



THE IMPACT OF VOUCHERS, FREE SHIPPING, AND FLASH SALES ON PURCHASE INTEREST IN THE SHOPEE FOOD APP: A CASE STUDY OF SANATA DHARMA UNIVERSITY STUDENTS

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ABSTRACT

This study examines the impact of vouchers, free shipping, and flash sales on consumer purchase interest in Shopee Food, focusing on students at Sanata Dharma University. The research aims to analyze the effectiveness of these marketing strategies in enhancing customer satisfaction and increasing sales. The study employed a survey method, distributing questionnaires to 100 students who use Shopee Food. The results indicate that vouchers, free shipping, and flash sales significantly influence consumer purchase interest. The findings suggest that Shopee Food should maintain these promotional strategies to optimize customer satisfaction and expand its market share. The study contributes to the understanding of consumer behavior in the e-commerce industry, particularly in the context of online food delivery applications.

Keywords : Vouchers, Free shipping, Flash sales, Customer Purchase Interest, Shopee Food.

1. Introduction

In this day and age, digital technology has developed rapidly, evident from the emergence of e-commerce. According to (Haryanti & Irianto, 2011), e-commerce is a method for consumers to obtain desired goods through online purchases. This definition encompasses the direct sale of goods over the internet, including both business-to-consumer (B2C) and business-to-business (B2B) transactions. A popular and rapidly growing type of e-commerce in Indonesia is the consumer-to-consumer (C2C) marketplace, as noted by (Fitrothul Khusna, 2023). A marketplace is a digital platform that provides space for sellers to offer their products or services to consumers online. Marketplace is a digital platform that provides space for sellers to offer their products or services to consumers online. A marketplace, by definition, is a platform for buying and selling where goods or services are sold to buyers. Generally, Marketplaces come in the form of electronic or online marketplaces (Putra Dewa & Setyohadi, 2017).

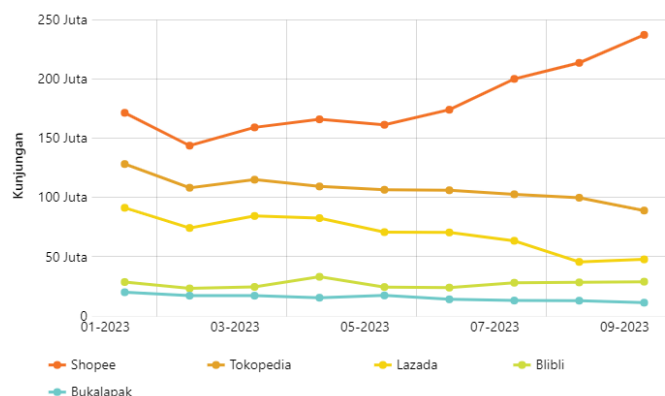


Figure 1. Number of Visits to 5 Largest E-Commerce Sites in Indonesia (January-September) (adi ahdiat, 2023)

In the data above shows that Shopee occupies the first position as the marketplace with the most visitors in Indonesia. The increase in the number of Shopee visits every year reflects the high enthusiasm of the public in online shopping. As visits increased, shopee expanded its business into the food sector through a service called "Shopee Food". Shopee Food services are made to make it easier for customers to fulfill their needs to order food and drink, and customers do not need to come directly to the desired place to eat. Thus, Shopee Food has succeeded in becoming a popular Shopee feature and is used by various groups of people from parents, students, and especially students because Shopee Food is considered a fast and right choice (Ichsanuddin Akmal & Setianingrum, 2024).

In addition to fast shopee food also For Shopee Food, they offer discount vouchers, free shipping, and flash sales. According to (Rumambi , 2022), discount vouchers are promotions given as appreciation for certain actions, such as paying bills faster or shopping in bulk. (Ekonomi et al., 2015) state that the offer of free shipping is another promotional strategy that reduces shipping costs for consumers. In addition, Shopee Food uses flash sales as promotions with price reductions or special offers in a short time to attract purchases (Beli et al., 2022). The offer provided by Shopee food is certainly very attractive to consumers, especially for students. From a previous study entitled "THE EFFECT OF PRICE, FLASH SALE, AND FREE SHIPPING ON REPURCHASE INTEREST IN SHOPEE Study on Sanata Dharma University Students" (Bella Monica, 2023) written by showing the results that flash sale and free shipping have a positive influence on the repurchase interest of Shopee user students, while price does not have a significant influence. But in this study This study only focused on three variables: price, flash sale, and free shipping. This limitation may reduce the ability of research to determine the influence of other factors that may have an effect on repurchase interest. So the author took the initiative to conduct this research which aims to determine the influence of various promotions on buying interest in the Shopee Food application among Sanata Dharma University students. First, examine whether vouchers have a significant influence on the buying interest of students of Sanata Dharma University. Second, examining the impact of free shipping on shopeefood buying interest in Sanata Dharma University students. Third, this study explored the effect of flash sales on buying interest among students of sanata dhrama university. The results of this research are expected to provide several benefits, both theoretical and practical. Theoretically, this research can add insight and knowledge about the influence of technology and factors that affect the efficiency and effectiveness of internal audits. Practically, the benefits of this research can be felt by several parties. For the author, this research can increase knowledge about consumer behavior in the e-commerce industry. For readers, this study provides insight into effective promotional strategies in online food delivery applications, especially Shopee Food. For Shopee, the results of this research are expected to help optimize promotional strategies to increase buying interest and sales of Shopee Food, as well as provide a deeper understanding of consumers to increase their satisfaction. Based on the various problems previously described, researchers took the initiative to carry out research entitled "THE EFFECT OF VOUCHERS, FREE SHIPPING, AND FLASH SALES ON BUYING INTEREST IN THE SHOPEE FOOD APPLICATION (STUDY ON SANATA DHARMA UNIVERSITY STUDENTS)”

2. Literature Review

2.1 Voucher

Voucher or discount is a reduction in the price of the product from the normal price in a certain period, which includes the amount of the discount, the discount period, and the type of product that gets the discount. Vouchers can be interpreted as an intensive form used for price reduction that lies in a product to buy a particular product. The purpose of vouchers is for consumers to come back and make a transaction and consumers feel that prices will be cheaper,

so that it will increase consumer desire to buy products. Giving vouchers regularly will also form customers who have good loyalty as well. The Shopee application has a promotional strategy to attract the attention of its customers, namely with various (Anisa Jayanti et al., 2020) vouchers, including free shipping vouchers, cashback vouchers, and Shopee Food vouchers. Each voucher has a category to get it, and we can also choose to determine what voucher we will use.

2.2 Free Shipping

Free shipping is a direct way to influence customers to buy more products and also provide special intensive. Shipping cost vouchers are part of sales promotion, which is an activity to stimulate purchases in the form of special selling efforts such as display exhibitions, exhibitions, demonstrations / demonstrations and other sales activities that can be carried out at any time. (Unisma et al., 2021) Shipping vouchers can help to make it easier for consumers who object to the total price charged through discounted shipping costs when purchasing products. Shipping vouchers are also another form of sales promotion that uses various offers to stimulate the purchase of products as soon as possible and increase the quantity of products purchased by consumers. Free shipping services can attract the attention of new consumers, arouse the desire of buyers, and have special provisions that are clear and can change at any time.

2.3 Flash Sale

(Loisa & Matius, 2021) Defines a flash sale as the sale of a product with a large discount limited by time by the owner of the company. Flash sale is a quick sale at a special price and in a short time, the goal is to increase sales on the product and also attract the attention of consumers. With the flash sale, it can make consumers interested in buying products, and has its own power in the process of bargaining for a product and creating price fairness. Flash sales will certainly cut prices to a minimum, even flash sales are also called "warehouse washes", limited quantities are often higher or exceed significant discounts than usual promotions. This strategy can increase sales so that it can sell more (Ah et al., 2019) Flash sales include the amount of discounts, frequency of promotions and suitability of promotional targets as critical success factors in achieving sales targets.

2.4 Buying Interest

Repurchase interest is the tendency of a consumer who arises after using or feeling a good or service. Buying interest itself is the purpose of carrying out marketing activities and can be defined as expectations in the ownership of a product that will arise if the buyer is affected by the quality of goods / services. Repurchase interest is the desire to buy back a product or service that has been purchased. Factors that influence repurchase interest include cultural, psychological, personal, and social factors. Measurement of buying interest can be done through surveys, questionnaires, behavioral observations, and analysis of purchase data. (Management and Dinamika Business & Nurkhasanah, 2022)

2.5 Hypothesis Development

Concept framework according to (Abdurrahman Hamam, 2024) is a description and visualization of the relationship or relationship between concepts or variables that will be observed or measured through the research to be carried out. The concept framework in research can be seen as follows:

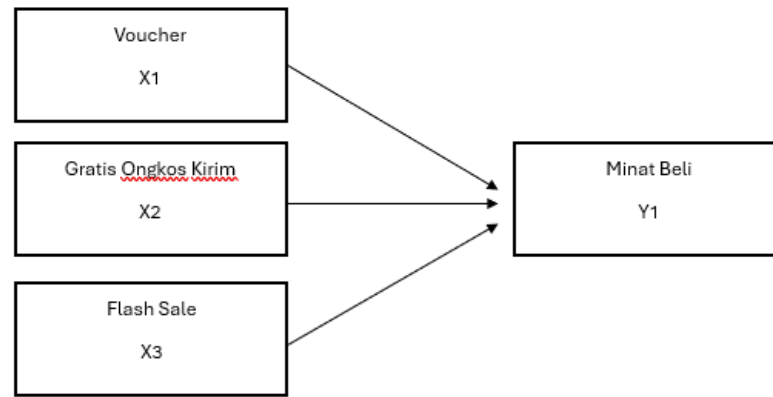


Figure 2. Research Model.

(Devotion et al., 2021) Hypothesis is a question that becomes the basis for someone to conduct research. When conducting research, it is important for researchers to have the right hypothesis, so that they can choose the appropriate technique to test the hypothesis.

H1: There is a positive and significant influence between *vouchers* on buying interest in the Shopee Food application.

The utilization of vouchers has been found to significantly enhance consumer interest in utilizing the Shopee Food service. Vouchers offer enticing discounts, thereby augmenting consumers' perception of value and fostering loyalty (Febrians & Cahya, 2022). With the receipt of vouchers, consumers tend to perceive a higher purchasing value, thus amplifying their purchasing interest. This observation is supported by the notion that vouchers can increase consumer buying interest in the services provided by the Shopee Food application. The availability of vouchers on Shopee Food is highly appealing to consumers as it not only offers discounted prices but also fosters loyalty by providing consumers with a sense of added value in their purchases. Furthermore, the ability for consumers to select and redeem vouchers of their choice further enhances their interest in utilizing the service. Sales promotions, such as vouchers, play a significant role in influencing consumer decisions regarding repeat purchases. Hence, understanding the impact of vouchers on consumer buying interest sheds light on the factors influencing the use of the Shopee Food application

H2: There is a positive and significant influence between free shipping on buying interest in the Shopee Food application.

Free shipping plays a pivotal role in influencing consumer purchase decisions, particularly in the realm of online food delivery services such as Shopee Food. This is because offering free shipping not only adds value but also reduces the overall cost for consumers, thereby increasing their inclination to buy from distant sellers (Fiona, 2020). It can significantly impact consumer interest in purchasing products through the Shopee Food application, especially for those seeking items from remote sellers. By eliminating shipping costs, free shipping enhances the perceived value of products or services, making them more appealing to consumers. Additionally, research has shown that consumer satisfaction can mediate the impact of price and promotion on repurchase interest, indicating that satisfied consumers are more likely to make repeat purchases

H3: There is a positive and significant influence between *flash sales* on buying interest in the Shopee Food application.

Flash sales, also known as time-limited promotions, create a sense of urgency among consumers, prompting immediate purchases. These sales provide significant discounts and special offers for a limited period, making them a powerful tool to boost consumer interest (Business et al., 2021). Flash sales can significantly impact consumer perceptions of value and encourage quick purchasing decisions, as seen in Shopee Food's targeted flash sales at various restaurants during specific hours.

3. Research Method

3.1 Types of Research

This study employs a quantitative approach to investigate the impact of vouchers, free shipping, and flash sales on buying interest in the Shopee Food application. Quantitative research methods are chosen for their ability to examine relationships within a specific group, with data collected through research tools and analyzed using quantitative/statistical approaches to test hypotheses. (Subagio et al., 2013; Tan et al., 2019)

3.2 Unit Analysis

The unit analyzed in this study was students from Sanata Dharma University who used the Shopee application and had made food purchases through Shopee Food at least twice in the span of one month.

3.3 Time and Location of Research

a. Time

The time used to distribute the questionnaire is in April 2024.

b. Research Location

The location used to conduct research is Sanata Dharma University, Yogyakarta Online through Google Forms.

3.4 Population and Sample

a. Populasi

The population is a general area that includes objects or subjects that have certain characteristics and attributes that the researcher has established to study, and from which conclusions can be drawn. The population in this study is Sanata Dharma University students who use Shopee Food services through the Shopee application (Rahayu, 2018).

b. Sample

According to the sample is a portion of the total number and characteristics possessed by the population. In the sample in this study were 100 students of Sanata Dharma University who used the Shopee Application (Yolanda, 2023).

3.5 Sampling Techniques

In this study, Purposive sampling was used, a nonprobability method where researchers select samples based on specific considerations (Retnawati, 2017)(Sri Maharani1, 2018)

3.6 Research Variables

According to Research Variables are characteristics, values, or properties of objects, individuals, or activities that have different variations, which have been determined by researchers to be studied and conclusions drawn (Ridha, 2017). Various variables:

3.6.1 *Independent Variables*

Independent variables are variables that explain or affect other variables. Independent variables are also known as variables that are assumed to be causation. The independent variables in this study were vouchers, free shipping, and flash sales (Lie Liana, 2009).

a. Voucher

Shopping coupons in the form of vouchers are discounts offered by Shopee Food to buyers in an effort to attract buying interest. According to (When it'sawatid et al., 2024) the vouchers offered by each application, there can be various types, such as providing discounts or free shipping. In some e-commerce applications, usually this voucher can be obtained if it meets the existing terms and conditions. The existence of this provision makes people / consumers will choose e-commerce applications that are considered more profitable and cheaper. Global Web Index conducted a survey and obtained results that made people order food online were free shipping by 51%, discounts (discounts) by 43%, fast delivery by 48%, and product completeness by 36% and ease of ordering process by 30%. Then this variable can be measured by collecting data on the level of consumer participation in enthusiasm in using vouchers offered by ShopeeFood, such as: consumers using vouchers, price comparisons, levels of consumer satisfaction, dependence on vouchers, access to using vouchers.

b. Free shipping

The ShopeeFood free shipping program offered has various forms and of course has terms and conditions for using the free shipping voucher. The offer of free shipping can increase the number of consumer orders. By waiving shipping costs charged to consumers, it can be concluded that the free shipping promo strategy is very effective because consumers only pay the price of the goods they buy. Free shipping promo is to boost purchase numbers. In addition to boosting the number of purchases, free shipping promos can also reduce the costs charged to consumers in making purchases. To measure how interested consumers are in buying products on Shopee food by utilizing the free shipping that has been offered, it can be done by analyzing indicators, such as: utilizing free shipping features, order quantity or value, the impact of free shipping, loyal users (Widjanarko & Saputra, 2023).

c. Flash sale

Flash sale is a method used in the online industry to sell products exclusively at a price that is much cheaper than the normal price, and generally only lasts for a very short period of time (Darwipat & Sham, 2020). In implementing this strategy, several indicators that need to be considered include the frequency of promotion, quality of promotion, time of implementation of promotion, and accuracy or suitability of promotional targets. By considering these factors, Shopee Food can design and execute flash sales more effectively to attract consumers and increase product sales significantly (Devica, 2020).

3.6.2 *Dependent Variables*

These variables are known as output, criterion, or consequence variables. In Indonesian, this variable is referred to as a dependent variable. A dependent variable is a variable that is affected or becomes the result of the presence of an independent variable. The dependent variable in this study is buying interest (Jackson R.S. Weenas, 2013).

a. Buying interest

Buying interest arises from the process of learning and thinking that shapes an individual's perception, which then generates constant motivation and becomes a strong desire in their mind (Aptaguna & Gambling, 2016). Ultimately, when the individual needs to meet

their needs, they will manifest what they already have in mind Some important indicators of buying interest include: Interest in finding information about the product, Consideration for making a purchase, Desire to try the product, Desire to find out more about the product, and Desire to own the product (Irawati et al., 2022).

3.7 Measurement scale

A measurement scale is a reference used to define the range of long or short intervals in units of measuring instruments. With the application of this measurement scale, the measuring tool used will produce data in quantitative form The respondents in the study were asked to complete their answers on a questionnaire using a choice list format consisting of five options, where each option has a different assessment. Respondents used a five-point Likert scale in the questionnaire, ranging from "strongly agree" (5) to "strongly disagree" (1)..(Miftahul Janna, 2020).

3.8 Data Sources

In this study, the data source used was primary data obtained through the distribution of questionnaires. According to (Trixie Jane & Maria Tri Anggraini, 2022), Primary data refers to information obtained directly from the object of research or from the original source. The data referenced in this study are responses or answers obtained from questionnaires. The data collection technique in this study used questionnaires with the help of Google Forms. According to (Gunawan, 2022), The questionnaire technique is a data collection method in which respondents are given a series of written statements to answer. This questionnaire was distributed online to a predetermined sample, namely all Sanata Dharma University students who have a Shopee account and have made online food purchases through Shopee Food services at least once or twice a month.

3.9 Classical Assumption Test

3.9.1 Normality Test

This test aims to find out whether the residual value is normally distributed or not, because a good regression model is one that has a normally distributed residual value. One way to detect it is to look at the spread of data on diagonal sources on the Normal P-P Plot of regression standardized graph as a basis for decision making. Thus, observation of the pattern of data distribution on the graph is key in evaluating the quality of the regression model. If it spreads around the line and follows the diagonal line, then the regression model is normal and feasible to use to predict independent variables and vice versa. Another method of testing normality is by test method (Mardiatmoko , 2020b) *One Sample* Kolmogorov Smirnov. It has two test criteria, namely:

1. If the Significance value (Asym Sig 2 tailed) is greater than 0.05, then it can be concluded that the data has a normal distribution.
2. If the Significance value (Asym Sig 2 tailed) is less than 0.05, then it can be concluded that the data has no normal distribution.

3.9.2 Multicollinearity Test

Multicollinearity refers to the condition that there is a strong linear relationship between two or more independent variables in a regression model. This occurs when independent variables are significantly correlated with each other and can cause problems when interpreting the results of regression analysis. A regression model is said to be multicollinear if there are perfect or near-perfect linear functions for some or all of the independent variables in the model. In this context, it is important to note and identify the degree of multicollinearity that may occur in the regression model to guarantee the validity of the interpretation of the analysis

results. Symptoms of multicollinearity include looking at the value of Variance Inflation Factor (VIF) and Tolerance. If the value of $VIF < 10$ and $Tolerance > 0.1$ then it is stated that multicollinearity does not occur (Mardiatmoko, 2020a)

3.9.3 Heteroscedasticity Test

Heteroscedasticity is a condition in which the residual variance of each observation in a regression model is not equal. This indicates inconsistent residual variation and can affect the validity and interpretation of regression analysis results. One way to test for heteroscedasticity is to use the Glejser test. The test procedure is carried out by regressing the independent variables against the absolute residual value. In this way, you can see if there is a certain pattern between the variation of the independent variable and the residue, which allows you to better assess the presence of heteroscedasticity in the regression model. Residual is the difference between the value of variable Y and the predicted value of variable Y, and absolute is its absolute value (all positive values). If the significance value between the independent variable and the absolute residual > 0.05 then heteroscedasticity does not occur (Mardiatmoko, 2020b).

3.10 Data Analysis Techniques

3.10.1 Descriptive Analysis of Respondents

Descriptive analysis is used in describing and describing the characteristics of respondents and variables in the study. In this study, researchers used descriptive analysis of independent and dependent variables and divided them into total respondent scores and aimed to determine the influence of service quality, price, and promotion on the purchasing decisions of Shopee Food consumers. Therefore, the profile of respondents surveyed is Shopee Food consumers who have purchased food products online at least once in the past month.

3.10.2 Descriptive Analysis of Variables

This study uses descriptive analysis of variables to provide a comprehensive picture of the average value of the observed variables. The descriptive analysis stage of variables involves several important steps, namely:

- a. Calculates the average of each existing data sample.
- b. Specifies the minimum measurement of the variable, in this context, its value is set to a value of 1.
- c. Determines the maximum score for measuring a variable, in this case, its value is defined as 5.
- d. Specifies a category range by using class intervals, which are calculated by using the appropriate formula.

$$C = \frac{\text{---}}{K}$$

Information:

C : Interval.

Range : The difference between maximum and minimum scores.

K : The number of classes.

3.11 Uji Hipotesis

Multiple linear regression analysis is a study of the relationship between one variable, with one or more variables. If there is only one independent variable, then the regression test/analysis is known as simple linear regression. If there is more than one independent

variable, then the regression test/analysis is known as multiple linear regression. It is said to be multiple linear because there are two or more independent variables that affect non-free variables. The multiple regression equation is as follows:

$$Y = A + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y : Purchase Decision

X₁ : Quality of Service

X₂ : Price

X₃ : Promotion

a : Constant Value

b_{1,2,3} : Regression coefficient

e : Error

3.12 Test F

Test F aims to determine whether the independent variables (X1 and X2) significantly together affect the non-free variable Y.

a) Test Criteria :

H₀ rejected H_a is accepted if $F_{count} \geq F_{table}$

H₀ is accepted and H_a is rejected if $F_{count} < F_{table}$

b) Significant Level :

Using $\alpha = 5\%$ (significant 5% or 0.05).

Perform an F *count calculation* by using SPSS or the F calculate formula :

$$F_{hitung} = \frac{R^2K}{(1-R^2)(n-k-1)}$$

Information:

R² : Coefficient of Determination

n : Number of Data or Cases

k : Number of Independent Variables

3.13 T Test

Partial regression coefficient testing aims to test whether the independent variables (X1 and X2) in the regression model have a significant effect on the dependent variable (Y) separately. The steps to perform this t-test are similar to those performed in simple linear regression.

a) Test Criteria

H₀ rejected H_a is accepted if $t_{count} \geq t_{table}$.

H₀ is accepted and H_a is rejected if $t_{count} < t_{table}$

b) Significant Level

Using $\alpha = 5\%$ (significant 5% or 0.05).

c) Perform tcalculate calculations using SPSS or tcalculate formula:

3.14 Coefficient of Determination (R²)

To measure how closely related the independent variable is and the dependent variable, correlation analysis is performed. It aims to assess the strength and direction of the relationship between the independent variable and the dependent variable from the beginning, whether the relationship is strong or weak, and whether the relationship is unidirectional or not. The R value ranges from -1 to 1 (-1 ≤ R ≤ 1). If R = -1 or close to -1, it means that the relationship between the independent variable (X) as a whole and the dependent variable (Y) is perfectly negative

or in the opposite direction. If $R = 0$ or close to 0, it means that there is no relationship between the independent variable (X) together with the bound variable (Y). If $R = 1$ or close to 1, it shows the relationship between the independent variable (X) and the bound variable (Y) perfectly and in the positive direction. The weakness of the coefficient of determination lies in the potential bias towards the number of independent variables fed into the model. Each time an independent variable is added, the value of R tends to increase even though that variable has no significant effect on the dependent variable. Therefore, an adjusted R model is used to overcome this. The adjusted R^2 model can go up or down when new independent variables are added to the model.

4. Discussion

4.1 Description of Data Collection

The data used in this study came from questionnaires compiled by researchers specifically for ShopeeFood consumers. Researchers collected data through the Google Forms platform and distributed questionnaires starting from April 29, 2024 to May 9, 2024 through various social media and private messages. The number of targeted respondents is as many as 100 people. After the data was collected, researchers compiled the data using MS Excel 2019 software, then analyzed it using SPSS. A total of 19 statements have been compiled by researchers to be given to Sanata Dharma University Students who use ShopeeFood. After tabulating the data, there were 103 filling respondents. Respondents filled out a questionnaire by selecting one of the options provided in each statement prepared by the researcher. In the questionnaire, there are five response options, namely: Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS).

4.2 Descriptive Analysis of Variables

Data analysis was conducted to determine the average score of respondents' answers in each variable Vouche, Free shipping, Flash sale, and buying interest. There are 19 questions consisting of 5 variable voucher questions, 5 free shipping variable questions, 4 variable Flash sale questions, and 5 variable buying interest questions. The average testing method was carried out with MS. Excel 2019 and SPSS and the answer results were divided into 4 categories that had been calculated into score interval groups, namely:

Table V.1
Research Variable Data Scale

| Skala | Class | Voucher | Free shipping | Flash sale | Buying interest |
|-------|-----------|---------------|---------------|------------|-----------------|
| 1 | 0,00-1,74 | Very Not Good | Very Not Good | Very Low | Very Low |
| 2 | 1,75-2,49 | Bad | Bad | Low | Low |
| 3 | 2,50-3,24 | Good | Good | High | High |
| 4 | 3,25-4,00 | Excellent | Excellent | Very High | Very High |

*) *Voucher Capability, Free Shipping, Flash sale, Buying interest*

Table V.2
Table of Results of Descriptive Analysis of Voucher Variables

| Item | Pernyataan | Mean | Keterangan |
|--------------|--|------|------------|
| 1 | I often use vouchers at Shopee Food. | 3.03 | Good |
| 2 | I often compare prices after and before using vouchers on Shopee Food. | 3.08 | Good |
| 3 | I am satisfied with the voucher at Shopee Food. | 3.17 | Good |
| 4 | I feel helped by the voucher on Shopee Food in buying products. | 3.09 | Good |
| 5 | I tend to continue using vouchers on Shopee Food. | 3.07 | Good |
| Total | | 3.09 | Good |

Source: Primary Data processed in 2024

Table V.2 shows that the average total voucher variable is 3.09. This shows that respondents have a good response to vouchers at ShopeeFood.

Table V.3
Table of Descriptive Analysis Results of Free Shipping Variables

| Item | Pernyataan | Mean | Keterangan |
|--------------|---|------|------------|
| 1 | I often take advantage of the free shipping feature on Shopee Food. | 3.07 | Good |
| 2 | I feel that the free shipping feature increases the number and value of messages in buying products on Shopee Food. | 2.79 | Good |
| 3 | I feel that the free shipping feature has an impact on purchasing decisions. | 2.99 | Good |
| 4 | I feel that the free shipping feature encourages me to buy products more often and in greater quantities. | 2.75 | Good |
| 5 | I buy products more often because of the free shipping feature. | 2.69 | Good |
| Total | | 2.86 | Good |

Source: Primary Data processed in 2024

Table V.3 shows that the average total in the Free shipping variable is 2.86. This shows that respondents have a good response to Free shipping on ShopeeFood.

Table V.4
Table of Results of Descriptive Analysis of Flash Sale Variables

| Item | Pernyataan | Mean | Keterangan |
|--------------|---|------|------------|
| 1 | I feel enthusiastic to buy food at Shopee food during the flash sale because of the discount given. | 2.54 | High |
| 2 | I feel that the quality of the food sold during the flash sale is of good quality. | 2.55 | High |
| 3 | I feel that the flash sale on shopee food took place at the right time. | 2.52 | High |
| 4 | I feel that flash sales can encourage you to buy a food product at Shopee food. | 2.58 | High |
| Total | | 2.55 | High |

Source: Primary Data processed in 2024

Table V.4 shows that the average total voucher variable is 2.55. This shows that respondents have a high response to Flash sales on shopeefood.

Table V.5
Table of Results of Descriptive Analysis of Buying Interest Variables

| Item | Pernyataan | Mean | Keterangan |
|--------------|---|------|------------|
| 1 | I feel interested in finding information about food products before I decide to buy them. | 2.79 | High |
| 2 | I consider the purchase seriously before making a transaction. | 2.94 | High |
| 3 | I have a strong desire to try the product before buying it. | 2.72 | High |
| 4 | I felt very eager to know more about the product before I decided to buy it. | 2.65 | High |
| 5 | I feel so anxious to buy food that I have seen or heard about. | 2.45 | High |
| Total | | 2.71 | High |

Source: Primary Data processed in 2024

Table V.5 shows that the average total voucher variable is 2.55. This shows that respondents have a high response to Flash sales on shopeefood.

4.3 Analysis and Discussion

4.3.1 Validity Test

In the validity test, it is known that $n = 103$ and $\text{sig} = 0.05$ then $r_{\text{table}} = 0.1937$. Each statement is said to be valid if the $r_{\text{count}} > 0.1937$. The following are the results of the researcher validity test

Table V.6
Validity Test Results Table

| Variable | Butir | r_{count} | r_{table} | Information | Sig (2 tailed) | Sig | Information |
|------------------------|-------|--------------------|--------------------|-------------|----------------|------|-------------|
| Voucher | X1.1 | 0.678 | >0.1937 | Valid | .000 | 0,05 | Valid |
| | X1.2 | 0.724 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X1.3 | 0.699 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X1.4 | 0.766 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X1.5 | 0.729 | 0.1937 | Valid | .000 | 0,05 | Valid |
| Free shipping | X2.1 | 0.702 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X2.2 | 0.670 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X2.3 | 0.751 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X2.4 | 0.736 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X2.5 | 0.662 | 0.1937 | Valid | .000 | 0,05 | Valid |
| Flash sale | X3.1 | 0.638 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X3.2 | 0.749 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X3.3 | 0.757 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | X3.4 | 0.761 | 0.1937 | Valid | .000 | 0,05 | Valid |
| Buying interest | Y.1 | 0.713 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | Y.2 | 0.682 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | Y.3 | 0.718 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | Y.4 | 0.723 | 0.1937 | Valid | .000 | 0,05 | Valid |
| | Y.5 | 0.662 | 0.1937 | Valid | .000 | 0,05 | Valid |

Source : primary data results processed, 2024

Based on table V.6, it can be concluded that all variable questions Voucher, Free shipping, Flash sale, and Buying interest are declared valid because the calculation is $>$ table and can be used as a data collection tool in the research conducted.

4.3.2 Reliability Test

The basis for decision making in the reliability test is said to be reliable, if the value of Cronbach's Alpha $>$ 0.60, then the data can be declared reliable or consistent. Vice versa, if Cronbach's Alpha score $<$ 0.60 then the questionnaire is declared unreliable or inconsistent.

Table V.7
Reliability Test Results Table

| Variable | Cronbach's Alpha | r-Table | Information |
|-----------------|------------------|---------|-------------|
| Voucher | 0.767 | 0,1937 | Reliable |
| Free shipping | 0.746 | 0,1937 | Reliable |
| Flash sale | 0.702 | 0,1937 | Reliable |
| Buying interest | 0.739 | 0,1937 | Reliable |

Source: Primary Data processed 2024

Based on table V.7, it can be seen that Cronbach's alpha value in the voucher variable with 5 questions is 0.767, in the Free Shipping 5 questions variable is 0.746, in the Flash sale variable with 4 questions is 0.702, and the buying interest variable with 5 questions is 0.709.

4.3.3 Classical Assumption Test

Tabel V.8
Normality Test Results Table

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 103 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.80614428 |
| Most Extreme Differences | Absolute | .073 |
| | Positive | .063 |
| | Negative | -.073 |
| Test Statistic | | .073 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the table above, it can be concluded that the significance value is 0.200 (>0.05) so that the data above is normally distributed.

Tabel V.9
Multicollinearity Test Table

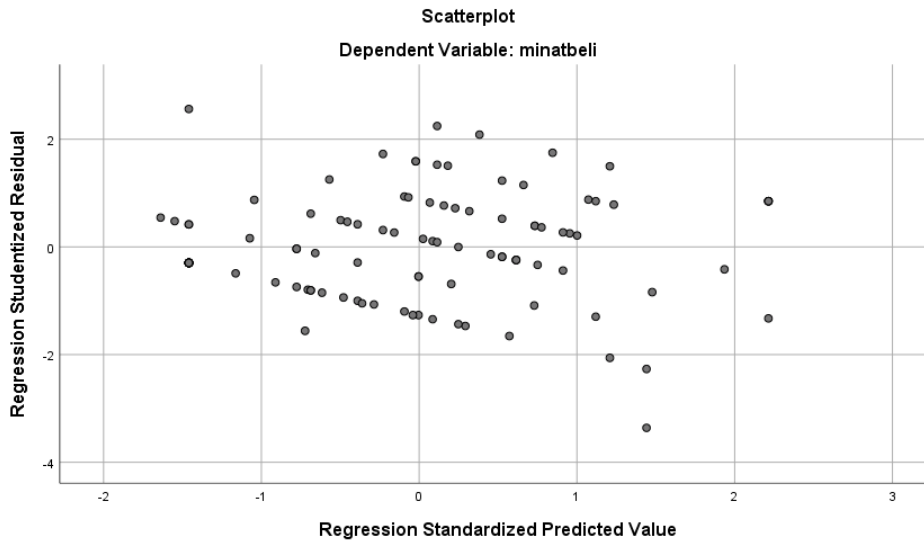
| Model | | Unstandardized Coefficients | | Standardized | t | Sig. | Collinearity Statistics | |
|-------|--------------|-----------------------------|------------|--------------|-------|------|-------------------------|-----------|
| | | B | Std. Error | Coefficients | | | Beta | Tolerance |
| 1 | (Constant) | 4.002 | 1.504 | | 2.660 | .009 | | |
| | voucher | .359 | .105 | .385 | 3.427 | .001 | .557 | 1.796 |
| | gratisongkir | -.083 | .120 | -.086 | -.694 | .490 | .453 | 2.207 |
| | flashsale | .509 | .124 | .396 | 4.117 | .000 | .759 | 1.318 |

a. Dependent Variable: Buyinginterest

Based on the results of the multicollinearity test, it can be seen that the VIF value in the Voucher variable gets an output of VIF 1.796, Free shipping gets an output of VIF 2.207, and the flash sale variable gets an output of 1.318, all three are greater than 0.10, so the data above does not occur multicollenierity. Then the tolerance value on the voucher variable gets an output of 0.557, Free shipping gets an output of 0.453, and the variable flash sale gets an output of 0.759 all three are worth less than < 10, so the data in this study Multicollenierity does not occur.

4.3.4 Heterokedasticity Test

Table V.10
Heteroscedasticity Test Table



From the data image above, it can be seen from the Scatter plot displayed, it can be seen that the data points do not show a clear pattern and are scattered randomly on both sides of the number 0 on the Y axis. Therefore, it can be concluded that there is no tendency to heteroscedasticity in this research data.

4.4 Multiple Linear Regression Analysis

4.4.1 Determination Coefficient Test

Table V.11
Coefficient of Determination Test

| | | Variable ^b | | |
|-------|-----------|-----------------------|-------------|----------------|
| Butir | rcalculat | Tableable | Information | Sig (2 tailed) |
| Sig | Informat | Voucher | X1.1 | 0.678 |

>0.1937

Valid

Based on the results of the table above, the R square value of 0.305 or equal to 30.5 percent means that the variables Voucher (X1), Free shipping (X2), and Flash sale (X3) simultaneously affect the variable buying interest (Y1) by 30.5 percent, while the rest (100% - 30.5% = 69.5%) is influenced by other variables that are not studied.

4.4.2 Test F

Table V.12
Test F

| Valid | | Sum of Squares | X1.2 | 0.724 | 0.1937 | Valid |
|-------|-------|----------------|-------|-------|--------|--------|
| .000 | 0,05 | Valid | 3 | X1.3 | 0.699 | 0.1937 |
| | .000 | 0,05 | Valid | 8.113 | | |
| | Valid | .000 | 0,05 | | | |

0.729

0.1937

The Significant value of the table above is 0.00 which means below 0.05 so it is concluded that all independent variables studied have a simultaneous effect (together) on the dependent variable. F value count 14.477 > F table 2.70, then the independent variables studied affect simultaneously (together) the dependent variable.

4.4.3 T Test

Table V.13
Test T

| | | Valid | | Free shipping | | |
|------|--------------|--------|--------|---------------|--------|-------|
| 0,05 | | Valid | .000 | 0,05 | X2.1 | 0.702 |
| X2.2 | 0.670 | 0.1937 | Valid | | 0,05 | Valid |
| | X2.3 | 0.751 | 0.1937 | Valid | .000 | 0,05 |
| | gratisongkir | X2.4 | 0.736 | 0.1937 | Valid | .000 |
| | Valid | .509 | X2.5 | 0.662 | 0.1937 | Valid |

.000

The influence of Voucher (X1) on Purchase Intention (Y) indicates that the calculated t-value of 3.427 exceeds the tabulated t-value of 0.67698, and the significance value of 0.001 is less than 0.05, indicating that X1 significantly affects Y. The influence of Free Shipping (X2) on Purchase Intention (Y) shows that the calculated t-value of 0.694 is lower than the tabulated t-value of 0.67698, and the significance value of 0.490 is greater than 0.05, suggesting that X2 does not significantly affect Y. Meanwhile, the impact of Flash Sale (X3) on Purchase Intention (Y) reveals that the calculated t-value of 4.117 exceeds the tabulated t-value of 0.67698, and the significance value of 0.000 is less than 0.05, indicating that X3 significantly influences Y.

Regression Equation

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$= 4.002 + 0.359X_1 + 0.083X_2 + 0.509X_3$$

5. Conclusion

In this study, researchers aimed to find out whether Vouchers (X1), Free shipping (X2), and Flash sales (X3) affect buying interest (Y). The results obtained from this study are as follows:

- a. Vouchers partially affect buying interest in the shopee food application for Sanata Dharma University students.
- b. Free partial shipping does not affect buying interest in the shopee food application for Sanata Dharma University students
- c. Flash sale partially influenced the buying interest in the shopee food application for Sanata Dharma University students

During this study, researchers realized that there were still many shortcomings and difficulties in distributing questionnaires carried out by researchers, therefore researchers conducted research in various ways ranging from distributing questionnaires through social media and personal messages.

To enhance the effectiveness of Shopee Food's marketing strategy, this study recommends that Shopee maintain the flash sale service that has received a positive response from consumers. Additionally, Shopee should maintain this service based on the positive perception. To improve the quality and specificity of the results, future research should continue this study by incorporating additional independent variables (X) into the analysis. This will enhance the quality and specificity of the results, potentially achieving an R2 value closer to 1, which will benefit stakeholders. Furthermore, researchers are encouraged to explore new variables, such as service quality and user-friendliness, to provide a more comprehensive understanding of factors affecting service. By doing so, Shopee can improve customer satisfaction and expand its market share through more effective marketing strategies.

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