

An Analysis of the Influence of Discounts, Promotions, and Consumer Trust on Purchasing Decisions of Shopee Application Users (Case study of Management Study Program Students Class of 2021, Mandalika Education University)

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Article Info

Article history:

Accepted : 07 October 2023

Published : 02 January 2024

Keywords:

Discounts, Promotions, Consumer Trust, Purchasing Decisions, ecommerce

Abstract

This research was conducted to find out how much influence Discounts, Promotions and Consumer Trust have on Purchasing Decisions among Shopee Application Users among students at the Mandalika University of Education Management Study Program Class of 2021. This research uses multiple linear regression analysis methods to verify the influence of Discounts, Promotions and Consumer Trust which influence Mandalika Education University students' decisions in purchasing products on the Shopee application. The data used is primary data obtained from distributing questionnaires to 60 respondents. The results of this research show that there is a significant positive influence of discounts on purchasing decisions for Mandalika Education University students who use the Shopee application. There is a significant positive influence of promotion on purchasing decisions for Mandalika Education University students who use the Shopee application. There is a significant positive influence of Consumer Trust on purchasing decisions among Mandalika Education University students who use the Shopee application. There is a simultaneous significant positive influence of discounts, promotions and consumer trust on purchasing decisions among Mandalika University of Education Management Study Program Class of 2021 students who use the Shopee application.

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1. INTRODUCTION

The growth and development of technology in the global era has brought changes to human life today. Information technology plays an important role in the dissemination of information, with the internet people receive any information ranging from political, legal, criminal, and economic and various other information, one of which is information and easy access in buying and selling various types of products using online media. Currently, online buying and selling using internal media has become a new trend in various circles at the social level, including being very popular among students at various universities, including those in West Nusa Tenggara. The existence of e-commerce is considered to really help make it easier for consumers to carry out various types of online buying and selling, especially easy access in choosing the products they want in just one application (Iswandari, 2021).

Before the rise of online buying and selling, if consumers wanted to buy the clothes or goods they wanted, consumers would definitely choose, scramble and queue long during their transaction activities, including when paying. However, in today's era, we don't need to struggle because buying and selling/ecommerce applications are available which can make it easier for Indonesian people to fulfill their every need. If consumers want to buy goods online, the transaction process can be done anywhere and anytime. With the help of this buying and selling application, the seller will only receive payment after the goods are received by the buyer. There are many internet sites in Indonesia that implement e-commerce systems such as Tokopedia, Bukalapak, Lazada, Bibli,

Zalora, Sociolla and others. The development of the top 10 e-commerce in Indonesia shows that Shopee is the best-selling e-commerce. The following is graphic data for the Top 10 e-commerce in Indonesia in 2020.



Figure 1.1 Top 10. E-commerce in Indonesia

Source <https://data.tempo.co/data/907/top-10-e-commerce-in-Indonesia-quarter-i-2020>.

Based on the data above, Shopee is the online shop with the highest number of visitors, reaching 71.53 million visitors above Tokopedia, Bukalapak, Lazada, Blibli and others. This shows that Shopee is the largest online store in Indonesia. The Shopee application is used by Indonesian people because it is easy to use. Starting from choosing a product, seeing products with prices listed, lots of promos, discounts, free shipping (postage), payment systems with many options, and so on. Shopee e-commerce also has many payment systems, one of which is Cash On Delivery (COD), which has been implemented for a long time and has received a positive response from consumers.

Shopee is an electronic trading platform headquartered in Singapore under the SEA group. Previously known as Garena, which was founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015, and has since expanded its reach to other Asian countries including Indonesia. Shopee is also active in Brazil, making Shopee the first outside Asia. Because the mobile element is built according to the concept of global electronic commerce. Via the internet, Shopee sells various kinds of products such as clothing, bags, books, electronic equipment, fashion accessories, beauty and health, gadgets, sports equipment and many other products in the Shopee application.

There are many factors that influence consumers in making decisions to purchase a product. One of the things that consumers consider when making online purchases is trust in online service facilities and trust in online sellers in building long-term relationships, as is done by Shopee. However, there are quite a few testimonials from buyers and friends who were disappointed when they made purchases on Shopee because the goods were not suitable and provided unsatisfactory value, and the time they received their purchases often exceeded the specified time, which made the goods arrive very late than what the consumer needed.

Consumer trust has a huge influence on the sustainability of a company, because if a company's product is no longer trusted by consumers, it will be difficult for the product to develop in the market. However, if consumers trust the company's products, the company will be able to continue to grow in the market. This trust must always be obtained by the company, the more consumers trust it, and the company will continue to have a good relationship with its consumers (Mamang 2013). So it can be concluded that consumer trust is the willingness of one party to accept risks from another party based on the belief and hope that the other party will act as expected, even though both parties do not know each other.

Apart from the trust factor in making online purchasing decisions, there are also discount and promotion factors. Discounts are a promotional strategy that has been around for a long time in both offline and online transactions. By buying goods when there is a discount, of course buyers can save more on purchases. However, the seller does not feel a loss due to the effects of this discount. Discounts are also usually given as an effective promotion to attract first-time buyers. With product discounts, buyers get the opportunity to try goods that are sold at a cheaper price. If it is found to be useful, it is hoped that the buyer will place a repeat order.

Shopee as a Marketplace application tries to provide the best service for the satisfaction of its customers. Some of the campaigns carried out by Shopee include discounts and promotions from Shopee in the form of cashback, free delivery without a minimum order and selecting brand ambassadors from famous people who are close to users. This can also be used as evidence of Shopee's persistence in recognizing the market side, especially the Indonesian market. The main target market for Shopee is targeting young people who use gadgets more, especially when choosing goods without any hassle.

Shopee also carries out sale initiatives on unique dates every month, as was done on moments 9.9 and 10.10, namely the 9th of September and the 10th of October and beautiful dates in each month. Apart from that, the moment 12.12 also coincided with his birthday. Shopee is holding a Birthday sale which will take place from 18 November to 12 December.

Kotler and Armstrong (2014) define "Promotion is an activity that communicates the superiority of a product and persuades customers to buy that product". This definition can mean that by holding promotional activities, producers can convey various information to consumers. Promotion can also help introduce consumers to a product so they can choose the product they want through messages that persuade, remind, inform and encourage consumers to buy the product offered. In order to remain competitive in similar industries. Promotions carried out by companies certainly have the aim of increasing consumer satisfaction with their products, in order to increase sales and company profits. This situation shows the dominance of the role of a reciprocal relationship, namely between producers and consumers in the decision-making process regarding the purchase of a product.

Considering the importance of the influence of purchasing decision factors, several studies have been carried out specifically related to the influence of discounts, promotions and consumer trust. Research by Indri Kartika Dewi and Andriani Kusumawati (2014) states that the discount variable has a significant effect on purchasing decisions. Meanwhile, Endhar Widjaya Putra's research (2016) states that the discount variable does not have a significant effect on the purchasing decision variable,

Based on this background, researchers are interested in conducting research with the title "Analysis of the Influence of Discounts, Promotions and Consumer Trust on Purchasing Decisions among Shopee Application Users among Management Study Program Students Class of 2021, Mandalika Education University".

2. THEORETICAL BASIS

Discount

Discounted shopping is very easy to find in Indonesia because discounts are one of the promotional strategies for a business. Discounts seem to be the main attraction to attract people's interest in consuming an item. According to Kotler & Armstrong (2012). Discounts are direct price reductions on purchases over a certain period of time. Various forms of discounts include cash discounts, price reductions for buyers who pay their bills promptly. Based on the definition above, it can be concluded that a discount is a price reduction given by a seller to attract consumers' interest in buying a product within a predetermined time period. There are four forms of discounts. According to Kusnawan et al. (2019), among others; 1) Quantity Discount; 2) Seasonal Discounts; 3) Cash Discount, and 4) Trade Discount, Meanwhile Baskara (2018) Indicators that serve as

benchmarks for giving discounts are: 1) The amount of the discount, 2) The discount period and 3) The type of product that gets the discount

The aim of holding price discounts according to Nitisemito in (Brian, 2016) is to encourage buyers to buy in large quantities so that sales volume is expected to increase. Providing price discounts will have an impact on consumers, especially in consumer purchasing patterns which ultimately also have an impact on the sales volume obtained by the company, purchasing attention can be focused on the seller, so that this can increase or maintain the subscription of the seller concerned, and is a sales service that can attract purchase transactions.

Promotion

Promotion is a communication function of the company which is responsible for informing and persuading/inviting buyers. Promotion is one of the determining factors for the success of a marketing program.

According to Kotler and Keller (2012), promotion is a way to inform, persuade and remind consumers, either directly or indirectly, about a product or brand being sold.

Therefore, promotion is an initial form of communication between the company and consumers as well as a medium for introducing products to consumers so that they know about the existence of the company's products. According to (Swastha, 2010) promotion is a one-way flow of information or persuasion created to direct a person or organization to action that creates an exchange in marketing.

From the description above, it can be concluded that promotion is an activity planned with the aim of persuading and stimulating consumers to want to buy the company's products so that the goal of increasing sales is expected to be achieved. According to (Tjiptono, 2014) sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases or increase the number of goods purchased by customers.

The main objective of promotion is to increase sales, while the specific objectives according to Moorhead & Griffin (2013) are to communicate information (Communicate Information), for product positioning, for added value (Add Value), and to control sales volume (Control Sales Volume)

Meanwhile, Kotler and Armstrong (2012) state that the promotion mix consists of 5 promotional tools which can be used as promotion indicators, namely: Advertising, Sales promotion, Personal selling, Public relations community), and Direct marketing (direct sales)

According to Kotler and Keller (2012), promotion indicators include: 1) Promotion quality is a measure of how well sales promotions are carried out 2) Promotion quantity is the value or number of sales promotions given by consumers 3) Promotion time is the length of the promotion carried out by company. 4) Accuracy or suitability of promotional targets is a factor needed to achieve the company's desired targets

Consumer Confidence

According to Kotler and Keller (2012:225) Trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors, such as corporate competence, integrity, honesty and kindness. Consumer trust is all the knowledge possessed by consumers about objects, attributes and benefits (Mowen, 2011: 312). Meanwhile, according to Priansa (2017), Trust is a psychological area which is a concern for accepting what is based on expectations of good behavior from other people.

Based on several definitions above, it can be interpreted that trust is the confidence of a certain party in another in carrying out a transactional relationship based on a belief that the person they trust will fulfill all their obligations properly as expected.

Consumer trust is consumer knowledge about an object, its attributes and benefits. Based on this concept, consumer knowledge is closely related to discussions of attitudes because consumer knowledge is consumer trust. Consumer trust or consumer knowledge concerns the belief that a

product has attributes and the benefits of these various attributes (Sumarwan, 2011: 165). A general trust is an intention of trust that makes another party trustworthy or provides a party's willingness to be sensitive to an action carried out by another party (Kim et al, in Abdurahman Adi., 2012)

There are several factors that can influence consumer confidence in a product or service or company, namely experience, work quality, and intelligence,

According to Maharani (2010), there are several indicators of consumer trust in a particular product, service or brand, namely:

- 1) Reliability, Reliability is the consistency of a series of measurements. Reliability is intended to measure the company's consistency in carrying out its business from the past until now.
- 2) Honesty, How the company/marketer offers goods or services that are in accordance with the information provided by the company/marketer to its consumers.
- 3) Caring, Companies/marketers who always serve their consumers well, always accept complaints from their consumers and always make consumers a priority.
- 4) Credibility, quality or strength that exists in a company/marketer to increase consumer trust.

Buying decision

Purchasing decisions are thoughts where individuals evaluate various options and decide on a product from among the many choices. According to (Kotler & Keller, 2012) defining a purchasing decision is the stage of the decision process where consumers actually purchase a product. This concludes that there are several types of behavior in purchasing decisions, each of which is influenced by consumer behavior, brand, situation, and also the number of alternative choices available.

According to Schiffman and Kanuk (2014) a purchasing decision is defined as a choice from two or more alternative options. According to Tjiptono (2012) a purchasing decision is a process where consumers recognize the problem, look for information about a particular product or brand and properly evaluate each alternative to solve the problem, which then leads to a purchasing decision. Meanwhile, according to (Sanjaya and Tantri, 2014) states that consumer purchasing decisions are the stage where consumers determine their choices, buy and consume products.

Consumers' purchasing decisions are influenced by many factors, including consumer behavior, consumer behavior patterns are interrelated with each other, such as product and price, discounts and promotions. Before deciding to buy, consumers will determine what product they will buy, then choose the product looking at its quality and usefulness first, then consumers will look at the price of the product they have chosen. Discounts and promotions are also factors that can influence purchasing decisions. Consumers will not know about good products and low prices if there are no promotions from the seller.

According to (Tjiptono, 2014) marketers must understand the factors that play an important role in the purchasing decision process of business consumers, such as environmental conditions (level of demand, economic predictions, capital costs, level of technological change, political and regulatory developments, and competitive dynamics), factors Organizational (resources, strategies, policies, goals) and relationship conditions with business partners or supply chain partners, Interpersonal Relations factors (authority, position, empathy and persuasion), and Individual factors (age, income, education, position, personality, attitude to risk, and culture)

According to (Kotler & Keller, 2012) in detail the stages of purchasing decision making, namely problem recognition, information search, alternative evaluation, purchasing decision, and behavior after purchasing a product, consumers will experience several levels of satisfaction or dissatisfaction.

According to Kotler and Keller (2012) the indicators used to measure purchasing decisions are:

- 1) Product Selection (product choice)
- 2) Brand selection (brand choice)

- 3) Selection of purchasing channels (dealer choice)
- 4) Determining purchase timing
- 5) Purchase amount (purchase amount)
- 6) Determination of payment method

3. RESEARCH METHOD

Time and place

This research was carried out at the Mandalika University of Education, West Nusa Tenggara, in the 2021 Management Study Program, which was held in November-December 2022.

Data types and sources

The types of data used in this research are primary data and secondary data. Primary data is data obtained directly from research sources in the form of questionnaire results from Management Study Program students Class of 2021. Meanwhile, secondary data is indirect data obtained from documents. In this case, it comes from research which includes journals, reading books related to the research title and the data collected

Types of research

The type of research used in this research is associative research. Associative research is research that aims to determine the relationship between two or more variables. With this research, a theory can be built that can explain, predict and control a symptom (Sugiyono 2012). The purpose of this research is to determine the relationship between the independent variables, namely Discounts, Promotions, and Consumer Trust, and the dependent variable, namely Purchase Decisions.

Population and Sample

According to Sugiyono (2017) population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population element is the entire subject to be measured, which is the unit under study. The population in this study were students at the Mandalika University of Education, Management Study Program Class of 2021 who used or had shopped on the Shopee application, the number of population members of which is unknown.

In determining the number of samples used by Sugiyono, (2017) suggests the sample size for research as follows: If the research will carry out multivariate analysis (correlation or multiple regression), then the number of sample members must be at least 10 times the number of variables studied. For example, there are 4 research variables (independent + dependent), then the number of sample members = $10 \times 4 = 40$. Thus, the minimum number of samples in this study is 15 times 4 variables, which is 60 samples. So, the sample used was 60 respondents.

Sampling technique

The sampling technique in this research is non-probability sampling. According to (Sugiyono, 2017) non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. The type of non-probability sampling used is purposive sampling. According to (Sugiyono, 2013) purposive sampling is the selection of samples based on certain characteristics in a population that have a dominant relationship so that it can be used to achieve research objectives.

The criteria used in determining the sample for this research are:

- a. Active student at the Mandalika University of Education Management Study Program
- b. Students aged 19 years and over
- c. Class of 2021 students
- d. Students who have shopped/used Shopee

Operational Definition of Variables

The operational definition of variables is an explanation of all variables and indicators used in this research. The operational definition of variables in this research is as follows:

1. Discount (X1)

Discounts are price reductions given to buyers when purchasing goods on the Shopee application. The discount variable can be measured using several indicators including: 1). the amount of the discount, 2). Price discount period, 3). Types of products that get discounts

2. Promotion (X2)

Promotion is an effort to inform or offer products or services with the aim of attracting consumers' interest in buying or consuming them. Some promotional indicators include: 1). Promotion quality is a measure of how good the sales promotions carried out by Shopee are, 2). Promotion quantity is the number of sales promotions given to Shopee consumers, 3). Promotion time is the length of the promotion carried out by Shopee, 4). The determination or suitability of promotional targets is the target that Shopee carries out to carry out promotions.

3. Consumer Confidence (X3)

Consumer trust is the foundation of business. A business transaction between two or more parties will occur if each person trusts the other. The indicators contained in this research are: 1). Reliability, 2). Honesty, 3). Concern, 4). Credibility

4. Purchase Decision (Y)

Purchasing decisions are thoughts where individuals evaluate various options and decide on a product from many choices. In this research, indicators are used, namely: 1). Product selection (product choice), 2). Brand selection (brand choice), 3). Selection of purchasing channels (dealer choice), 4). Determining the time of purchase, 5). Number of purchases, 6). Determination of payment method

Variable Measurement Scale

Measurement and categorization of variables is carried out using tools. The questionnaire for each variable studied can be measured using a score which refers to the use of a Likers scale to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2013: 93). Each item in the questionnaire which is measured using a Likers scale consists of 5 alternative answers. Each question is measured on a 5 scale and each position has the following weight:

Table 3.1 Categories for Determining Respondents' Answers

Class Intervals	Category			
	Discount	Promotion	Consumer confidence	Buying decision
4.21-5.00	Very often	Very good	Strongly believes	Very high
3.41-4.20	Often	Good	Believe	Tall
2.61-3.40	Enough often	Pretty good	Just believe it	High enough
1.81- 2.60	Not often	Not good	Don't believe	Low
1.00-1.80	Very Not often	Very Not good	Very No Believe	Very low

Data analysis technique

1. Validity Test

According to Sugiyono (2017), the validity test is the degree of accuracy between the data that occurs on the research object and the data that can be obtained by the researcher. The validity test is used to state the extent to which the data in a questionnaire can measure what it should measure or is able to measure what you want to look for accurately. Data can be said to be valid if the data has an index value < 0.03 , and conversely if the significant level is > 0.03 then it is declared invalid.

2. Reliability Test

Reliability is the level of precision, precision or accuracy of an instrument. So, reliability shows whether the instrument consistently provides the same measurement results regarding something that is measured at different times (Misbahuddin and Hasan 2013). Reliability testing was carried out by calculating Cronbach Alpha for each item with the help of SPSS for Windows. A construct or variable is said to be reliable if it has a Cronbach Alpha value > 0.60 (Sugiyono, 2014). Where the greater the alpha value, the more reliable the measuring instrument used.

3. Classic Assumption Test

The classical assumption test is a requirement that must be met in multiple regression analysis. The classical assumption tests that are commonly used include the normality test, multicollinearity test, autocorrelation test and heteroscedasticity test. The explanation is as follows: a. Normality test

According to Ghozali (2016), the normality test aims to find out whether in the regression model, the dependent variable and the independent variable have a normal distribution or not, because a good regression model has a normal or close to normal data distribution. Proof of whether the data has a normal data distribution or not can be seen in the form of the data distribution, namely in the histogram or normal probability plot. In a histogram, data is said to have a normal distribution if the data is shaped like a bell. Meanwhile, in a normal probability plot, data is said to be normal if there is a distribution of points around the diagonal line and the distribution follows the direction of the diagonal line. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption. b. Multicollinearity Test

The Multicollinearity Test aims to test whether in the regression model a correlation is found between the independent variables. A good regression model should have no correlation between independent variables. If independent variables are correlated with each other, then the variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between variables is zero. If there is a fairly high correlation between independent variables (generally above 0.90) then this is an indication of multicollinearity. Multicollinearity can be seen from the tolerance value and Variance Inflation Factor (VIF). The value commonly used to detect symptoms of multicollinearity is if the tolerance value is < 0.10 while the VIF is > 10 .

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance and residuals from one observation to another. A good regression model is one where heteroscedasticity does not occur. The method used in this research is the glesjer test. The Glesjer test is used by calculating the independent variable and its residual absolute value. If the significant value between the independent variable and the absolute residual is more than 0.05 then there is no heteroscedasticity problem in the regression model (Ghozali, 2016: 134)

4. Multiple Linear Regression Analysis

Regression analysis is basically a study of the dependence of a dependent (dependent) variable on one or more independent (free) variables, with the aim of predicting the population average or average value of the dependent variable based on the known values of the independent variables (Ghozali 2018).

Multiple regression analysis is used to predict the size of the dependent variable using independent variable data. To test the hypothesis in this research, the following model was used (Ghozali, 2016):

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Where:

Y = Purchase Decision a =

Constant β = Regression

Coefficient X1 = Discount

X2 = Promotion X3

= Trust e = Error

5. Hypothesis Testing

To carry out hypothesis testing in this research using regression analysis. Multiple regression analysis is used to predict the size of the dependent variable using independent variable data. There are two types of regression coefficients that can be carried out, namely:

a. T Test (Partial Test)

According to Ghozali (2018), the T test basically shows how much influence an independent variable individually has in implementing variations in the dependent variable, so the T test is used to test the regression coefficient individually. After obtaining the calculated t value, the calculated t value is then compared with the t table value at a significance level (α) = 5%. To find the t table value, it is determined using the formula $df = nk$, where the n value is the number of respondents and k is the number of variables. The criteria for assessing the hypothesis in this t-test are:

- 1) If $t_{count} < t_{table}$ then H_0 is accepted, meaning the independent variable has no partial influence on the dependent variable.
- 2) On the other hand, if $t_{count} > t_{table}$ then H_a is accepted (H_0 is rejected), meaning that the independent variable has a partial influence on the dependent variable.

b. F Test (Simultaneous Test)

This test is used to find out whether a regression equation model is valid or not. The significance level used is 5% ($\alpha=0.05$).

- 1) If $F_{count} > F_{table}$ or probability < significance value ($sig \leq 0.05$), then H_0 is rejected. This means that the regression equation can be used to predict the influence of discounts, promotions and consumer trust on purchasing decisions.
- 2) If $F_{count} < F_{table}$ or probability > significance value ($sig \geq 0.05$), then H_0 is accepted. This means that the regression equation cannot be used to predict the influence of discounts, promotions and consumer trust on purchasing decisions. F Test Formula:

$$F = \frac{R^2/(k - 1)}{(1 - R^2)/(n - k)}$$

Information :

R²: Coefficient of determination

n: Number of samples

k : Number of independent and dependent variables

c. Dominance Test (β)

To test the third hypothesis or dominant influence analysis, the test tool used is the multiple linear regression coefficient. This coefficient is a test tool to determine and measure independent variables that have a close influence on the dependent variable partially.

To find out how big the variable is related to a linear regression method, the beta coefficient is used for each distribution of each independent variable and which has the most dominant influence on the standardized variable. The largest value indicates that the independent variable has a dominant influence on the dependent variable.

d. Coefficient of Determination (R²)

The determination coefficient (R Square or R squared) is a measure of the representativeness of the dependent variable by the independent variable or the extent to which the independent variable can explain the dependent variable. The coefficient of determination test (R²) is used to measure the level of the model's ability to explain purchasing decisions. Every time one variable is added, R² will increase regardless of whether the variable has a significant effect on purchasing decisions or not, so in this study adjusted R² is used. The smaller the standard error of estimate (SEE) value, the more accurate the regression model will be in predicting the dependent variable (Ghozali, 2018).

4. RESULTS AND DISCUSSION

Validity test

The validity test is intended to state the extent to which the data contained in a questionnaire will measure what is being measured. In this research, the way to determine whether an instrument is valid or not is by comparing the rcount value which is greater than the rtable value (rcount > 0.30), then the instrument is said to be valid, otherwise it is said to be invalid.

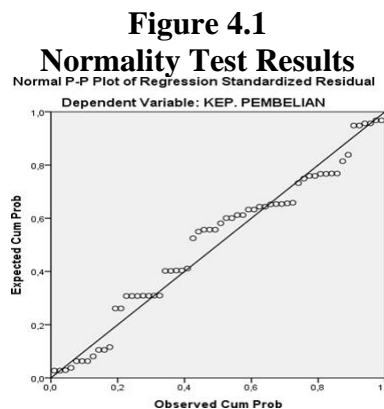
As for the results of validity testing with the help of the SPSS version 21 program, all statement items contained in all questionnaires for all variables in this study have a calculated correlation coefficient (rcount) which is greater than the standard correlation value (rtable), namely 0.30. This shows that the instruments used for all variables are valid.

Reliability Test

Reliability is an index that shows the extent to which a measuring instrument is trustworthy or reliable. In this study, an instrument is said to be reliable if it has a reliability coefficient of 0.6 or more, if it is smaller than 0.6 then it is declared unreliable. It can be seen from the results of the analysis of the reliability of each variable in the research that all variables have an alpha value greater than 0.6. This shows that the instrument used in this research is reliable.

Classic assumption test

1. Normality Test



Source: SPSS Data Processing Results (attachment 4)

Based on Figure 4.1 above, it can be seen that the dots follow and approach the diagonal line. This shows that the data in this study is normally distributed. So it can be concluded that this regression model meets the normality assumption.

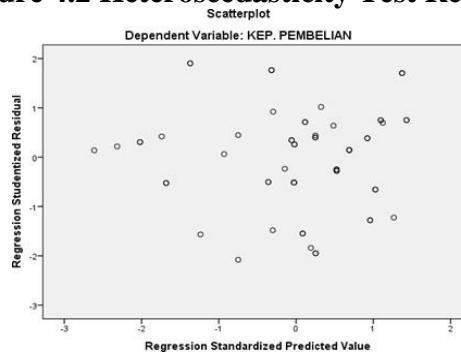
2. Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. In this research, to detect whether or not there is multicollinearity in the regression model is to look at the Tolerance number above (>) 0.1, look at the VIF value below (<) 10, so there is no multicollinearity or no correlation in the research.

The results of the multicollinearity test show that there is no correlation between the independent variables. This can be seen from the tolerance figures for each variable which are above 0.1, namely 0.986, 0.595 and 0.598. The VIF figures are below 10, namely 1.014, 1.681, and 1.671. So it can be concluded that in this regression model there is no multicollinearity problem.

3. Heteroscedasticity Test

Figure 4.2 Heteroscedasticity Test Results



Source: SPSS Data Processing Results (attachment 4)

Based on Figure 4.2 above, it can be seen that the points are spread above and below zero on the Y axis and do not form a particular pattern. This shows that in this research the data did not have heteroscedasticity problems. So it can be concluded that the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

The results of multiple linear regression testing with the help of the SPSS program are as follows:

**Table 4.10
Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	8,185	1,418		5,772	,000
DISCOUNT	,510	,076	,350	6,720	,000
PROMOTION	,911	,096	,635	9,466	,000
TRUST	,416	,087	,319	4,770	,000
AAN					

Source: SPSS Data Processing Results (attachment 4)

The SPSS processing results can be shown through the multiple linear regression equation as follows:

$$Y = 8.185 + 0.510X_1 + 0.911X_2 + 0.416X_3 + e$$

Hypothesis test

1. t Test (Partial)

To test the first hypothesis, a t test is carried out, namely to find out whether each independent variable individually has a significant effect on the dependent variable. In this research, the criteria for conducting a t test is if $t_{count} > t_{table}$, then it means there is a significant influence between the independent variable and the dependent variable. If $t_{count} < t_{table}$, it means that there is no significant influence of the independent variable on the dependent variable.

Table 4.10 T Test Results (Partial) Significant Level 5%

Variable	Mark	Mark	Level	Information
	t count	t table	sig 5%	
Discount	6,720	2,003	0,000	Significant
Promotion	9,466	2,003	0,000	Significant
Trust	4,770	2,003	0,000	Significant

Source: SPSS Data Processing Results (attachment 4.5)

Based on table 4.13 above, it can be seen that the t table value is 2.003. The t table value is obtained by determining the level of confidence, namely $0.05 : 2 = 0.025$ and determining the degrees of freedom, namely $60 - 4 = 56$. This means that the t table value can be seen in confidence level column 0.025 and df in column 56.

2. F Test (Simultaneous)

Table 4.12 F Test Results (Simultaneous) Significant Level 5%

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	538,844	3	179,615	106,002	,000b
Residual	94,889	56	1,694		
Total	633,733	59			

1) Dependent Variable: KEP. PURCHASE

2) Predictors: (Constant), TRUST, DISCOUNTS, PROMOTIONS

Source: SPSS Data Processing Results (attachment 4.6)

Based on table 4.14 above, it can be seen that the df value of the numerator (N1) is 3 and The denominator df (N2) is 56. The N1 value can also be calculated using the formula $4 - 1 = 3$ and N2 can be calculated using the formula $60 - 4 = 56$. This states that the F table is in column 3 in the numerator df and column 56 in the denominator df namely 2.77.

3. Beta Coefficient

The beta value of the discount variable (X1) is 0.035, the beta value of the promotion variable (X2) is 0.635, and the beta value of the trust variable (X3) is 0.319. It can be concluded that the variable that has the most dominant influence on the level of purchasing decisions for Shopee application users is the promotion variable (X2). That the promotion of an in-store product on the Shopee application can further determine the level of consumer purchasing decisions among Shopee application users because good promotions can satisfy consumers for the products purchased by Shopee application users.

4. Coefficient of Determination

The analysis results show a coefficient of determination (R) value of 0.922 (92.2%). This means that the ability of the independent variables consisting of promotional discounts and trust in purchasing decisions among Shopee application users in explaining variations in the

dependent variable is very strong. Furthermore, the remaining R square value, namely 0.088 (0.88%) is the influence of other variables that were not included in this research.

DISCUSSION

Results in Partial Testing

- a. The discount variable has a calculated t value greater than the t table, namely $6.720 > 2.003$. This shows that the discount variable has a significant influence on purchasing decisions. This shows that the discounts provided by the Shopee application can result in consumers' purchasing decisions increasing so that consumers feel happy shopping on the Shopee application even though they have to wait for the arrival of the ordered goods.
- b. The Promotion variable has a calculated t value greater than the t table, namely $9.466 > 2.003$. This shows that the Promotion variable has a significant influence on purchasing decisions. Promotions provided by the Shopee application can result in increased purchasing decisions for each consumer, this means that the promotions provided are easy to understand and can attract each consumer so that consumers purchase goods on the Shopee application. Shopee carries out its promotions through various social media so that consumers can easily find out about every promotion that is being carried out, even on every date in the same month, such as 12 months 12. Shopee provides large promotions which are usually called flashsales which really attract consumers so that they can increase their purchasing decisions and increase their number of customers. in every flashsale held by Shopee.
- c. The trust variable has a calculated t value greater than the t table, namely $4.770 > 2.003$. This shows that the trust variable has a significant influence on purchasing decisions. The trust given by the Shopee application can increase consumer purchasing decisions, this means that consumers who shop on the Shopee application do not hesitate to shop even though consumers have to wait for the goods to arrive and do not directly see the goods they want to buy (only see pictures of the goods).

From the explanation above, it can be concluded that the partial T test of the independent variables each consisting of discounts, promotions and trust in purchasing decisions has a significant influence on purchasing decisions. This is in accordance with the research hypothesis H1: It is suspected that discounts, promotions, consumer trust partially influence purchasing decisions.

Results in Simultaneous Testing

Research shows that the calculated F and F table values in this study. So it can be seen that the calculated F has a greater value than the F table, namely $106.002 > 2.77$. This states that the discount, promotion and trust variables have a significant simultaneous effect on purchasing decisions. Meanwhile, the analysis results show a coefficient of determination (R) value of 0.922 (92.2%). This means that the ability of the independent variables consisting of promotional discounts and trust in purchasing decisions among Shopee application users in explaining variations in the dependent variable is very strong. Furthermore, the remaining R square value, namely 0.088 (0.88%) is the influence of other variables that were not included in this research.

From the explanation above, it can be concluded that simultaneously the f test of the independent variables together consisting of discounts, promotions and trust in purchasing decisions has a significant influence on purchasing decisions. This is in accordance with the research hypothesis H2: It is suspected that discounts, promotions, consumer trust simultaneously influence purchasing decisions.

Results in Beta Testing (Dominant)

The results of beta testing in the research show that the variable that has the most dominant influence on the level of purchasing decisions for Shopee application users is the promotion variable (X2). This can be seen from the beta value of the discount variable (X1) of 0.035, the beta value of the promotion variable (X2) of 0.635, and the beta value of the trust variable (X3) of

0.319. So it can be concluded that the variable that has the most dominant influence on the level of purchasing decisions for Shopee application users is the promotional variable (X2). That the promotion of an in-store product on the Shopee application can further determine the level of consumer purchasing decisions among Shopee application users because good promotions can satisfy consumers for the products purchased by Shopee application users. This research is supported by previous research conducted by Dinda Fauziah Zani (2021). The results of the analysis show that the influence of Promotion (X2) on purchasing decisions (Y) has a dominant influence.

From the explanation above, it can be concluded that the variable that has the most dominant influence on the level of purchasing decisions for Shopee application users is the promotion variable (X2). This is in accordance with the research hypothesis H3: Promotion is suspected to have the most dominant influence on purchasing decisions.

5. CONCLUSION

Based on the results of testing and analysis carried out in the previous chapter, the results of this research can be concluded as follows:

1. Discounts, promotions and trust have a partially significant effect on purchasing decisions for Shopee application users.
2. Discounts, promotions and trust simultaneously have a significant effect on purchasing decisions for Shopee application users
3. Promotion variables have the most dominant influence on purchasing decisions for Shopee application users compared to discount and trust variables.

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