In the Multiple Linear Regression test, based on the respondents' responses, the data is then distributed on the PSS 26.0 application. The aim is to obtain results on how the influence of the independent variables Discounts, Promotions, and Consumer Trust on Purchase Decisions can be identified through multiple linear regression analysis (Sa'adah, 2023). From the results of calculating data processing in the SPSS application, the data in the table below is obtained:

Table 5 Multiple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig
1	(Constant)	2.722	1,981		1,374	0,172
	Discount	0,138	0,069	0,134	2,007	0,047
	Promotion	0,600	0,102	0,493	5,875	0,000
	Trust	0,259	0,080	0,250	3,238	0,002

a. Dependent Variable: Purchase Decision (y)

Source: SPSS Data 26, (2023)

From data processing, the multiple linear regression equations in this study are: $Y = 2.722 + 0.138 X_1 + 0.600 X_2 + 0.259 X_3 + e$

The results of calculations with the multiple linear regression equation above give the understanding that:

Constant (a)

constant value (a) is a value of 2.722 indicating that if the discount, promotion and consumer trust variables have a value of zero (0), then the purchasing decision of UNWAHA economics students will have a value of around 2.722.

Discount variable regression coefficient (X₁)

The discount regression coefficient is 0.138, indicating a favorable (unidirectional) correlation between discount and purchase choice. These findings indicate that management students at the Faculty of Economics UNWAHA will make more purchases if the discount increases. In other words, a larger discount corresponds to a higher purchase choice.

Promotion Regression Coefficient (X2)

The promotion regression coefficient is 0.600, indicating a positive (unidirectional) relationship with the relationship between promotion and purchase choice. These findings indicate that management students at the Faculty of Economics UNWAHA will make more purchases if promotions increase. That is, the choice to buy increases with the level of promotion.

Confidence Regression Coefficient (X3)

The regression coefficient of confidence is 0.259 indicating a positive and unidirectional relationship between judgments about what to buy and trust. These findings indicate that management students at the UNWAHA Faculty of Economics will make more purchases if trust grows. In other words, the choice of purchase will always be greater when trust is higher.

Hypothesis test

T test with a significant level of 5% ($\alpha = 0.05$) can be seen in the table above. Based on the table above it is concluded that:

1. Test for the Discount variable

The calculated t value is $2.007 > t \text{ table } 1.977$ and the sig value is $0.047 < 0.25$ thus, it can be concluded that the null hypothesis (H_01) is rejected and the alternative hypothesis (H_{a1}) is accepted. This shows that there is a significant influence between the discount variable and purchasing decisions.

2. Test for Promotion variables

The calculated t value is $5.875 > t \text{ table } 1.977$ and the sig value is $0.000 < 0.25$. Therefore, it can be concluded that the null hypothesis (H_02) is rejected and the alternative hypothesis (H_{a2}) is accepted. This indicates that there is a significant influence between promotional variables and purchasing decisions.

3. Test for the Trust variable

The calculated t value is $3.238 > t \text{ table } 1.977$ and the sig value is $0.002 < 0.25$, it can be concluded that H_03 is rejected and H_{a3} is accepted, meaning that trust has a significant impact on purchasing decisions.

Furthermore, the F test is carried out to test whether there is a significant influence together or simultaneously between the independent variables on the dependent variable.

Table 6 F Test Results

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	2070,414	3	690,138	71,757	0,000
	Residual	1308,008	136	9,618		
	Amount	3378,421	139			
a. Dependent Variable: PURCHASE DECISION						
b. Predictors: (Constant), DISCOUNT, PROMOTION, TRUST						

Source: SPSS Data 26, (2023)

From the results of the SPSS analysis above, the calculated f value is $71.757 > f$ table 2.67. Then H_{04} is rejected and H_{a4} is allowed, this shows that for Management Students of the Faculty of Economics, discounts, promotions, and trust all have a big impact on online purchasing decisions made through the Shopee e-commerce system.

The coefficient of determination is used to see the percentage of how much influence the variables Discount, Promotion and Consumer Trust have on Purchasing Decisions. For this measurement it is useful to calculate the multiple coefficient of determination (R^2). The R^2 value is a measure of how much influence the applied model has on the dependent variable.

If R^2 is 0, it can be said that no variation in the dependent variable is affected by the relationship between the dependent variable and the independent variable in this study, and if R^2 is 1, it can be said that the variation in the dependent variable is affected, so R^2 is between 0 and 1.

Table 7 Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,783	0,613	0,604	3,101
a. Predictors: (Constant), discount, promotion, trust.				

Source: SPSS Data 26, (2023)

From the results of the coefficient of determination in SPSS 26, an R^2 value of 0.613 is obtained. That is, 61.3% of purchase choices are influenced by discounts, promotions and trust. Meanwhile, factors that are not included in this research model have an impact on the remaining 5.13%. From the results of calculating the R value of 0.783 which

indicates that there is the relationship between discount, promotion, and consumer confidence in purchasing decisions has a strong relationship category.

DISCUSSION

The effect of discounts on purchasing decisions

In the discount variable, there are indicators of the amount of discount to consumers, the period of time the discount is given to consumers, and the types of goods that receive discounts. On the indicator of the amount of discount to consumers who are given when the product is discounted. How consumers view prices (high, low, and reasonable) has a strong influence on purchasing decisions. Offering discounts to customers at different times and for different types of purchases can act as a signal of the discount period. Indicators of types of goods that get discounts affect consumer buying interest, especially for products with well-known brands, which will result in a higher level of purchase than products that consumers are not familiar with (Baskara, 2018).

In this variable, of the 140 respondents in this study, 65 people or 46.4% were in good criteria, 66 people or 47.1% were in sufficient criteria and 9 people or 6.4% were in poor criteria. The regression coefficient has a positive value of 0.138, in accordance with the findings of the regression analysis for the discount variable. The results of the discount variable t test yield a value of 2.007 with a significance level of $0.047 < 0.05$. Therefore it can be said that the discount has a major effect on purchasing decisions because H_0 is rejected while H_a is accepted.

According to (Kotler dan Armstrong, 2016) discounts are direct price discounts for purchases made during a predetermined period of time. There are several types of discounts available, such as trade (functional) discounts, cash discounts, seasonal discounts, quantity discounts, and cash discounts. Compared to the research conducted dilakukan (Ghozali, 2016) researchers look at how trust, ease of use, and quality of information all play a role in people's decisions to buy goods on the Bukalapak marketplace and how they influence people's intentions to actually make purchases.

Discounts will increase consumer interest in the business, which in turn increases the quantity of goods actually purchased by customers, as can be determined from the following. Conversely, if a business removes the discount component, sales will decrease, which will affect how consumers view the business's offerings. The premise is that discounts have a big impact and influence consumer decisions to buy at marketplace Shopee for management economics students at Unwaha is also supported by this data. According to (Kotler dan Armstrong, 2016) a discount is a reduction in the cost of items made within a certain period of time. Cash discounts, quantity discounts, seasonal discounts, cash discounts, and (functional) trade discounts are just a few examples of the

many types of discounts available. Studies on buying and selling site users, however, have shown that trust, convenience, and quality of information all have a large impact on whether they make purchases online or not, with purchase intention functioning as an intervening variable (Ghozali, 2016).

As follows it can be concluded that offering discounts to customers awakens their interest in the business, which increases the number of items that customers actually buy. Conversely, if a business does not apply discounts, sales will decrease, which will impact how consumers view the company's offerings. These findings support the hypothesis that for Unwaha management economics students, discounts have a significant influence and even influence consumer purchasing decisions on the Shopee marketplace.

The Influence of Promotion on Purchase Decisions

In the promotion variable, there are promotion message indicators, promotion media, promotion time and promotion frequency. The promotional message indicator is influenced by how well the promotional message is carried out and conveyed to consumers. The promotion time indicator is influenced by how long it takes the company to carry out the promotion program, the promotion media indicator is affected by the company's promotion time, and the promotion frequency indicator is influenced by the quantity of sales promotion used by the company in sales promotion media. at one time.

In this variable, out of 140 respondents in this study, 85 people or 60.7% were in good criteria, 40 people or 28.6% were in sufficient criteria, and 15 people or 10.7% were in poor criteria. The regression coefficient for the promotion variable has a positive value of 0.600, in accordance with the findings of the regression analysis. It is known that the results of the t-test for the promotion variable are 5.875 with a significance level of $0.000 < 0.05$, so it can be said that promotions have a big influence on consumer decisions to buy.

This is in accordance with the theory put forward by (Ghozali, 2016) promotion is a marketing effort aimed at convincing potential buyers about the benefits of a product. However, promotions exist to educate, convince, and inspire buyers to take action on the goods and services being offered. Objective responses can range from a simple product or service introduction to a completed transaction, demonstrating the huge impact the Promotion has on the final choice of Shopee shoppers. Thus, the findings of this study are in line with the findings of its predecessors (Iqbal, M.dan Kadir, 2019). Shopee shoppers are heavily influenced by an analysis of the impact of service quality and promotions on their decisions at Merchant Go Food Festival Duta Mall Banjarmasin.

From this, it follows that for businesses to expand into new areas and inform customers about their offerings, they must engage in marketing. Promotion needs to be

done in an attractive way to increase customer interest in the items presented and the next purchase option.

The Influence of Belief on Purchase Decisions

Indicators of competence, honesty, and consistency are found in the trust variable. Competency indicators are influenced by the technical and interpersonal knowledge and skills of the people involved in providing the expected product or service; Integrity indicators are influenced by the company's adherence to the principles that act in a public manner such as keeping promises and acting ethically and honestly; and consistency indicators are influenced by limitations, foresight, and individual wisdom in dealing with situations involving the expected product or service (Rahayu, 2017).

In this variable, out of 140 respondents in this study, 85 people or 60.7% were in good criteria, 40 people or 28.6% were in sufficient criteria, and 15 people or 10.7% were in poor criteria. The results of the regression analysis of the consumer trust variable show that the regression coefficient of 0.259 is positive. With a t test value of 3.238 and a significance level of $0.002 < 0.05$ for the variable consumer confidence, it can be said that consumer trust has a significant effect on purchasing decisions.

This is in accordance with the theory put forward by (Iqbal, M.dan Kadir, 2019). One of the cognitive aspects of psychological problems is consumer trust. The validity of beliefs is determined by their relationship with evidence, suggestions, and experience. When deciding which service to use, trust is very important. Thus, this study supports previous research by (Heni, D.A., 2020). The influence of trust, ease of transaction and promotion on online shopping decisions of Shopee site users is noteworthy in the context of the Shopee marketplace.

The popularity of online shopping and selling sites is a key factor in determining consumer trust in them, the more famous the website is, the more likely it is that customers will make purchases there. Because online marketplaces are public, buyers and sellers may face uncertainty regarding vendors and the outcome of their transactions. As a result, online marketplaces that buy and sell must take action to dispel consumer distrust. This action takes the form of offering security and fostering trust through communication with customers.

CONCLUSION AND RECOMMENDATIONS

Conclusions

1. The results of testing the first hypothesis show that discounts have a partially significant effect on online purchasing decisions through the system Commerce Shopee.

2. Through multiple linear regression analysis and t test in this study, it was found that promotion has a partially significant effect on online purchasing decisions through the system e-Commerce Shopee.
3. The results of multiple linear regression analysis and t test in this study also indicate that trust has a partially significant effect on online purchasing decisions through the system e-Commerce Shopee.
4. Based on multiple linear regression analysis and F test, the results show that discounts, promotions, and trust have a significant effect on online purchasing decisions through the system Commerce Shopee. In addition, the value of the coefficient of determination (R-Square) of 0.613 indicates that the three independent variables affect the dependent variable by 61.3%, while 5.13% are influenced by other factors.

Recommendations

Based on the challenges and deficiencies found in this study, several suggestions for future research can be considered, including:

1. Due to the increasing number of products available, customers are required to choose a product online in advance for consumption based on various factors, including transactional trust and consumer trust.
2. It would be better to increase the number of observed variables for additional studies. For example by introducing the variables of service quality, price, and so on. in the hope that more research will yield more accurate results. In addition, it is intended to broaden the scope of research and include references to provide relevant findings.

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