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# Analysis of the Influence of Discount Promotions on Students' Purchase Decisions on the Shopee E-Commerce Platform

Jessica Fernanda Audrelya <sup>1\*</sup>, Moh. Hafis Xafier <sup>2</sup>, Nurul Maisyaroh <sup>3</sup>, Muhammad Alkirom Wildan <sup>4</sup>

<sup>1</sup> Universitas Trunojoyo Madura; Indonesia; e-mail : [jsscafernda@gmail.com](mailto:jsscafernda@gmail.com)

<sup>2</sup> Universitas Trunojoyo Madura; Indonesia; e-mail : [muhammadhafisxafier@gmail.com](mailto:muhammadhafisxafier@gmail.com)

<sup>3</sup> Universitas Trunojoyo Madura; Indonesia; e-mail : [nrlmysrhmysrh@gmail.com](mailto:nrlmysrhmysrh@gmail.com)

<sup>4</sup> Universitas Trunojoyo Madura; Indonesia; e-mail : [wildan.alkirom69@trunojoyo.ac.id](mailto:wildan.alkirom69@trunojoyo.ac.id)

\* Corresponding Author : Jessica Fernanda Audrelya

**Abstract:** This study aims to understand the impact of discount promotions on consumer purchasing decisions on the Shopee platform. In today's digital era, e-commerce has brought major changes in people's shopping patterns, where discounts are one of the most attention-grabbing strategies. Through a quantitative approach, data was collected from 100 students of Trunojoyo University Madura who are active users of Shopee. The results showed that discounts have a real influence on purchasing decisions. Discounts are not only able to attract consumers' attention, but also encourage them to make purchases immediately and build loyalty to the platform. This finding reinforces that discount promotion is still one of the effective marketing strategies in the face of fierce competition in the e-commerce industry.

**Keywords:** Promotion, Discount, Purchase Decision, E-commerce, Shopee

## 1. Introduction

Developments in information and communication technology have had a significant impact on consumer behavior, especially in the way they shop (Singh et al., 2024). E-commerce, as one of the results of this progress, has become the main choice for many consumers around the world, including in Indonesia. Consumers are often faced with a variety of very attractive discount promotional offers from various e-commerce platforms (Li & Chen, 2024). Shopee, which is one of the leading e-commerce platforms in the country, offers a variety of products at competitive prices and various marketing strategies to attract consumers' attention. Among these strategies, discounts are a key element that is often used. This situation creates intense competition, encouraging consumers to pay more attention to price and value aspects when making purchasing decisions, which in turn affects their shopping patterns.

The importance of this phenomenon lies in its impact on consumer behavior and business strategies. In an environment filled with discount promotional offers, consumers have become more discerning and selective in choosing products (Ghose & Lowengart, 2013). They are not only looking for the best quality goods, but also those that offer the best value for their money. For business actors, understanding the influence of discount promotions on consumer purchasing decisions is crucial to designing effective marketing strategies (Rijal et al., 2024). By knowing how consumers react to these offers, companies can optimize their campaigns. This can increase customer loyalty, and ultimately, increase sales. In addition, this phenomenon also reflects changes in consumer behavior that are increasingly influenced by technology and easily accessible information. Therefore, analyzing the influence of discount promotions is not only relevant to understanding current market dynamics but also to formulating long-term strategies that can adapt to changing consumer trends and preferences (Kartomo, 2024).

To overcome the impact of discount promotions on consumer purchasing decisions, business actors and other stakeholders need to take a series of comprehensive and planned strategic steps (Dickson, 2025). One strategy that can be done is to conduct in-depth market

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segmentation (Shekhawat et al., 2020). Business actors must conduct a more in-depth analysis of the market to understand consumer characteristics, preferences, and behavior (Shekhawat et al., 2020). By identifying specific market segments, companies can design more relevant and attractive offerings, so that they can meet the unique needs of each consumer group (Camilleri, 2018). For example, by understanding demographics, psychographics, and shopping behavior, companies can adjust the products and promotions offered (Lin, 2002). In addition, companies need to evaluate the effectiveness of the discount promotion strategy implemented (Nilsagård et al., 2025). By collecting feedback from consumers and analyzing the results obtained, companies can make the necessary adjustments to improve their approach (Nilsagård et al., 2025). This process not only helps in identifying what is working and what is not, but also enables companies to remain relevant and responsive to changing consumer needs and preferences.

## **2. Preliminaries or Related Work or Literature Review**

### **2.1. Promotion**

Sales promotion is a key component of a marketing strategy that involves various incentive tools, usually designed for the short term, aimed at encouraging consumers or merchants to purchase products and services in larger quantities or more quickly (Schmidt & Reda, 2017). Companies implement sales promotion strategies to accelerate the distribution of products to consumers, using methods that have been systematically designed in advance. A number of promotional strategies implemented by e-commerce Shopee, such as free shipping promos and big discounts, have been proven to have a significant partial influence on purchasing decisions (Hidayat & Riofita, 2024)

### **2.2 Discounts**

Discount is a strategy by giving a price cut from a predetermined price in order to increase sales of a product or service, discounts that are often given are usually quantity discounts and cash discounts (Pereira & Costa, 2015). Discounts are price cuts given by sellers to buyers as a reward for certain activities from buyers that are pleasing to the seller. (Brawijaya et al., 2018). Promotions and discounts are one of the most common marketing methods used by companies to attract consumer attention and increase sales figures. Nowadays, companies are required to innovate in their marketing strategies. Price discount promotions are often the main choice because they can provide direct incentives for consumers to make purchases. According to (Kotler & Keller, 2016), discount promotions not only function to increase sales volume, but can also influence how consumers view the value of the products offered. Research by (Putra et al., 2016) also shows that e-commerce platforms that offer attractive discounts can increase consumer purchasing interest and loyalty. This shows that promotions and discounts have significant potential in influencing people's purchasing decisions.

### **2.3 Purchasing Decision**

Consumer purchasing decisions are a series of processes that individuals or groups go through when choosing, buying, using, and evaluating products or services (Hosaini et al., 2020). The purchasing decision-making process is complex and influenced by various factors, such as price, product quality, and marketing strategies implemented. Research by (Aaker & Moorman, 2013) revealed that consumers tend to be more responsive to discount offers, especially when they feel they are getting more value from the product they are buying. Discounts can create a sense of urgency and encourage consumers to make immediate purchasing decisions, thereby increasing the likelihood of a transaction. Therefore, it is important to analyze the effectiveness of discount promotions so that companies can make optimal use of this strategy.

### 3. Proposed Method

In this section, you need to describe the proposed method step by step. Explanations accompanied by equations and flow diagrams as illustrations will make it easier for readers to understand your research.

This study uses a quantitative method that aims to describe and explain a problem with results that can be generalized. So it does not focus too much on the depth of information or analysis (Kriyantono, 2022). In data collection, this study uses a survey technique through a questionnaire. The independent variable in this study is the discount (X), while the purchasing decision (Y) acts as the dependent variable. The research subjects consisted of students of Trunojoyo University, Madura.

This study is explanatory in nature and aims to test the causal relationship between variables. Researchers will conduct statistical tests to determine whether or not there is an influence between these variables. There are two types of data used in this study, namely primary and secondary data. Primary data is obtained directly from the main source, in this case through a questionnaire filled out by respondents. Meanwhile, secondary data comes from supporting literature such as scientific journals, articles and theses. Researchers need to make a selection in choosing secondary data so that it is relevant to the research objectives.

Variable measurements were carried out using a Likert scale to assess respondents' opinions and perceptions. The variables Discount (X) and Purchase Decision (Y) are measured through questions that respondents must choose with the options: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2) and Strongly Disagree (1).

The research population included male and female students at Trunojoyo University, Madura, Management study program, Class of 2023, aged 18 to 25 years who are users of the Shopee platform and have made purchases more than three times. The sampling technique used purposive sampling where respondents were selected based on certain criteria. The research sample consisted of 100 respondents selected by distributing digital questionnaires (Google Form) to Management Students who use the Shopee e-commerce platform and then analyzed using Microsoft Excel. To analyze the effect of discounts on consumer purchasing decisions, this study uses regression and correlation analysis.

## 4. Results and Discussion

### 4.1 Results

#### Regression Analysis

This study uses simple linear regression analysis to measure the extent to which the independent variable (discount) influences the dependent variable (consumer purchasing decisions).

**Table 1.** Simple Regression Analysis Results

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>
Constant	2.021809793	0.487511434	4.14720487
Discount	0.770892314	0.058431763	13.1930354

Based on table 1, the following regression equation can be obtained:

$$Y = 2.021 + 0.770 X$$

From this equation it can be concluded that:

1. Constant (a) = 2.021 shows the basic value of the purchasing decision when the discount variable is zero. This means that without the influence of discounts, the average consumer purchasing decision (Y) is at 2.021.
2. The regression coefficient of the discount variable (X) = 0.770 indicates that for every increase in the variable X, consumer purchasing decisions (Y) will increase by 77%. Conversely, if the discount decreases, consumer purchasing decisions will decrease. A positive coefficient value proves that there is a unidirectional relationship between discounts and consumer purchasing decisions so that it can be concluded that the higher the discount, the higher the consumer purchasing decision on the Shopee platform.

#### Correlation Analysis

Correlation analysis is used to measure how closely related the independent variable (discount) and the dependent variable (consumer purchasing decisions) is.

**Table 2.** Correlation Analysis Results

<i>Statistics</i>	
Multiple R	0.799862667
R Square	0.639780286
Adjusted R Square	0.636104575
Standard Error	0.988360791
Observations	100

The results of the analysis in table 2 show an R square value of 0.639 (63.9%) which can be concluded that the discount variable is able to explain 63.9% of the total consumer purchasing decision variables. In other words, the influence of discounts on consumer purchasing decisions is quite strong. And some of the consumer purchasing decisions (36.1%) are influenced by other factors.

#### 4.2 Discussion

Discounts have a significant influence on purchasing decisions, discounts not only attract consumers' attention but also encourage them to make purchases. The results of the regression analysis found that discounts had an effect of 0.770 on purchasing decisions on the Shopee e-commerce platform. This shows that discounts have a major influence on consumer purchasing decisions by 77%. In the context of e-commerce like Shopee, discounts are an effective strategy because consumers are very sensitive to price offers. If Shopee continues to utilize discount strategies, they can increase customer loyalty and maintain a competitive market share. (Sholihah, 2025)

Discounts make a real contribution to increasing purchasing decisions, the bigger or more attractive the discount offered, the greater the chance of consumers deciding to buy the product (Lee & Chen-Yu, 2018). This is consistent with marketing theory which states that price reductions through discounts can increase the perception of product value in the eyes of consumers, thereby encouraging purchasing interest (Chapman, 1993). Discounts play an important role in attracting consumer interest in buying products. Price discounts have proven to be one of the most effective marketing strategies to attract consumer attention, increase sales volume, and encourage consumers to make purchasing decisions (Andrews et al., 2014). Companies that routinely offer various forms of discounts can take advantage of this strategy to maintain competitiveness in an increasingly competitive market. (Paraswati & Riofita, 2024)

Good sales promotions will make customers pause for a moment in consuming a product they usually buy, with sales promotions making them think about a brand and product (Junikon & Ali, 2022). Consumers make purchases as a result of the stimulation of a sales promotion offered. The hidden benefits of sales promotions, for example, if a customer takes an offer from a sales promotion if they buy three and only pay for two, then they will not buy competing products. (Prasetya & Eng, 2015)

#### 5. Conclusions

This study examines in depth the impact of discount promotions on consumer purchasing decisions on the Shopee e-commerce platform. Along with the rapid development of information technology, the way consumers shop has changed, where discounts have become one of the most effective marketing strategies. This study confirms that discounts are not just a way to attract momentary attention, but rather the main factor that significantly influences consumer purchasing behavior.

Using quantitative methods, this study proves that discounts have a real influence on consumer decisions when shopping at Shopee. Regression and correlation analysis revealed that consumers are not only attracted to discounts, but are also motivated to make purchases because of them. Discounts provide added value that is felt by consumers, thus encouraging increased purchasing interest and loyalty to the platform.

This study also highlights the important role of discount promotions as a highly relevant strategy in the increasingly competitive e-commerce environment. Shopee uses discounts to

strengthen its competitive position, expand market share, and build strong relationships with customers. These findings underscore the importance for companies to understand consumer behavior related to discounts and optimize promotional strategies in order to achieve maximum marketing results. In short, this study provides empirical evidence on the power of discount promotions in influencing purchasing decisions on e-commerce platforms. The results of this study serve as a valuable guide for marketers and business people in utilizing discounts effectively to increase sales and build customer loyalty.

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