



The Influence E-Commerce Shopee Strategic Online Purchasing Decision Generation Z in Panam Pekanbaru

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ABSTRACT

E-Commerce competition is becoming increasingly attractive in the world of online shopping, it requires a special strategy in order to compete competitively, E Commerce Shoope performs a Twin Date Event Strategy, Flash Sale, and Free Shipping Cost, Population in this study amounts to 100 people using purposive sampling methods. Based on the results of this study, Twins Date Events, Flash Sale and Free Shipping have influenced purchasing decisions both partially and simultaneously. The results of the Determination Coefficient show that the magnitude of the influence of both free variables together on the bound variable is 54.7% and the remaining 45.3% is another variable not studied. Future research could delve into these unexplored variables to provide a more comprehensive understanding of what drives purchasing decisions in the e-commerce sector. Understanding these additional factors could further assist e-commerce platforms like Shoope in refining their marketing strategies, ensuring they not only attract but also retain customers in a highly competitive market.

INTRODUCTION

Shopee employs several innovative strategies to boost consumer purchasing power, effectively tapping into the ever-evolving online shopping sphere. Among these strategies, Shopee orchestrates an array of promotions tied to twin dates or numerically unique dates, creating a consistent monthly excitement among its users. One standout example is the Shopee 10.10 Super Shopping Day, which falls on the tenth of October each year. This event is not just a day; it's an extravaganza that offers consumers a plethora of enticing deals.

During these twin date events, Shopee goes above and beyond to engage its customers by providing a wide variety of promotional offers. Free vouchers become readily available, allowing consumers to make purchases at significantly reduced prices. Additionally, discount or cashback vouchers are distributed, further sweetening the deal. These vouchers serve as a powerful incentive, encouraging more users to partake in the event, thus driving up sales volumes during these specific periods.

But the appeal of twin date events goes beyond just the financial savings. Shopee masterfully creates a sense of urgency and exclusivity around these promotions, making them highly anticipated events within the online shopping community. The limited-time offers and exclusive deals available on these dates create a buzz that not only boosts immediate sales but also enhances Shopee's brand loyalty among its user base.

Moreover, Shopee leverages its robust social media presence and digital marketing strategies to maximize the reach and impact of its twin date promotions. Through targeted ads, social media campaigns, and influencer partnerships, Shopee ensures that news of the upcoming 10.10 Super Shopping Day and similar events reaches a wide audience, enticing both new and returning customers to participate in the shopping festivity.

These strategic promotions are complemented by Shopee's user-friendly platform, which offers a seamless shopping experience. Easy navigation, secure payment gateways, and reliable customer service





further ensure that consumers' shopping experiences during these events are positive, encouraging repeat participation in future twin date promotions.

Beyond the allure of twin date events, the flash sale program stands as a pivotal strategy utilized by various e-commerce platforms to captivate customers. Within the ambit of a flash sale, products are offered at prices significantly lower than their regular listing, sparking an increase in consumer interest towards purchasing these competitively priced items. The inherent appeal of flash sales lies in their urgency and exclusivity — encapsulated in the mantra, "who fast he gets." This approach plays on the natural human instinct for competition and the fear of missing out (FOMO), prompting buyers to act quickly to secure deals before they disappear.

Flash sales are not just about the immediate price reduction; they are also a strategic move to increase website traffic, generate buzz around the e-commerce platform, and introduce consumers to a wider array of products they might not have otherwise considered. The limited time frame of these sales creates a compelling call to action, encouraging customers to regularly check the platform for new deals, thereby fostering a habit of frequent engagement with the e-commerce site.

In addressing another critical aspect of online shopping, the shipping costs, Shopee innovates to enhance customer satisfaction and purchasing decisions. Traditionally, consumers bear the shipping charges for online purchases, which are calculated based on factors such as quantity, weight, and delivery distance. These costs can sometimes be a deterrent for potential buyers, especially for those making small or inexpensive purchases.

Recognizing this, Shopee introduces a free shipping promotion, a move aimed at eliminating one of the major obstacles in the online shopping experience. By offering to cover the shipping fees, Shopee not only alleviates the financial burden on the consumer but also positions itself as a customer-centric platform. This strategy effectively reduces the friction in the purchasing process, making it more likely for consumers to proceed with their transactions. The promise of free shipping, especially when combined with other incentives like flash sales or twin date events, creates a compelling value proposition that can tip the scales in favor of making a purchase.

Furthermore, the free shipping promotion serves as a loyalty-building tool. It enhances the overall shopping experience, encouraging customers to return to the platform for future purchases. By prioritizing customer satisfaction through strategies like free shipping, e-commerce platforms like Shopee can cultivate a loyal customer base that feels valued and supported.

In essence, the combination of flash sales and free shipping promotions exemplifies how e-commerce platforms can effectively leverage time-sensitive offers and financial incentives to drive consumer interest, increase sales volume, and foster a positive shopping experience. These strategies, when executed well, not only boost immediate sales but also contribute to long-term customer retention and brand loyalty.

In the contemporary digital landscape, understanding the behaviors and preferences of Generation Z, especially those with student status, has become increasingly important for researchers aiming to delve into consumer patterns, technology use, and social media interaction. According to insights drawn by Francis and Hoefel in 2018 and subsequently cited by Malana and Asra in 2019, Generation Z comprises individuals born between 1995 and 2010. This demographic cohort has grown up in a world where the internet is not a novelty but a fundamental aspect of their daily lives, leading to a profound familiarity and comfort with digital technologies from a young age (Djamil, 2023).

This generational comfort with the digital world is mirrored in their interaction with social media platforms, which serve as primary spaces for communication, information, and entertainment. The pervasive use of the internet among Generation Z is underscored by data released by APJII in 2018, which reveals a striking internet penetration rate. Notably, the age group of 15-19 years old leads with a 91% penetration rate, indicating that virtually all individuals within this bracket are active internet users. This high level of connectivity decreases slightly with age, with the 20-24 years old demographic showing an 88.5% penetration rate and the 25-29 years old group at 82.7%. In stark contrast, the penetration rate dramatically drops to 8.5% in the age group of 65 years and over, highlighting a significant digital divide based on age.

The high penetration rates among the younger demographics, particularly Generation Z, point to a seismic shift in consumer behavior, communication patterns, and information consumption. For researchers focusing on this cohort, these statistics offer a fertile ground for investigating various phenomena, from the





impact of digital marketing and e-commerce on purchasing decisions to the role of social media in shaping political and social views.

Given their intrinsic digital nativism, Generation Z's preferences and behaviors offer invaluable insights into the future of digital engagement, social media trends, and the evolving landscape of online commerce. Their adeptness at navigating the internet and social platforms not only influences their own consumption patterns but also sets the pace for emerging trends, making them a critical demographic for studies centered on digital innovation, consumer behavior, and the integration of technology into daily life.

In sum, the choice of Generation Z students as the subject of this study is poised to provide a deeper understanding of the digital era's implications on societal norms, consumer behavior, and communication strategies. As this generation continues to mature and enter the workforce, their digital-first approach is expected to have lasting effects on various sectors, underscoring the importance of closely examining their behaviors and preferences.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Strategic Business

According to Rangkuti, the strategy is a tool for achieving the company's goals in relation to long-term goals, follow-up programmes, as well as priority allocation of resources. The strategy will maximize the competitive advantage and minimize the constraints of competition. Based on the definition of the experts above, it can be concluded that a business strategy is an activity commonly carried out by business actors to gain a competitive advantage. Each of the actors has different methods, structures and systematics. Competitive advantage is a profit strategy of companies that collaborate to compete more effectively in the market. The strategy is designed to a continuous competitive advantage so that companies can continue to be market leaders. (Prakosa, 2005).

According to superyou.co.id (2023) twin dates are the most awaited monthly promo by many buyers, especially online buyers. As its name suggests, this promotion falls every date in the same month, for example 6.6 means the sixth date in sixth month. Twin dates are also called twin dates or beautiful dates.

B Purchase Decision

According to (Kotler and Amstrong, 2008), stating that "a purchase decision is a buyer's decision about which brand to buy." In a purchase decision, there are two factors that emerge between the intention to buy and the purchase decision.

Private and Irawan (2008) in (Sandy Sinambow and Irvan Trang,2015) put forward consumer decisions are motives or incentives arising against something where a buyer makes a purchase because of a need and desire. According to Kotler and Armstrong (2012) in (Ari wibowo, 2014) stated that, "Purchase decision is the buyer's decision about which brand to buy" which means that a purchase decision is a stage of the decision process in which consumers actually make a purchase of a product. Indicators of purchasing decisions according to (Kotler and Amstrong, 2008: 181): a. Identification of needs b. Information c. Evaluation d. Drinking decisions e. Post-purchase behaviour

C. Flash Sale

Flash Sale according to Zhang (2018) is a popular e-commerce marketing mode in which brands (especially internet-based companies) sell new products or services in limited quantities at discount prices at a certain time prior to the normal sale period. From the definition of such flash sale it can be seen that flash sale has the main characteristics of low price, limited product, and has a time limit.

According to Tjiptono (2008) free shipping is a form of direct persuasion through the use of various incentives that can be regulated to stimulate the purchase of products immediately or increase the quantity of goods purchased by customers.

Nugroho purchase decision (2018) is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors, and choose one of them. According to Susanto (2014) a purchase decision is a process in which consumers go through certain stages to make a purchase of a product.





METHODS

This study was conducted in Panam community of new users of Shopee. The object of this study is how much the impact of twin dates events, flash sales, and free ongkir on purchase decisions. Population is a generalization region consisting of objects/subjects that have certain qualities and characteristics that the researcher defines to be studied and then draws conclusions. (Sugiyono, 2018).

As for the population used in this study, Masyarakat Panam Pekanbaru has done transactions in Shopee's e-commerce more than once with an unknown quantity. The sample is part of the number and characteristics that the population possesses. (Sugiyono, 2018). The sampling method used in this study is Purposive Sampling. Sampling criteria are as follows: 1. People who are in Panam Pekanbaru region 2. Have made transactions in Shopee e-commerce more than once.

RESULTS AND DISCUSSION

1. Validity Test

A validity test is a test aimed at finding out that a reliable data is true according to reality. A valid instrument is an instrument used to collect or measure accurate data. When a valid instrument, it can be used to measure what needs to be measured.

Table 1. Validity Test Results

Variabel	Pernyataan	Corrected Item-Total Correlation	Tanda	Standar	Keterangan
Twin Date Event (X1)	X1.1	0,590	>	0,3	Valid
	X1.2	0,737	>	0,3	Valid
	X1.3	0,690	>	0,3	Valid
	X1.4	0,604	>	0,3	Valid
	X1.5	0,702	>	0,3	Valid
Flash Sale (X2)	X2.1	0,735	>	0,3	Valid
	X2.2	0,626	>	0,3	Valid
	X2.3	0,705	>	0,3	Valid
	X2.4	0,713	>	0,3	Valid
	X2.5	0,642	>	0,3	Valid
Free Shipping Cost (X3)	X3.1	0,578	>	0,3	Valid
	X3.2	0,696	>	0,3	Valid
	X3.3	0,486	>	0,3	Valid
	X3.4	0,672	>	0,3	Valid
	X3.5	0,434	>	0,3	Valid
Purchase Decision (Y)	X4.1	0,569	>	0,3	Valid
	X4.2	0,506	>	0,3	Valid
	X4.3	0,689	>	0,3	Valid
	X4.4	0,714	>	0,3	Valid
	X4.5	0,710	>	0,3	Valid

Source: Data for the year 2024

Based on the above table it can be seen that any pervariable path statement that the value of Corrected Item Total Correlation for each variable is $>0,3$. This indicates that the data is valid because it meets the validity test assumption.



**B. Reliability Test**

In the statistical analysis of the study, the reliability test serves to determine the consistency of a racket used by the researcher, so that the racket can be reliable to measure the study variable, even if the study is repeatedly performed with the same racket or questionnaire.

Table 2. Reliability Test Recapitulation Table

Variabel	Cronback Alpha	Tanda	Kriteria	Keterangan
<i>Twin Date Event (X1)</i>	0,850	>	0,6	Reliabel
<i>Flash Sale (X2)</i>	0,863	>	0,6	Reliabel
<i>Free Shipping Cost (X3)</i>	0,698	>	0,6	Reliabel
<i>Purchase Decision (Y)</i>	0,834	>	0,6	Reliabel

Source: Data for the year 2024

From the above table can be seen the reliability value of Twin Date Event 0.850, Flash Sale 0.863, Free Shipping Cost 0.698 and Purchase Decision 0.834 where the Cronback Alpha value of the entire variable >0.6 means that the measurement used in this study is reliable or reliable.

C. Linear Regression Analysis**Table 3. Linear Regression Analysis Table**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,912	1,859		,490	,625
	<i>Twin Date Event</i>	,506	,082	,503	6,149	,000
	<i>Flash Sale</i>	,120	,060	,141	2,013	,047
	<i>Free Shipping Cost</i>	,361	,101	,289	3,585	,001

Source: Data for the year 2024

Based on the table of simple linear regression results above, the regression equation is as follows:

$$Y = 0.912 + 0.506 X + 0.0120 X + 0.361 X_3 + e$$

The regression equation above can be explained as follows:

1. The constant value is 0.912, which means that when the Twin Date Event, Flash Sale and Free Shipping Cost Event are assumed to be 0, then the sale will be 0.912.
2. The Twin Day Event variable regression coefficient is 0.506, meaning that every increase of one unit of Twin Dates Event will increase the purchase outcome by 0.506 and the assumption of other variables is fixed.
3. The value of the Flash Sale Variable Regression Coefficients is 0.120, meaning that each increase of a single unit of Flash Sale will increase purchase outcomes by 0.120 and assume another variable is constant. Error standard (e) is a random variable and has a probability distribution. Error standard represents all factors that have an influence of Y but are not included in the equation.





D. Partial Test (Uji T)

Table 4. of Results of Partial Hypothesis Test (T Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,912	1,859		,490	,625
	Twin Date Event	,506	,082	,503	6,149	,000
	Flash Sale	,120	,060	,141	2,013	,047
	Free Shipping Cost	,361	,101	,289	3,585	,001

Source: Data for the year 2024

From the above table you can see each t count value and the significance of the free variable. Know the t value of the table at a significant level of 5% (2-tailed) with the following equation: $T_{table} = n - k : \alpha / 2 = 100 - 3 : 0,05 / 2 = 97 : 0,025 = 1,984$

E. SimultanTesting (Test F)

Table 5. Results of Simultan Testing (Uji F)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	621,440	3	207,147	38,669	,000 ^b
	Residual	514,270	96	5,357		
	Total	1135,710	99			

Source: Data for the year 2024

From the above table known F count is 38,669 with a significant 0,000 so that F count (38,669) > F table (3,09) and sig (0,000) < (0,05). Then H (o) is rejected and H (a) is accepted, meaning there is a simultaneous influence of the Twin Date Event, Flash Sale and Free Shipping Costs have a significant influence on Shopee's E-Commerce Purchase Decision on Panam Pekanbaru Community.

F. Correlation Coefficient Test Results (R)

Table 6. Correlation Coefficient Test Results Table (R)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740 ^a	,547	,533	2,315

Source: Data for the year 2024

Based on table it is known that the correlation value between the variable and the r value = 0,740 means that there is a strong relationship between the Twin Date Event, Flash Sale and Free Shipping Cost variables against the purchase decision.



**G. Determination Coefficient Test Results (R^2)****Table 7. Determination Coefficient Test Results (R^2) Table**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740 ^a	,547	,533	2,315

Source: Data for the year 2024

Based on table above it can be seen that the R square value is 0.547, that the Purchase Outcome variable can be explained by the Twin Date Event, Flash Sale and Free Shipping Event variables of 54.7%, while the remaining 45.3% are other variables not studied in this study.

Impact of Twin Date Event on Purchase Decisions

Based on the results of research showing that Twin Date Events, known t count (6,149) > t tables (1,984) and Sig (0,000) < (0,05) then H(o) is rejected and H(a) is accepted means that the variable has a positive and significant influence of Twin Day Events on E-Commerce Shopee Purchasing Decisions on Generation Z in Panam Pekanbaru. The results of this study are in line with a study conducted by Tiara Rifqoh Maharani, dkk (2022) "Buy Decision On Promo Date Twin E-Commerce Platform Shopee (Students of State University of Surabaya)".

The impact of Flash Sale on Purchase Decisions

Based on the results of the research showed that Flash Sale, known t count (2,013) > t tables (1,984) and Sig (0,047) < (0,05) then H(o) accepted and H(a) rejected means that there is no positive and significant influence of the variable Flash Sale on the Buying Decision in E-Commerce Shopee on Generation Z Panam Recent The results of this study are consistent with the study conducted by Sadana Devica (2020) with the title "Consumer Perceptions Against Flash Sale Online Shopping And Its Impact On Purchase Decision" with the value of the regression coefficient of the flash sale variable value positive of 0.00, then it can be concluded that the consumer perception of flash sale online shopping has a significant positive influence on the purchase decision.

Free Impact of Shipping Costs on Purchase Decisions

Based on the results of the research showed that Free Shipping Costs, known t count (3,585) > t tables (1,984) and Sig (0,001) < (0,05) then H(o) rejected and H(a) accepted means that the variable has a positive and significant influence of free shipping cost on Shopee E-Commerce Purchasing Decision on Generation Z Panam Pekanbaru. The results of this study are in line with a study conducted by Tuti Alawiyah (2023) "The Effect of Free Promotion, Shipping Costs and Online Customer Review on the Decision of Purchase of Skincare Products on Twin Date Events" with a coefficient of regression variable Promotion Free ongkir is 0.366. This means that the Free Promotion Shipping Cost (X1) variable against the Purchase Decision (Y) gives an impact of 36.6%. This means the Promotion using Free Shipping cost will have an impact on the increase in the Purchasing Decision. (Y).

Impact of Twin Date Events, Flash Sale and Free Shipping on Purchase Decisions

The known value of F count is 38,669 with a significant 0,000 so that F count (38,669) > F table (3,09) and sig (0,000) < (0,05). Then H(o) was rejected and accepted, meaning there was simultaneous influence of the Twin Date Event, Flash Sale and Free Shipping Cost had a significant influence on Shopee E-Commerce Purchase Decision on Generation Z Panam Pekanbaru. The results of this study are in line with a study conducted by Princess Amalia (2023) entitled "Effects of Gemini Date Discount and Free Discount Shopee on Consumer Behavior of Students of Islamic Economy UII" which stated that the results obtained on the table are f count 20.241 > f table 3.09. Therefore, it can be concluded that the double-date discount variable (X1)





and the free-of-charge variables (X2) simultaneously or simultaneously influence the consumer behavior variable. (Y).

CONCLUSION

Based on the results of research that has been carried out on the impact of Twin Date Events, Flash Sale and Free Shipping Costs on Shopee's E-Commerce Purchase Decisions on Generation Z Panam Pekanbaru then it can be concluded that:

1. Twin Date Events partially have a significant and positive influence on Shopee's E-Commerce Purchasing Decision on Generation Z Panam Pekanbaru
2. Flash Sale partially has no significant and positive influence on purchasing decisions in E-Commerce Shopee on Generation Z Panam Pekanbaru
3. Free Shipping costs partially have a significant and positive influence on purchasing decisions in E-Commerce Shopee on Generation Z Panam Pekanbaru
4. Twin Date Events, Flash Sale and Free Shipping simultaneously influence purchasing decisions in E-Commerce Shopee on Generation Z Panam Pekanbaru

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