




The effect of discounts, Ease of shopping, lifestyle, and price on online purchase decisions on the shopee marketplace (study of ITB Yadika Bangil students, faculty of law and business)

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received Nov 01, 2024 Revised Nov 11, 2024 Accepted Nov 23, 2024</p> <p><i>Keywords:</i> Discounts; Ease Of Shopping; Lifestyle; Price; Online Purchase Decisions.</p>	<p>The proliferation of online stores makes the actors compete in terms of attracting customers. One way is to make discounts, the ease of online shopping offered, Millennial lifestyle trends and prices. This study uses a type of quantitative data, namely data obtained in the form of numbers obtained from the distribution of distributed questionnaires. Based on the data sources used in this study, primary and secondary data are used. Primary data is data obtained through a questionnaire given to ITB Yadika Pasuruan students. The results of the study showed that the variables of discount, ease of shopping, lifestyle partially had no significant effect on online purchase decisions. Meanwhile, price has a significant effect on online purchase decisions.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p> 

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1. INTRODUCTION

Technological developments are increasing rapidly. The increase in technology provides changes and influences on consumer behavior in all activities. Now the changes that have occurred are the tendency of consumptive lifestyles experienced by the community, which is the impact of changes in consumer behavior in terms of shopping from offline to online. In the current digital era, various activities can be carried out using internet technology such as shopping without having to come to the store, ordering food, working, various information and so on. The soaring use of the internet has made various community activities easier, faster and more efficient.

Shopee is a marketplace used by online sellers in Indonesia. In 2015 shopee first existed in Indonesia and became the most popular online sales site for the public. However, when the Shopee marketplace first entered Indonesia, this marketplace was inferior to marketplaces that had developed earlier such as Toko Pedia and Lazada. But in the last year, the number of app downloads and the most popular one that holds the highest rating is the Shopee marketplace (katadata.co.id).

The Shopee Marketplace is currently used by Micro, Small and Medium Enterprises (MSMEs). The marketplace application provides trust in the form of guarantees and provides ease of interaction and as well as assessments and

recommendations from customers as a form of support and service on the Shopee marketplace in an effort to convince the trust of users in Indonesia today. With the rapid development of information technology, MSME actors have realized that in the current era consumers prefer to shop online, this is due to the tendency of consumers to follow technological developments so that the products we offer are no less competitive with foreign products. The readiness of small and medium industry players, especially knowledge, skills, and the use of technology, in the current digital era is urgently needed (Widayani et al., 2020) therefore, MSMEs actors must be ready to offer products through increasingly advanced technological developments.

The proliferation of online stores makes the actors compete in terms of attracting customers. One way is to create special discounts that are effective in attracting customers. These discounts are usually routinely held every month. Even on December 12, it is celebrated as a national shopping day. Of course, marketplace players are competing in terms of attracting customers by offering discounts that are very attractive to consumers, with mediocre money conditions but we can still buy necessities with these discounts.

The ease of online shopping offered is one of the reasons for consumers. In addition, there is competition for attractive offers such as discount promos or bonuses provided by online stores. Shopping online makes it very easy for consumers to find the goods they need. They don't need to leave the house just to look for the goods they need, such as the needs of the world of lectures or daily needs. They only have to search for the goods they need through the search engine on their device, look for the best price and quality, then just make a payment and the goods arrive home a few moments later. Some marketplaces even provide a 'COD' or cash on delivery feature which means they can pay for the goods they order when the goods have arrived at home. However, there are reasons for some consumers who are reluctant to buy online such as lack of trust due to the many cases of fraud, The payment system is not secure and rumi, the order is not according to the customer's wishes, the price of different products with the same product is offered, and the product cannot be tried directly, according to some people. In this case, business people must create creative ideas and create strategies in order to build trust and purchase decisions in consumers. The phenomenon of changing consumer behavior in shopping from offline to online provides its own advantages for the community. Consumers use the information they have obtained as a consideration and evaluation to make a purchase decision. Consumer purchase decisions occur on the basis of awareness, the desire to meet their needs for the product they are interested in.

When shopping online, of course, consumers have a perception of the price offered on a product. The perception of prices understood by consumers is how consumers can judge, pricing in online stores is different even though it has the same appearance. Consumers will more easily accept affordable product prices. With competitive product prices, online stores often carry out various programs to provide discounts on their products to attract consumer buying interest. The market pricing determined by the company varies and not all consumers have the same assessment of the price. For companies, pricing is a way to differentiate their offerings from competitors (Febriansyah, 2021). Consumers tend to have the view that high prices indicate the quality of a good product, on the contrary, low prices indicate that the quality of a product is not good.

The lifestyle trends of the Millennial Generation often bring rapid and dynamic changes. This can result in a tendency towards the formation of identity through lifestyle as a symbol for them. Everything that is modern up to date is very easy to imitate and be in demand by the Millennial Generation. The variety of information and facilities that come in will be an option in responding to the lifestyle that exists today. Because the Millennial Generation keeps up with technological developments and demands everything in an instant way. Everything that is instant requires them to be practical, this is the

basis for online shopping to be one of the trends that are preferred by the current Millennial Generation as an easy and practical shopping style.

The phenomenon of online shopping by teenagers can occur due to lifestyle demands to stand out that prioritize beauty. Teenagers think that by having money and property, they will be able to increase their self-esteem status, as their self-satisfaction with their sense of prestige to their own peers. In other words, property ownership can make teenagers compete to buy products in online shops which can then be used to show off. Online shopping is an option for teenagers to buy products such as clothes to support their more fashionable appearance easily and practically. ITB Yadika students prioritize low prices, ease of access, and various promotions in online shopping. Shopee has managed to influence the lifestyle of students with aggressive promotions, payment ecosystems, and attractive features. Shopee excels in popularity, promotions, and additional features over other e-commerce platforms, making it a top choice for college students.

Through online shopping, teenagers do not have to go to the location in person just to buy the products they want to buy. They can see directly the products sold through the products they want to buy. They can see directly the products sold through various media such as mobile phones. Sellers and buyers no longer need to meet face-to-face to buy and sell. Buyers only need to order the products or services they need online, then payment can be made via bank or credit card transfer. Then, the ordered product can be sent to the buyer's address. Because of this convenience and practicality, teenagers choose to shop more online. Based on the previous explanation, in this study the researcher made discount, convenience, ease of shopping, lifestyle, and price as variables in the study.

H1: There is an effect between Discount, Convenience, Lifestyle, and Price on Online Purchase Decisions simultaneously

According to (Kotler, 2007), the definition of discount is a price adjustment to reward customers for certain reactions such as early bill payments, purchase amounts, etc. Tests conducted by (Armstrong & Chen, 2020) found two reasons why discounted prices may attract more for rational consumers than low prices. First, the information that the product was initially sold at a high price may indicate that the firm chose to supply a high-quality product. Second, a higher initial price can indicate that the product's exogenous quality, contingent on not selling well initially, is higher. We also discussed discount pricing with behavioral consumers, who exhibit reference-dependent preferences in the sense that they are more likely to buy a product at a given price if they believe that earlier consumers paid a higher price. (Kumala & Fageh, 2022) has conducted research which gives the results that the effect between price on online purchase decisions.

According to (Cabeza-Ramírez et al., 2022) price discount is a price reduction given by companies to consumers in order to increase sales of a product or service. (Kim & Tanford, 2021) argued that marketing strategies in the form of discounts are used to influence the consumptive desires of potential buyers. In other words, this strategy is used to target consumers in general. consumers in general. Through the disclosure of purchase emotions, generally the target market has a tendency to buy.

H2: There is an effect between discount on online purchase decisions

The online shopping unique advantages. Notably, customers can easily access product information from various sources. The online form provides a wide variety of products and services, especially clothing, electronics, toys, and cosmetics. Most of the e-commerce sites allow customers to rate and review products after purchase, so the other customers can see the rate and review and decide to buy products or services. Researchers indicated that online shopping brings many benefits such as the convenience of purchase, ease of product selection, ease of use as well as online shopping process, or delight of customers when making online transactions. Buyers can

receive the benefit from e-commerce shopping such as the speed, shopping efficiency, lower costs, and 24-hour service and on-site support (Le-Hoang, 2020).

Based on the Technology Acceptance Model (TAM) theory that perceived ease of use is an important factor that determines the user's attitude towards his intention to use the technology. Perceived ease of use is a person's level of belief that if someone uses the system, the effort spent doing something will be reduced. While according to (Pavlou, 2003) convenience is applied to on-line consumer behavior, Web interfaces that are considered to facilitate the transaction process and are easy to operate are likely to be accepted by consumers. Based on research conducted by (Putri & Iriani, 2020) canceled that there is a positive influence between convenience on online purchase decisions.

H3: There is an effect between convenience on online purchase decisions

Lifestyle is how the consumer or everyday behavior in meeting their needs by consuming a product based on interests, activities and opinions. Based on the daily life of a person can reflect how a consumer's lifestyle reflects the behavior / pattern of how a person lives life in consuming a product based on interests, activities, and opinions in their daily lives and that differentiate each other. Lifestyles have changed in recent decades. Lifestyle can also be defined as an external expression of individuals about their needs, opinions, and tendencies to participate in the socio-economic and political life of their country. As an external expression of individuals about their needs, opinions, and tendencies to participate in the socioeconomic and political life of their country. Lifestyle patterns give consumers a broader three-dimensional view so marketers can think of them more intelligently. In the research conducted by (Tarigan et al., 2020) states that there is an effect between lifestyle on online purchase decisions.

H4: There is an effect between lifestyle on online purchase decisions

Price is a monetary unit or other measure (including other goods and services) exchanged in order to get the right of ownership or use of a good or service. Companies usually set a pricing structure that reflects variations in geographical demand and costs, marketsegment requirements, purchase timing, order levels, and other factors. Several price-adaptation strategies are available: (1) geographical pricing, (2) price and other factors. Several price-adaptation strategies are available: (1) geographical pricing, (2) price discounts and allowances, (3) promotional pricing, and (4) discriminatory pricing (Amanah et al., 2017). In the research conducted by (Wahyuningtyas & Prijati, 2021) states that there is a significant effect between price on online purchase decisions.

H5: There is an effect between price on online purchase decisions

Purchasing decision is an attitude of using and willing to buy a product whether in the form of goods or services that are felt to be able to satisfy their wants or needs and are willing to take risks against the decisions that have been taken. Interpretation of cognitive factors and consumer persona is very useful and has a strong influence on the attitude of purchasing a product or service from its products and companies (Mbeté & Tanamal, 2020).

The effect of discounts, ease of shopping, lifestyle, and price on online purchasing decisions is a complex interplay that has been increasingly scrutinized in the context of evolving consumer behaviors. Discounts are a primary motivator for online purchases, as they enhance the perceived value of products. Research indicates that consumers are more likely to complete a purchase when they perceive they are receiving a good deal, which is often communicated through discounts and promotional offers. The psychological impact of discounts can create a sense of urgency, prompting consumers to act quickly to secure limited-time offers. This urgency is particularly pronounced during economic downturns, where consumers exhibit heightened price sensitivity and actively seek savings (Ding et al., 2021; , Shanahan et al., 2020).

Discounts can foster brand loyalty, as consumers may prefer retailers that consistently offer competitive pricing (Moore et al., 2020; , Firth et al., 2020). Ease of shopping significantly influences online purchasing decisions, as convenience is a key

factor in consumer satisfaction. The ability to shop from home, coupled with user-friendly interfaces and personalized recommendations, enhances the overall shopping experience. Studies have shown that a positive online shopping experience correlates with higher purchase intentions and repeat buying behavior (Lesser & Nienhuis, 2020; , Stanton et al., 2020). The COVID-19 pandemic has further accelerated the adoption of digital payment methods and contactless transactions, which cater to consumer preferences for safety and convenience (Zhou et al., 2020).

This shift underscores the importance of a seamless shopping experience in driving online sales. Lifestyle factors also play a crucial role in shaping online purchasing behaviors. The pandemic has led to shifts in lifestyle, with many individuals adapting their routines to accommodate increased time spent at home. This change has resulted in a surge in demand for home-related products, such as fitness equipment and cooking supplies, as consumers seek to enhance their home environments (Pietrobelli et al., 2020; , Boutari & Mantzoros, 2022). Additionally, lifestyle changes often correlate with shifts in spending priorities, where consumers may prioritize health and wellness products over luxury items during uncertain times (Pellegrini et al., 2020). Understanding the lifestyle context in which purchasing decisions are made is essential for retailers aiming to effectively target their audiences. Price sensitivity remains a critical determinant of online purchasing decisions. The economic impact of the pandemic has heightened consumers' awareness of pricing, leading to more deliberate and cautious spending habits. Consumers are increasingly comparing prices across different platforms, seeking the best deals before making a purchase (Ammar et al., 2020; , Robinson et al., 2021). The perception of price fairness also plays a significant role; consumers are more likely to abandon their carts if they feel that the price is unjustified or if they encounter unexpected fees during the checkout process (Manor et al., 2020). Retailers must therefore be transparent about pricing and ensure that their offers align with consumer expectations to maintain competitiveness in the online marketplace.

2. RESEARCH METHOD

Population includes all subjects in the research area in question, where the results of the research will be generalized. In this study, the population is ITB Yadika Bangil students who shop online on the Shopee Marketplace. In this study, the sample uses a formula (Maholtra, 2009) where the number of samples taken can be determined by shifting the number of indicators by 10, or 10x the number of indicators. Thus, the number of samples used in this study amounted to 170 ITB Yadika Bangil student respondents. In this study, the author uses a purposive sampling technique. Purposive sampling is a sampling technique by determining certain criteria. There are several criteria in the sampling, including ITB Yadika Bangil Students, ITB Yadika Bangil Students who make online purchases on the Shopee Marketplace, ITB Yadika Bangil Students who have previously used the Shopee marketplace, ITB Yadika Bangil Students who have previously used the Shopee marketplace and the Age of ITB Yadika Bangil Students, namely: 24 years old-39 years old.

This analysis method is carried out on data obtained from the results of questionnaire answers and is used to analyze data in the form of numbers and calculations by statistical methods. The data must be classified in certain categories by using certain tables to make it easier to analyze, for that the SPSS analysis program will be used. Validity tests are used to measure the validity of a questionnaire or not. A questionnaire is said to be valid if it is able to reveal something that will be measured by the questionnaire (Sugiyono, 2018). This validity test uses Pearson correlation, which is by calculating the correlation between the values obtained from the questions. The validity based on the significant tariff is 5% (0.05) because in general, the use of 5%

(0.05) is high enough for social sciences research and education, so that it can meet the requirements to draw generalized conclusions. This test uses a bivariate correlation facility on SPSS with $\alpha = 0.05$. A statement is said to be valid if the significance level is below 0.05 (Sugiyono, 2018).

A questionnaire is said to be reliable if a person's answer to the statement is consistent from time to time (Sugiyono, 2018). This test was carried out by calculating the Cronbach Alpha coefficient of each instrument in a variable. The value of Cronbach Alpha > 0.60 , then the map item in a questionnaire is said to be reliable. If the Cronbach Alpha value < 0.60 , then the celebration items in the questionnaire are said to be unreliable (Ghozali, 2011). In order to get a good regression, it must meet the required assumptions, namely meeting the Normality Assumption Test and free from Multicollinearity, heteroscedaity, and autocorrelation.

3. RESULTS AND DISCUSSIONS

Reliability test is a test used to determine the extent to which a person's answer is consistent or stable over time. reliability testing technique using the Cronbach's alpha reliability coefficient value. If the value of the Cronbach's alpha reliability coefficient is greater than 0.60, the variable is reliable. The reliability test results can be seen in the table below:

Table 1. Reliability Test Result

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Discount	.927	.928	6
Ease Of Shopping	.918	.919	6
Lifestyle	.910	.897	6
Price	.965	.967	8
Online Purchase Decision	.898	.897	8

Note: All Variable Reliability

Based on the test results it can be concluded that variable discount, ease of shopping, lifestyle, price, and online purchase decisions passes the reliability test.

This research is aimed at finding out the influence of discounts, convenience, lifestyle and price on purchase decisions. The discussion of each variable is described as follows:

Table 2. Classical assumption test results

	Unstandardized Coefficients		Standardiz Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.808	.332			5.446	.000	
Discount	.161	.094	.203	1.721	.086	.316	3.162
EOU	.071	.117	.091	.609	.443	.196	5.109
Lifestye	.089	.092	.124	.968	.335	.266	3.762
Price	.391	.065	.422	6.001	.000	.886	1.128

From the results of the tests carried out, it is known that the discount variable has a non-significant positive effect on the purchase decision, so it can be concluded that the higher the discount, the higher the purchase decision. Ease of shopping has a significant positive effect on purchase decisions, so it can be concluded that the higher the convenience of shopping, the higher the purchase decision.

From the results of the test carried out, it is known that lifestyle variables have a non-significant positive effect on purchase decisions, so it can be concluded that the higher the lifestyle, the higher the purchase decision. While price variables have a significant positive effect on purchase decisions, it can be concluded that the higher the price, the higher the purchase decision. This is because price is used by consumers as an

indicator to determine the quality of a product, besides that price is also used by consumers as an indicator of costs incurred in exchange for product models or product benefits.

4. CONCLUSION

The study's findings reveal the effects of various factors—namely Discount, Convenience, Lifestyle, and Price—on Online Purchase Decisions within the Shopee marketplace. When assessed collectively through the F test, these variables (Discount (X1), Convenience (X2), Lifestyle (X3), and Price (X4)) have a significant influence on online purchasing decisions, indicating that together they are instrumental in shaping consumer behavior on Shopee.

However, when evaluated individually through the t-test, certain variables do not show a strong influence. Specifically, the Discount variable (X1) is found to have an insignificant effect on online purchasing decisions when considered in isolation. This implies that while discounts may add value when combined with other factors, they are not a decisive factor on their own for consumers making purchasing decisions on Shopee.

Similarly, the Convenience variable (X2) also demonstrates an insignificant effect when analyzed independently. This suggests that the convenience of using the Shopee platform, although likely appreciated, does not singularly drive consumers' online purchase decisions. The Lifestyle variable (X3) has an insignificant impact when isolated, indicating that the alignment between a user's lifestyle and their purchasing choices on Shopee does not substantially determine their decision to buy.

In contrast, Price (X4) stands out with a significant partial effect on Online Purchase Decisions. This result underscores the importance of competitive pricing on Shopee, revealing that price, more than the other factors, directly impacts consumers' decisions to make purchases on the platform. Thus, while all variables collectively affect online purchasing behavior, Price alone holds the strongest individual influence.

Based on the results of the analysis in this study, it can be stated that the price variable is the most dominant variable is the price. Competitive pricing greatly influences the purchase decision. Consumers tend to look for products with the best value according to their budget. However, the perception of quality also has an effect; Prices that are too cheap can raise doubts about quality. Online shopping provides convenience for consumers, creates economic opportunities, but also poses new challenges, such as environmental impacts, security risks, and social change.

Online shopping is practical, but it also has environmental impacts, such as carbon emissions from shipping, over-packaging, and waste management. Here are some suggestions for reducing online shopping related to environmental impact: Reduce the frequency of purchases, choose eco-friendly shipping, Shop from stores that are committed to sustainability, such as those that use eco-friendly packaging or have recycling programs, If possible, ask for a reduction in the use of plastic or additional packaging and avoid buying items that are likely to be returned, as the return process also generates carbon emissions addition.

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