

## From Intent to Purchase: The Effect of Flash Sales, Free Shipping, and Promotions on Gen Z's Shopping Habits on Shopee

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**Abstract:** This study investigates the impact of promotions, flash sales, and free shipping on purchasing decisions, with purchase intention as an intervening variable among Generation Z Shopee users in Jember City. Despite extensive research on online consumer behavior, limited studies explore these factors in the context of Generation Z in Indonesia. Using a quantitative approach, data were collected through observations and questionnaires from 190 respondents. Descriptive analysis and hypothesis testing using SEM-PLS were employed. Findings reveal that promotions and purchase intention significantly influence purchasing decisions, while flash sales and free shipping show mixed results, with significance values of 0.180 and 0.056, respectively. These results highlight the need for e-commerce platforms to optimize promotional strategies to enhance consumer engagement and purchasing behavior.

**Keywords:** Promotion, Flash Sale, Free Shipping, Purchase Decision, and Buying Interest.



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### I. INTRODUCTION

E-commers provide flexibility in buying and selling transactions without having to do face-to-face and consumers are spoiled with a variety of product choices through websites or applications on their smartphones. E-commers also provide wider opportunities for their users to do marketing. One of the largest e-commerce platforms in Indonesia today is Shopee which has been launched

since 2015 by Forrest Li, the focus of the Shopee marketplace is C2C (Consumer to consumer) where they provide service facilities and product transactions between customers.

In the face of competitive competition, the e-commerce industry needs Promotion as a marketing strategy used to increase sales, attract customers, and build brand awareness. The absence of sales promotion in a business or e-commerce platform can make it difficult to compete with other e-commerce because consumers will lack information or attraction to these e-commerce.

E-commerce users are synonymous with Generation Z, this generation is no stranger to technology. [1]; Turner (2015) said that Generation Z tends to be interested in practical things and is heavily dependent on technology. In accordance with a pre-survey conducted by researchers from November 29, 2023 to December 10, 2023, by distributing questionnaires to 50 existing generation Z, it was found that 94% of them use Shopee, and the rest use the Lazada and Tiktok applications. So based on this data, the researcher is interested in conducting research on Generation Z users of the Shopee application in Jember by using promotional variables, flash sales and free shipping on purchase decisions with buying interest as an intervening variable.

## II. RESEARCH METHODOLOGY

The data in this study was collected using research instruments and analyzed quantitatively or statistically to test the hypothesis that had been established. The population used in this study is generation Z with Shopee users in Jember City. The sample used was 190 samples based on [1], Ferdinan. which stated that the appropriate sample size ranged from 100-200 respondents. For each estimated parameter. The ideal and representative number of samples is obtained from the number of research indicators multiplied by 5 and a maximum of 10. The number of indicators in this study is 19 times 10 so that the results of 190 respondents are obtained. The approach used in the study is by using purposive sampling where the sample determination technique is carried out based on certain considerations. This study uses descriptive analysis, hypothesis testing, outer model testing, and inner model testing using the SEM model with the Warp PLS 8.0 program.

## III. RESULTS AND DISCUSSION

In this section, each path in the model section is described using Path Analysis. Where the direct influence is given by each independent variable on the dependent variable and the intervening variable. Knowing whether each of these paths is significant or not will answer whether the hypothesis proposed is accepted or rejected. The values of the path coefficients can be seen in the following table:

Table 1. Value of direct influence path coefficient

Path coefficient				
X1	X2	X3	With	And
With	0,384	0,188	0,162	
And	0,235	0,066	0,170	0,498
P values				
X1	X2	X3	With	And
With	<0.001	0.005	0.011	
And	<0.001	0.180	0.008	<0.001

Source: Test Results, 2024

### **Effect of promotion (X1) on buying interest (Z)**

Based on the table above, it can be seen that the test of the promotion variable (X1) on buying interest (Z) resulted in a Path coefficient value of 0.384 with a  $p$ -value of  $<0.001$ . Since the  $p$ -value is smaller than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is rejected and  $H_1$  is accepted, thus there is a significant influence of promotion (X1) on buying interest (Z).

### **Effect of Flash Sale (X2) on buying interest (Z)**

Based on the table above, it can be seen that for the test of the Flash sale variable (X2) on buying interest (Z), it produces a Path coefficient value of 0.188 with a  $p$ -value of 0.004. Since the  $p$ -value is smaller than  $\alpha$  ( $0.004 < 0.05$ ),  $H_0$  is rejected and  $H_2$  is accepted, thus there is a significant influence of Flash sale (X2) on buying interest (Z).

### **Effect of free shipping (X3) on buying interest (Z)**

Based on the table above, it can be seen that for the test of the variable free shipping (X3) on buying interest (Z) resulting in a Path coefficient value of 0.162 with a  $p$ -value of 0.011. Because the  $p$ -value is smaller than  $\alpha$  ( $0.011 < 0.05$ ),  $H_0$  is rejected and  $H_3$  is accepted, thus there is a significant influence of free shipping (X3) on buying interest (Z).

### **Influence of promotion (X1) on purchase decision (Y)**

Based on the table above, it can be seen that the test of the promotion variable (X1) on the purchase decision (Y) produces a Path coefficient value of 0.235 with a  $p$ -value of  $<0.001$ . Since the  $p$ -value is smaller than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is rejected and  $H_4$  is accepted, thus there is a significant influence of promotion (X1) on the purchase decision (Y).

### **Effect of Flash Sale (X2) on purchase decisions (Y)**

Based on the table above, it can be seen that the test of the flash sale variable (X2) on the purchase decision (Y) resulted in a Path coefficient value of 0.066 with a  $p$ -value of 0.180. Since the  $p$ -value is greater than  $\alpha$  ( $0.180 > 0.05$ ),  $H_0$  is accepted and  $H_5$  is rejected, thus there is no significant influence of the flash sale (X2) on the purchase decision (Y).

### **Effect of free shipping (X3) on purchase decision (Y)**

Based on the table above, it can be seen that for the test of the free shipping variable (X3) against the purchase decision (Y) resulting in a Path coefficient value of 0.170 with a  $p$ -value of 0.008. Since the  $p$ -value is smaller than  $\alpha$  ( $0.008 < 0.05$ ),  $H_0$  is rejected and  $H_6$  is accepted, thus there is a significant influence of free shipping (X3) on the purchase decision (Y).

### **Influence of buying interest (Z) on purchase decision (Y)**

Based on the table above, it can be seen that the test of the variable of buying interest (Z) to the purchase decision (Y) produces a Path coefficient value of 0.498 with a  $p$ -value of  $<0.001$ . Since the  $p$ -value is smaller than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is rejected and  $H_7$  is accepted, thus there is a significant influence of buying interest (Z) on the purchase decision (Y).

### **Path Coefficient Indirect Influence**

In this study, the research variables used intervening variables which related an indirect influence value that could have an impact on the influence of independent variables on dependent variables. The following are the results of the indirect influence test produced in this study.

Table 2. Indirect influence path coefficient value

## Indirect effects for paths with 2 segments

	X1	X2	X3	With	And
X1					
X2					
X3					
Z					
Y	0.192	0.093	0.		

## P values of indirect effects for paths with 2 segments

	X1	X2	X3	With	And
X1					
X2					
X3					
With					
And	<0.001	0.032	0.056		

Source: Research Results, 2024

Based on the table above, the information that can be given is:

### **Influence of promotion (X1) on purchasing decision (Y) through buying interest (Z)**

Based on the table above, it can be seen that testing the promotional variable (X1) on purchasing decisions (Y) through purchasing interest (Z) produces an indirect value of 0.192 with a p-value of <0.001. Because the p-value is smaller than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is rejected and  $H_a$  is accepted, thus there is a significant influence of promotion (X1) on purchasing decisions (Y) through (Z).

### **The effect of flash sale (X2) on purchasing decisions (Y) through buying interest (Z)**

Based on the table above, it can be seen that testing the promotional variable (X2) on purchasing decisions (Y) through purchasing interest (Z) produces an indirect value of 0.093 with a p-value of 0.032. Because the p-value is smaller than  $\alpha$  ( $0.032 < 0.05$ ),  $H_0$  is rejected and  $H_a$  is accepted, thus there is a significant influence of promotion (X2) on purchasing decisions (Y) through (Z).

### **Effect of free shipping (X3) on purchasing decision (Y) through purchasing interest (Z)**

Based on the table above, it can be seen that testing the promotional variable (X3) on purchasing decisions (Y) through purchasing interest (Z) produces an indirect value of 0.081 with a p-value of 0.056. Because the p-value is greater than  $\alpha$  ( $0.056 > 0.05$ ),  $H_0$  is accepted and  $H_a$  is rejected, thus there is no significant influence of promotion (X3) on purchasing decisions (Y) through (Z).

## Discussion

### ELffeet of Promotion (X1) on Buying Intelrelst (Z)

Baseld on thel tabel abovel, it can bel seleln that thel telst of thel promotion variabel (X1) on buying intelrelst (Z) relsulteld in a Path coelffielielnt valuel of 0.384 with a  $p$ -valuel of  $<0.001$ . Sincel thel  $p$ -valuel is smallelr than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is reljelcteld and  $H_1$  is accelpteld, thus thelrel is a significant influelncel of promotion (X1) on buying intelrelst (Z).

Whelrel thel relsults of this study arel supporteld by selvelral prelvious studiels, baseld on: [3]; satria. [4]; Salsyabila elt al. [5]; Vania, Izellla & Simbolon [6] Putri. which has similar relsults, namely that promo-tion has a positivel and significant elffeet on buying intelrelst

### ELffeet of Flash Salel (X2) on Buying Intelrelst (Z)

Baseld on thel tabel abovel, it can bel seleln that for thel telst of thel Flash salel variabel (X2) on buying intelrelst (Z), it producel a Path coelffielielnt valuel of 0.188 with a  $p$ -valuel of 0.004. Sincel thel  $p$ -valuel is smallelr than  $\alpha$  ( $0.004 < 0.05$ ),  $H_0$  is reljelcteld and  $H_2$  is accelpteld, thus thelrel is a significant influelncel of Flash salel (X2) on buying intelrelst (Z).

Whelrel thesel relsults arel supporteld by relselarch conducteld by [7]; Pratama. [8] Pramelsta. Thel two studiels show that flash salels havel a positivel and significant elffeet on buying intelrelst.

### ELffeet of Frelel Shipping (X3) on Buying Intelrelst (Z)

Baseld on thel tabel abovel, it can bel seleln that for thel telst of thel variabel frelel shipping (X3) on buying intelrelst (Z) relsulting in a Path coelffielielnt valuel of 0.162 with a  $p$ -valuel of 0.011. Belcausel thel  $p$ -valuel is smallelr than  $\alpha$  ( $0.011 < 0.05$ ),  $H_0$  is reljelcteld and  $H_3$  is accelpteld, thus thelrel is a significant in-fluelncel of frelel shipping (X3) on buying intelrelst (Z).

Whelrel this relselarch is supporteld by selvelral prelvious studiels, namely [9]; Amalia, R. D. & Wibowo. [10]; Sanjaya & Candraningrum [11]; Fatmawati et al, [12] Andriani elt al. Somel thesel studiels show that frelel shipping has a positivel and significant elffeet on consumelr buying intelrelst

### Influelncel of Promotion (x1) on Purchasel Delcision (Y)

Baseld on thel tabel abovel, it can bel seleln that thel telst of thel promotion variabel (X1) on thel purchasel delcision (Y) producel a Path coelffielielnt valuel of 0.235 with a  $p$ -valuel of  $<0.001$ . Sincel thel  $p$ -valuel is smallelr than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is reljelcteld and  $H_4$  is accelpteld, thus thelrel is a significant in-fluelncel of promotion (X1) on thel purchasel delcision (Y).

Whelrel thesel relsults arel supporteld by relselarch conducteld by [13]; Jamaludin elt al. [14]; Njoto, Dela Putri & Sielnatra. [15]; Hastuti elt al. [16]; D. dan M. EL. S. Adriansyah. [17]; Probosini, Delwi Amalia, Hidayat, Nurdin & Yusufhelrlina. Thesel studiels provel that promotion has a positivel and significant elffeet on purchasel delcisions, so that it can support thel relsults of thel hypothesis owneld by this study.

### ELffeet of Flash Salel (X2) on Purchasel Delcision (Y)

Baseld on thel tabel abovel, it can bel seleln that thel telst of thel flash salel variabel (X2) on thel purchasel delcision (Y) relsulteld in a Path coelffielielnt valuel of 0.066 with a  $p$ -valuel of 0.180. Sincel thel  $p$ -valuel is grelatelr than  $\alpha$  ( $0.180 < 0.05$ ),  $H_0$  is accelpteld and  $H_5$  is reljelcteld thus thelrel is no significant in-fluelncel of thel flash salel (X2) on thel purchasel delcision (Y).

Thel relsults of this study arel invelrselly proportional to selvelral studiels conducteld [18]; Helrlina. [19]; Jannah, Miftakhul, Wahono. [20]; S. S. Muhammad Rizqi Shihab. . [21]; Dukhalang elt al. Whelrel thesel studiels show that flash salels havel a positivel and significant elffeet on purchasel delcisions. Howelvelr, thel relsults of this study arel supporteld by [19];

Faman Sumantoro. Whether the results of the study show that flash sales have no effect on purchasing decisions.

### **Effect of Free Shipping (X3) on Purchasing Decision (Y)**

Based on the table above, it can be seen that for the test of the free shipping variable (X3) on the purchasing decision (Y) resulting in a Path coefficient value of 0.170 with a p-value of 0.0068. Since the p-value is smaller than  $\alpha$  ( $0.008 < 0.05$ ),  $H_0$  is rejected and  $H_6$  is accepted, thus there is a significant influence of free shipping (X3) on the purchasing decision (Y).

This research is supported by several previous studies conducted by [23]; Widodo, 2022. [20]; Razali et al. Whether these studies state that there is a positive and significant influence of free shipping on purchasing decisions.

### **The Influence of Buying Interest (Z) on Purchasing Decisions (Y)**

Based on the table above, it can be seen that the test of the variable of buying interest (Z) to the purchasing decision (Y) produces a Path coefficient value of 0.498 with a p-value of  $< 0.001$ . Since the p-value is smaller than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is rejected and  $H_7$  is accepted, thus there is a significant influence of buying interest (Z) on the purchasing decision (Y). This research is supported by several previous studies, namely [22]; Kharisma, Liza & Hu-tasuhut. [23]; Adila & Aziz. [24]; Sriyanto, Agus & Kuncoro. [25]; S. P. Sari. Whether these studies have similar results, namely stating that buying interest has a positive and significant effect on purchasing decisions.

**Influence of Promotion (X1) on Purchasing Decision (Y) Through Buying Interest (Z)**  
Based on the table above, it can be seen that testing the promotional variable (X1) on purchasing decisions (Y) through purchasing interest (Z) produces a Path coefficient value of 0.192 with a p-value of  $< 0.001$ . Because the p-value is smaller than  $\alpha$  ( $0.001 < 0.05$ ),  $H_0$  is rejected and  $H_8$  is accepted, thus there is a significant influence of promotion (X1) on purchasing decisions (Y) through purchasing interest (Z). The results of this research are supported by previous research conducted by Aziz [26]; Solihin [27]; Munawaroh et al. [28]; Oktaviani, D. F. [29]. Where these studies show that promotions have a positive and significant effect on purchasing decisions through purchase interest.

### **Effect of Flash Sale (X2) on Purchasing Decision (Y) Through Buying Interest (Z)**

Based on the table above, it can be seen that testing the flash sale variable (X2) on purchasing decisions (Y) through purchasing interest (Z) produces a Path coefficient value of 0.293 with a p-value of 0.032. Because the p-value is smaller than the significance value  $\alpha$  ( $0.032 < 0.05$ ),  $H_0$  is rejected and  $H_9$  is accepted, thus there is a positive and significant influence of flash sales (X2) on purchasing decisions (Y) through purchasing interest (Z). The flash sale discount specifically given by Shopee for a product is considered a direct discount on the price of goods when purchasing a number of goods in a certain period to increase buying interest.

The existence of discounts can stimulate consumers to make purchases from these consumer transactions and will have an impact on increasing sales of certain products. Discounts have their own power in the bargaining process for a product. The results of this research are supported by several previous studies, namely: (Herlina, Julia Loisa, [30]); (Amalia & Sampurno Wibowo, [16]). Where the research states that flash sales have a positive and significant influence on purchasing decisions through consumer buying interest.

### **Effect of Free Shipping (X3) on Purchasing Decision (Y) Through Purchasing Interest (Z)**

Based on the table above, it can be seen that testing the variable free shipping (X3) on purchasing decisions (Y) through purchasing interest (Z) produces a Path coefficient value of 0.081 with a p-value of 0.056. Because the p-value is greater than  $\alpha$  ( $0.056 > 0.05$ ),  $H_0$  is accepted



and H10 is rejected, thus there is no significant influence of free shipping (X3) on purchasing decisions (Y) through purchasing interest (Z).

The results obtained In this research, there is no supporting literature, which means that this research can be used as additional literacy which proves that free shipping is proven not to influence purchasing decisions through the buying interest of Shopee users.

#### IV. CONCLUSION

This study aims to test the analysis of the influence of promotions, flash sales, and free shipping on purchasing decisions with buying interest as an intervening variable of the Shopee platform in Generation Z in Jakarta, based on the discussion in Chapter IV it can be concluded as follows:

1. The promotion variable (X1) on buying interest (Z) had a positive and significant effect, with a significance value ( $0.001 < 0.05$ ).
2. The variable flash sale (X2) on buying interest (Z) had a positive and significant effect, with a significance value ( $0.004 < 0.05$ ).
3. The variable of free shipping (X3) on buying interest (Z) had a positive and significant effect, with a significance value ( $0.011 < 0.05$ ).
4. The promotion variable (X1) on the purchasing decision (Y) had a positive and significant effect, with a significance value ( $0.001 < 0.05$ ).
5. The variable flash sale (X2) on the purchasing decision (Y) had no effect on the significance value ( $0.180 > 0.05$ ).
6. The variable of free shipping (X3) on purchasing decisions (Y) had a positive and significant effect, with a significance value ( $0.008 < 0.05$ ).
7. The variable of buying interest (Z) on purchasing decision (Y) had a positive and significant effect, with a significance value ( $0.001 < 0.05$ ).
8. The promotion variable (X1) on purchasing decisions (Y) through purchasing interest (Z) has a positive and significant effect, with a significance value of ( $0.001 < 0.05$ ).
9. The flash sale variable (X2) on purchasing decisions (Y) through purchasing interest (Z) has a positive and significant effect, with a significance value of ( $0.032 < 0.05$ ).
10. The variable free shipping (X3) on purchasing decisions (Y) through purchasing interest (Z) has no significant effect, with a significance value of ( $0.56 > 0.05$ ).

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