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The Effect of Free Shipping Promotion Strategy (Ongkir), Cash on Delivery (COD) Payment Method, and Flash Sale on Purchasing Decisions for Shopee Users in Bandar Lampung City

Cucu Dina Mustika Ratu[1], M. Oktaviannur[2]

[1,2]University of Bandar Lampung

Email: cucudinamustika01@gmail.com[1], oktavianur@ubl.ac.id[2]

Abstract

This study aims to determine the effect of the Free Shipping Promotion Strategy (Ongkir), the Cash on Delivery (COD) Payment Method, and flash sales on Shopee sales in Bandar Lampung. The method used in this research is the descriptive quantitative method. Purposive sampling is used, with a sample size of around 97 respondents. The data analysis technique uses multiple-line regression analysis. Based on the results of the t-test, it was found that the Free Shipping variable did not significantly affect the process of determining the purchase intention of Shopee users in Bandar Lampung city. Conversely, the Cash-on-delivery and flash-sale variables significantly affect Shopee users' modification of their purchase order in Bandar Lampung. Conversely, the cash-on-delivery and flash sale variables significantly affect Shopee users' purchasing decisions in Bandar Lampung city. Based on the coefficient of determination test, which results in an R Square value of 0.628, the free shipping, Cash on delivery, and flash sale variables affect the purchasing decision variable by 62.8%, with the remaining 37.2% being influenced by variables not examined in this study.

Keywords: Free shipping, cash on delivery, Flash sale, Purchasing Decision

INTRODUCTION

Internet usage has experienced significant growth in Indonesia. Data shows that 196.7 million people, or about 73.7% of the total population, were online in the second

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quarter of 2020. This growth is driven by improved internet infrastructure and changes in lifestyle due to the COVID-19 pandemic (Lestari, 2021). One of the rapidly growing sectors in Indonesia's digital ecosystem is e-commerce. In e-commerce, companies can reach a broader market through online transactions, while consumers can easily shop digitally (Lestari, 2021).

E-commerce has become one of the main pillars of online shopping in Indonesia. Shopee offers a reliable shopping experience with various services, including shipping options and secure payment mechanisms (Lestari, 2021). Shopee is a mobile application that makes it easier for consumers to access and enjoy convenient shopping anytime and anywhere (Lestari, 2021).

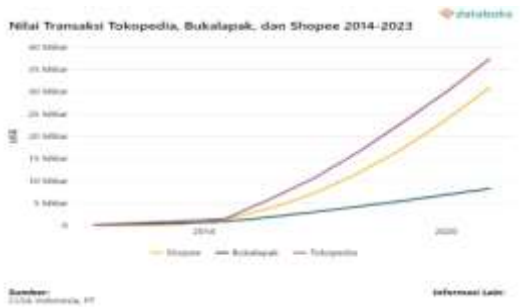


Figure 1. 2014-2023 Tokopedia, Bukalapak, and Shopee Transaction's Value

The data above shows that the transaction value of Shopee and several e-commerce companies from 2014 to 2023 is projected to amount to US$ 31 billion. Then, in 2017, the transaction value was US$ 1.4 billion until 2023, when the average increase was US$ 13.72 billion per year.

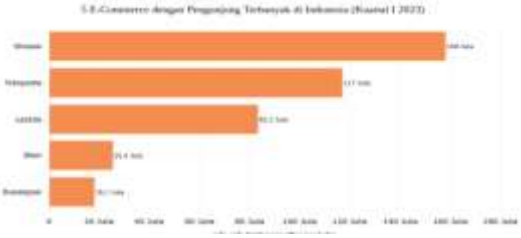


Figure 2. Indonesia's First Quartal Most Visitors *E-commerce*

Shopee is the number one favorite marketplace with the highest monthly visitors. This application is popular among Indonesians, especially in Bandar Lampung, because

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of its ease of use and various benefits, such as flash sale promos, discounts, and free shipping. Shopee uses various promotional strategies to attract consumers.

Tjiptono and Diana (2019) state that promotional strategies aim to increase consumer demand and influence purchasing decisions. This study will examine the promotions, which will include free shipping promotions, COD payment methods, and flash sales.

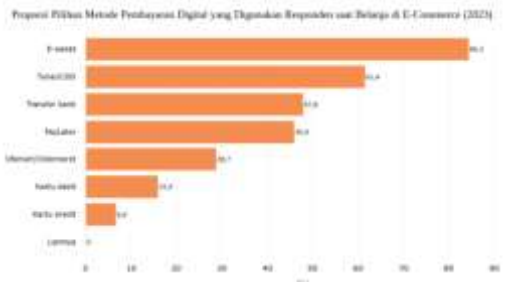


Figure 3. *E-commerce* Digital Payment Method Proportion

From the figure presented, the Cash on Delivery (COD) payment method ranks second with a usage percentage of 61.4%, indicating that COD is also frequently used by e-commerce users. Flash sales are also a promotion to be researched, which helps to attract visitors by offering limited products in a short period at a significantly discounted price.

Free shipping promotions, COD payment options, and express offers have all been shown to impact e-commerce shoppers' decisions to purchase. The subsequent investigation sought to reveal the extent of Shopee e-commerce usage and the influence of these marketing tactics on purchasing choices in Bandar Lampung City. This is expected to provide new insights into implementing effective e-commerce promotion strategies and can provide benefits for business development in today's information technology era.

Research Problems dan Research Gaps

The background presented highlights the growth of e-commerce in Indonesia, specifically the popularity of the Shopee platform in Bandar Lampung City. However, when it comes to how often people use Shopee for online shopping and how promotional tactics such as free shipping, COD payment options, and express offers influence consumers' decisions to purchase, there is a void of studies in this area.

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This research attempts to close the knowledge gap on how specific Shopee promotional techniques influence customer purchasing behavior in Bandar Lampung City. It is hoped that this research will increase our understanding of the dynamics of e-commerce promotion in a specific local context, which will benefit academics and business practitioners by improving the efficacy of promotional methods and encouraging the expansion of e-commerce in Indonesia.

Research Questions

1. Can free shipping influence purchase decisions for Shopee users in Bandar Lampung City?
2. Can the COD payment method influence the purchasing decisions of Shopee users in Bandar Lampung city?
3. Can flash sales influence purchasing decisions for Shopee users in Bandar Lampung city?

Research Purposes

This research sought to determine how three promotional elements - free shipping, COD payment options, and flash sales - influence the decisions made by Bandar Lampung City Shopee customers on what to buy. There are two benefits to this research. This research is expected to help the author and interested parties gain a better understanding and knowledge.

This research is also expected to be an additional reference source for further research. Practically, the findings from this study can help entrepreneurs who sell on Shopee e-commerce to increase their sales. Thus, this research can also contribute to the overall increase in sales within the Shopee platform.

LITERATURE REVIEW

This section contains several literature studies based on various theories and previous research.

Marketing Theory

The fundamental function of marketing is to recognize and meet the demands of society and people profitably (Firmansyah, 2019). The marketing mix, which consists of several elements that companies can control to influence target market reactions, is one

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of the most important marketing tools (Musfar, 2020). Product, price, distribution, and promotion are the four main components of the marketing mix in product marketing (Kotler & Armstrong, 2012).

The term "7P" refers to three additional service marketing components: people, tangible evidence, and process (Kotler & Armstrong, 2012). Since these marketing mix components can add value and project a good picture of the company's goods and services, their existence is very important in influencing customer interest in making judgments about what to buy (Assauri, 2017). Thus, a deep understanding of the marketing mix can be a strong foundation for designing a successful marketing strategy.

Free Shipping

Sales promotions that offer incentives, such as waiving shipping costs to promote product purchases, are known as free shipping promotions (Assauri, 2010). When the transaction value meets a certain threshold, Shopee's free shipping promotion benefits customers by eliminating shipping costs up to a predetermined amount (Sari, 2019). Indicators of the success of free shipping promos include their ability to attract consumer attention, arouse interest and desire to buy, and encourage consumers to make purchases (Sari, 2019). Thus, free shipping promos provide financial benefits for consumers and play an important role in influencing purchasing decisions.

Cash on Delivery

Cash on Delivery (COD) is a payment method where the consumer pays the courier in Cash when the goods are received at the specified address. This method is considered safer and more convenient as it allows consumers to check the quality of the product before paying (Halaweh, 2018). In the context of using COD, consumers feel that they have more control over their privacy because they do not need to provide much personal data or payment information, so the risk of misuse of information can be minimized (Shafa, Hariyanto, 2020). In addition, COD also eliminates the need for knowledge or experience using electronic payment applications, making it easier for consumers (Halaweh, 2018).

Kidane and Sharma (2016) explain that most consumers are reluctant to continue with the purchase process if they are asked to provide personal information for fear of misuse of that information. Therefore, COD is an option for many consumers to minimize security risks.

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Indicators of COD success include aspects of security, privacy, and trust. COD services provide security from internet threats and fraud and maintain consumers' privacy by avoiding the spread of their data (Halaweh, 2017). In addition, consumers' trust in a product also increases because they can pay after receiving the goods (Halaweh, 2017).

Flash Sale

Flash sale is an e-commerce marketing strategy that offers products or services at a discounted price for a limited period to encourage purchases. This strategy aims to provide specific offers to customers for a limited time, thus creating urgency to buy the product immediately (Tjiptono in Devica, 2020; Agrawal and Sareen in Respi Saputri, 2020). A flash sale is an online retail where certain items are offered for a limited time, such as 24 or 36 hours, at a reduced price (Gabriele Piccoli in Respi Saputri, 2020).

Effective pricing is a critical step for managers executing a flash sale strategy. Setting pricing objectives, calculating price and demand elasticities, projecting competitive responses, estimating market share, choosing a pricing strategy, considering the company's marketing policy, choosing a method for calculating prices, setting price thresholds, and modifying the price structure in response to changes in costs and demand are some of the steps that must be taken (Gabriele Piccoli in Respi Saputri, 2020).

The suitability of promotion targets, frequency, quality, and timing are indicators of flash sale success. Promotion frequency displays the quantity of online media sales promotions conducted over time. The quality of the campaign measures the effectiveness of a company's sales promotion. Promotion time relates to how much or how often the company runs sales promotions. Conversely, the suitability of promotional objectives plays an important role in the company's capacity to achieve targets (Kotler and Keller in Amanah & Pelawi, 2015).

Purchasing Decision

When purchasing, customers weigh their interests against various options and choose the one they believe will provide the highest benefit (Yenni Arfah, 2022). Consumers acquire products and services for their use, either as individuals or as household members, which falls under this process. Purchasing decisions involve making decisions that integrate knowledge to assess several behavioral alternatives and ultimately choose one (Kotler & Armstrong, 2012).

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There are two categories of variables that influence purchasing decisions: internal and external influences. Culture, socioeconomic status, and group membership are external influences, while motivation, perception, learning, beliefs, and attitudes are internal elements (Assael in Muannas, 2014). Purchasing decisions can be indicated by several factors, such as buying after studying the goods, buying based on brand preference, the desire to acquire something because it fulfills needs and desires, and recommendations from others (Kotler & Armstrong, 2008).

Marketers should focus on post-purchase decisions, post-purchase activities, and post-purchase use and disposal after the product is sold. Customer happiness with the goods they have purchased is a factor in post-purchase decisions. In contrast, customer behavior after purchase is called post-purchase actions (Philip Kotler in A.B Susanto, 2012).

Previous Studies

The table displays the results of previous studies that serve as references for this research. In their first study, Hutomo Atman Maulana and Yunelly Asra (2019) found that free delivery had a 19.3% influence on Generation Z's purchasing decisions in rural locations. In line with Islamic teachings, Handayani (2022) found that Cash significantly influenced students' buying decisions on Shopee's Sharia Economic Marketplace on Delivery (COD) payment option. According to Respi Saputri, Asep M. R., and Nor Norisanti (2020), flash sales are influenced by sales promotions, which affect the decision of Shopee Sukabumi City consumers to buy online.

Other studies have also examined the impact of flash sales and free shipping promotions. According to research by Rizky Satya Ramadhan (2018), the purchasing decisions of Yogyakarta students are significantly influenced by Shopee's free shipping offer. Amalina Maryam Zakiyyah (2018) found that flash sales driven by hedonic and utilitarian reasons impact impulse purchases at the Pulchagallery online store. Vani Anindya Dhaneswara (2019) found that the decision of Bandar Lampung City residents to buy online was significantly influenced by Shopee's "Free Shipping" slogan. Evita Sari (2022) found that although online customer reviews and ratings had a good and significant influence on purchasing decisions, the free shipping promotion had no such influence on Shopee's market choice.

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These studies offer various perspectives on elements such as free shipping offers, payment options, express offers, and online customer reviews that influence consumers' decision to buy on e-commerce platforms.

Research Model

The following is the research model used.

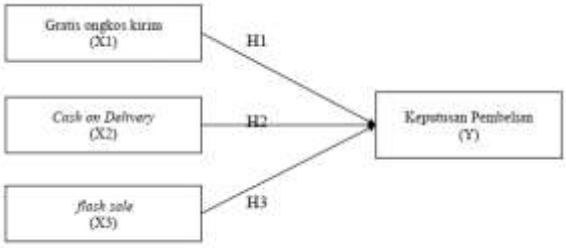


Figure 4. Research Model

Research Hypothesis and Variable

a. **H1: Free shipping has a partial effect on purchasing decisions at Shopee's online store**
b. **H2: Cash partially affects delivery and purchasing decisions at Shopee's online store.**
c. **H3: There is a partial effect of flash sales on purchasing decisions at Shopee online store**

Free shipping (X1), Cash on delivery (X2), flash sale (X3), and purchase decision (Y) are the research variables used. In contrast to variable Y, which is described as the dependent variable, variable X is the independent variable or independent variable.

RESEARCH METHOD

This section contains several points related to the research methodology used, which are described as follows.

Research Approach

This research is a type of quantitative analysis of descriptive data. Based on the research findings, descriptive techniques were used to characterize and understand the

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research object. Google Forms or G-Forms were used to distribute the questionnaires. Time series data, which captures observations of individuals over a predetermined period, is the data collected. Multiple linear regression techniques were used to analyze the data using SPSSv29 software for statistical analysis and Likert scales for variable ratings.

Research Data, Population, and Sample

Primary data was collected directly from respondents by sending out questionnaires asking about their identity and what they had to say about the research subject. Further processing is required to analyze primary data. Meanwhile, secondary data is collected from records or additional sources such as businesses, publications, journals, online articles, and other sources that can support the research subject. Often, this secondary data is already in a format prepared for compilation and processing.

The population is the total number of items or events with characteristics and qualities that match the focus of the study. However, the number of Shopee users in Bandar Lampung City cannot be determined with certainty, and the population of the research sample cannot be ascertained. Lemeshow's formula was used to select the appropriate sample size. A total of 97 respondents provided samples derived from calculating the formula.

In this case, the sample selection is based on the requirement that they are Shopee users who have made at least three transactions. Questionnaires or questionnaires were used in the data collection procedure. The Likert scale was used to prepare the questionnaire to measure respondents' attitudes, beliefs, and impressions about research items. Five categories in the Likert scale are used to assess the respondent's level of agreement or disagreement with the given statement.

Data Analysis Technique

The data analysis technique in this study involved several stages. To categorize the data and provide a summary of its attributes based on the observations, quantitative descriptive analysis was conducted initially. Second, to verify that the measurement techniques used were adequate and reliable, data quality tests were conducted, which included validity and reliability checks. Third, to guarantee that there is no bias in the estimation findings that could compromise the validity of the regression results, classical assumption tests were conducted, which included heteroscedasticity, multicollinearity, and normality tests. Fourth, multiple regression analysis tests how much the independent

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variables affect the dependent variable. Finally, multiple linear regression was used to test the hypothesis. This analysis consists of the coefficient of determination (R2) test to determine how well the regression model fits the data, the F test for simultaneous significance, and the t-test for partial significance.

Variable Operational

First, the Free Shipping variable (X1) is operationalized as a form of sales promotion that uses incentives such as providing attention, attracting, arousing purchase desires, and encouraging product purchases. Second, the variable Cash on delivery (X2) is explained as a method of paying Cash to the courier when the goods arrive, which relies on security, privacy, and trust.

Third, the flash sale variable (X3) is operationalized as a short-term incentive with limited time to encourage product purchases, which includes frequency, quality, timing, and accuracy. Finally, the Purchase Decision variable (Y) is explained as a stage in the purchasing decision process involving product information, product preferences, conformity to criteria and needs, and recommendations.

RESULT

This section fully describes the research results and the process undertaken to achieve these results.

Shopee's General Description

Shopee is an online store that was initially introduced by Sea Group to several Southeast Asian countries in 2015. Under the direction of Chris Feng, Shopee, which was founded by Forrest Li in 2009, rose to prominence in the e-commerce sector. Shopee began operations in Indonesia soon after joining the market in late May 2015. Shopee Indonesia, a Jakarta-based company, offers a platform with integrated logistics and secure payment methods for buyers and sellers.

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Figure 5. Shopee's Logo

Known for its warm orange logo, Shopee targets young people who are used to shopping online through mobile applications. Through this app, users can find a wide range of products to fulfill their daily needs. The Shopee logo, with the image of a basket and the letter 'S' in the center, is designed to increase interest and ease of shopping for users.

Data Quality Testing

Using the adjusted item-total correlation, a validity test was conducted to ensure that each questionnaire question was valid. According to the findings, all variables, including free shipping, Cash on delivery, flash sale, and purchase decision, have a calculated R-value greater than the table R-value, indicating the validity of each questionnaire item.

Furthermore, Cronbach's Alpha was used to conduct the reliability analysis. The data shows that all variables have a Cronbach's Alpha value of more than 0.70, which indicates a high level of reliability in assessing these variables. This indicates that the research instruments used are reliable and suitable for use until further data processing.

Research Data

The profile of respondents in this study includes information about the gender, age, and occupation of 97 respondents who use the Shopee application in Bandar Lampung City. Based on Table 4.3, most respondents were female (61.8%) compared to male (38.2%). Table 4.4 illustrates the age distribution of respondents, with most aged 17-25 years (85.6%), followed by 26-35 years (12.3%), and only a few from other age groups. Furthermore, table 4.5 shows the occupation of the respondents, with the majority being students (75.2%), followed by self-employed (9.3%), civil servants (2.1%), and others (13.4%). This data provides a useful overview of the characteristics of the respondents involved in this study.

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Research Descriptive Analysis

A descriptive analysis was conducted to evaluate respondents' responses to the research variables, namely free shipping, Cash on delivery, flash sales, and purchasing decisions. Focusing on the free shipping variable (X1), respondents assessed eight statements.

The results show that most respondents strongly agreed or agreed with statements related to free shipping in the Shopee app. For example, many respondents think that free shipping promos can increase purchase interest, attract attention, and generate curiosity about the product. The largest scale is found in item X1.1, where 73.2% of respondents strongly agreed that free shipping promos are an attractive feature. This shows that free shipping is a significant factor in influencing the purchasing decisions of Shopee application users.

The results also show that in the cash-on-delivery variable (X2), the majority of respondents feel confident and safe using this payment method in the Shopee application, especially since the product is paid for after it reaches its destination. The flash sale variable (X3) shows that most respondents feel encouraged to buy products when a flash sale takes place, especially because of attractive promos or discounts.

Meanwhile, the Purchase Decision variable (Y) reveals that factors such as promotions, recommendations from friends or family, and product quality greatly influence purchasing decisions on the Shopee application. For example, most respondents strongly agreed that promotions or discounts play an important role in purchasing decisions.

Classing Assumption Testing

The statistical analysis in this study produced some significant findings. First, the One-Sample Kolmogorov-Smirnov test for data normality shows that the residuals of the regression model are normally distributed, with a significance value of 0.076, which is higher than the cut-off value of 0.05. This indicates that the traditional assumption of normal distribution of residuals is met. Secondly, the Variance Inflation Factor (VIF) is used to conduct a multicollinearity test. Since the VIF value for each independent variable is less than 10, this test indicates that there are no signs of multicollinearity.

The relatively large tolerance values for each variable support this conclusion. Finally, the heteroscedasticity test shows that the distribution of confounding errors from the regression model does not show a particular pattern, which indicates the absence of

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variance inequality. Therefore, it can be said that this study's data meets the assumptions of traditional regression analysis.

Multiple Regression Analysis

The impact of discounts, promotions, and accessibility on impulse purchase decisions was assessed using multiple regression analysis. As a result, a regression equation was obtained from the multiple regression analysis table showing that discounts, promotions, and accessibility have a favorable impact on impulse purchase decisions.

Based on the regression results, the flash sale variable has the most impact on consumers' decision to buy, with a 1% increase in discounts resulting in a 47.2% increase in impulse purchases. Therefore, when considering other factors, flash sales have the greatest influence on impulse decisions.

Hypothesis Testing

Hypothesis testing was conducted to assess the simultaneous and partial impact of the independent factors on the impulse purchase decisions of Shopee application users in Bandar Lampung City. The findings from the F test show that discounts, promotions, and accessibility all work together to positively and significantly influence impulse purchases.

Cash on delivery and flash sales had a large effect, but free delivery did not, according to the partial t-test. With a coefficient of determination (R^2) of 0.628, discounts, promotions, and ease of access accounted for 62.8% of the variation in impulse purchase choices; other factors accounted for the rest.

DISCUSSION

The purpose of this study is to assess how Bandar Lampung City Shopee customers' decisions on what to buy are influenced by flash discounts, Cash on Delivery (COD) payment options, and free shipping promotions. Using a purposive sampling strategy, 97 respondents were selected for this study, with the research participants being Shopee customers who had completed at least three transactions.

After data was collected using a Likert scale questionnaire, validity and reliability assessments were conducted. Coefficient of determination (R2) and simultaneous and partial regression analysis were used to evaluate hypotheses regarding the impact of independent factors on purchase choices. To further ensure reliable data quality and

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freedom from bias, heteroscedasticity, multicollinearity, and normality tests were also conducted.

Based on the results of the research conducted, several discussions are given to elaborate knowledge of the research results.

Free Shipping Factors

The research findings show that consumer shopping decisions in Bandar Lampung City (Y) are not significantly influenced by the free shipping promotion feature (X1) on the Shopee application. Based on the variable descriptions, the majority of respondents agree that free shipping offers attract attention and can attract consumer interest in an item, but not all of them believe that this characteristic motivates people to buy. Several respondents are neutral or even disagree that free shipping raises curiosity or interest in making a purchase. The p-value> 0.05 in the significance test findings indicates that the free shipping variable has no discernible impact on consumers' decision to purchase.

Factors that may have led to this result are the flash sale promotions that attracted customers with discounted prices that were already quite favorable, so free shipping is no longer a major factor in purchasing decisions. In addition, it is possible that some areas in Bandar Lampung City are not covered by the free shipping service, so not all customers benefit from it.

These results contradict several other research studies that show the favorable and substantial effects of free shipping promotions on purchasing decisions across a variety of scenarios. However, as noted by Evita Sari in her research in 2022, this conclusion is consistent with several studies that reveal that free shipping is not always an important element in purchasing decisions in online marketplaces.

Cash on Delivery Factors

The results showed that the Cash on Delivery (COD) payment method (X2) has a significant influence on the purchasing decisions (Y) of Shopee application users in Bandar Lampung City. The variable description shows that most respondents agree that COD payments provide a sense of security and trust in online transactions. They feel that this method minimizes the risk of fraud, protects personal data, and makes it possible to check product quality before paying. This is in line with the concept of distribution (place) in the marketing mix, where choosing the right distribution channel can influence customer purchasing decisions.

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The findings from the significance test show that the p-value is less than 0.05, indicating a significant correlation between the COD payment method variable and purchasing choices. This is in line with the results of previous research by Handayani, F. (2022), which found that student's decision to buy at Shopee was significantly influenced by the COD payment option.

Factors that may account for this influence are the trust and sense of security offered by the COD payment method, especially since the product is paid for upon arrival. This assures customers that they can inspect the product before paying, as well as providing confidence that the product received matches the order. These findings provide important implications for e-commerce companies, particularly Shopee, to continue to maintain and improve COD payment services as one of the safe and reliable payment options for customers.

Flash Sale Factors

This study shows that flash sales (X3) have a significant influence on the purchasing decisions (Y) of Shopee application users in Bandar Lampung City. A descriptive analysis of the variables shows that most respondents agree that flash sales encourage them to make impulse purchases. Notification, frequency of appearance, exclusivity, and good product quality during flash sales are factors that encourage customers to take advantage of them. The time limit stated on the flash sale and the fast transaction process also influence the desire to buy products.

The flash sale variable has a substantial impact on purchasing decisions, as indicated by the findings of the significance test, where the p-value is less than 0.05. These results are based on previous research by Respi Saputri, Asep M. R., and Norisanti (2020), who found that flash sales mediated by sales marketing have a substantial influence on online purchasing decisions.

Factors that may account for this influence are the element of exclusivity, impulse, and the perception that purchasing during a flash sale is an unplanned but profitable opportunity. This research supports the concept of promotion in the marketing mix, where promotional offers such as flash sales are used to influence customer purchasing behavior.

However, this finding is not in line with Amalina Maryam Zakiyyah's research, which found that impulse purchases do not always occur during flash sale offers, depending on the dominant purchase motive. Nonetheless, the findings of this study

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provide important insights for e-commerce companies, especially Shopee, to effectively utilize flash sale strategies to increase sales and influence customer purchasing behavior.

CONCLUSION & RECOMMENDATION

Conclusions

The research findings show that the decision of Shopee consumers in Bandar Lampung City on what to buy is not affected by free shipping. Nonetheless, it has been shown that cash on delivery and flash sale payment options significantly influence the decisions made by Shopee customers in the city on what to buy. Thus, in e-commerce sites like Shopee, cash on-delivery and flash sale tactics can be used as important elements in increasing sales and shaping consumer behavior.

Recommendations

Based on these findings, the authors suggest that Shopee Indonesia expand Cash on delivery and flash sale payment options, as well as continue to create new and innovative offer programs that will attract customers to make purchases and increase sales.

In addition, to get even better research results, it is recommended that future research be carried out in more depth on other variables and more thorough data analysis on other elements that can influence purchasing decisions.

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