

The Effect of Shopee Sales Promotion on Consumptive Behavior Among Teenage Girls

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Abstract

In this modern era, technology continues to develop rapidly. All companies are competing to increase sales in various ways including Shopee. Shopee is an e-commerce company that has succeeded in becoming a marketplace that people are interested in. So that the phenomenon of online shopping can be one of the causes of consumptive behavior in society. Shopee conducts effective sales promotions in attracting customers so that it can have an impact on consumers creating consumptive behavior. Sales promotion has the aim of increasing sales by motivating the target market to make purchases. Consumptive behavior is irrational behavior or behavior based on wants not needs.

Keywords:

Sales Promotion, Voucher, Rebates, Events, Consumptive Behavior

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INTRODUCTION

Sales promotion certainly has the goal of increasing sales of goods or services, so that the number of sales of products owned by the company continues to increase. The components used by the company in conducting sales promotions are giving gifts, lucky draws, giving discounts or discounts on purchases of goods or services, or special vouchers. Like any company in general, Shopee is an E-commerce company that has one of the best sales promotions in Indonesia, as can be seen from the various discount festivals given at various special celebrations held by Shopee. The phenomenon that occurs in Shopee's E-commerce in online shopping is Harbolnas Day. The phenomenon that is happening right now is extraordinary, how shopee can make the national shopping day a maximum success and reap the enthusiasm of the Indonesian people who are very crazy about online shopping. Apart from all the technology that can really help us, we can't deny that there are definitely negative impacts from this.

As technology has the ability to help humans, on the other hand technology can also cause harm to humans. One of them is the emergence of consumptive behavior. Consumptive behavior is the behavior of consuming goods or products that have no limits and tends to consume excessively. Consumptive behavior is a lifestyle to fulfill pleasure which is controlled by one's desire or desire. Usually consumptive behavior is more visible in women, consumptive behavior also often attacks young women, the cause is internal and external factors. Self-esteem is one of the internal factors that can influence the consumptive behavior of adolescent girls. Of course, consumptive behavior will cause bad things if it is not controlled for teenagers themselves, such as wasteful, lazy and can trigger criminal acts because someone who cannot control himself will justify any means to get what he wants.

It can be seen from Shopee consumers who have a dominance of women, this can be concluded because the facilities and goods provided by Shopee are closely related to women, the goods traded include fashion, make-up and various other interesting items. Consumers will be tempted by the sales promotions offered by the company if they find it profitable and attractive. To attract the attention of consumers, the main thing to do is understand how consumers buy behavior. In fact, not all consumers can act logically or rationally when making online purchases

LITERATURE REVIEW

SR Theory

Stimulus response (S - R) is the most basic communication model. This model is influenced by the discipline of psychology, especially the behavioristic one. Stimulus response theory is a simple learning principle, where the effect is a reaction to a particular stimulus. Thus, it can be understood that there is a link between the message in the media and the reaction of the audience. The main elements of the stimulus response include: The model describes the stimulus-response relationship. This model shows communication as a very simple action-reaction process. The SR model ignores communication as a process, especially with regard to the human factor. There is an implicit assumption in this S-R model that human behavior (response) can be predicted. In short, communication is considered static, humans are considered to behave because of external forces (stimulus), not based on their will, desire, or free ability. This model is more suitable when applied to air temperature control systems rather than human behavior.

Marketing Communication

Communication is also a process of delivering messages containing information sent through media intermediaries to recipients so that information can be received. Marketing is an activity that a company or organization carries out in order to exchange value about product information, or ideas that the company offers to customers.

Activities that can be defined as marketing activities carried out using communication tools that aim to provide information to many people in the hope of achieving company goals, namely increasing income as a result of purchasing products or using the services offered. Marketing communication can also be interpreted as a communication activity that functions to convey messages to consumers using various media and channels that are carried out with the hope of changes, such as changes in attitudes, changes in actions and also changes.

According to Kotler and Armstrong (2014: 428) the promotional mix used by the company, or also known as the marketing communication mix, consists of a mix of advertising, public relations, personal selling, sales promotion, and direct marketing. Usually used by companies to communicate persuasively and build relationships with customers.

Promotion Sale

According to Kotler and Keller (2016:622) Sales Promotion is a key element in a marketing campaign, which consists of a collection of incentive tools, most of which are short-term in nature, designed to stimulate consumers to buy products or services.

Sales promotion is a concept of activity to offer a product or service that aims to attract potential consumers to buy it. Of course all businesses and businesses will get an increase in sales with the help of the right promotion that must be carried out properly and correctly. The purpose of sales promotion is so that the company can attract new consumers who are expected to become customers and provide encouragement for customers to buy more, increase promotional activities between competitors or strive for an even distribution of goods.

According to Malau (2017:104) states that in sales promotions carried out by sellers or companies, they are grouped based on the goals to be achieved, namely:

- a. Customer promotion, which is a promotion based on motivating consumers to buy products or use certain services.
- b. Trade promotion, namely sales promotion is carried out in order to persuade traders, retailers, exporters and importers to sell goods or services obtained through sponsors.
- c. Sales-force promotion, namely sales promotion which has the aim of providing support for the sales force.
- d. Business promotion, namely sales promotion aimed at obtaining new customers, while maintaining contact with consumers and providing education to customers.

According to Kotler and Keller (2016:624) Sales Promotion has several indicators, including:

- a. Coupons (coupons) are tickets given to get a discount that can be used to buy a product. The purpose of coupons is to provide encouragement so that consumers can come back to buy goods (make repeat purchases).
- b. Rebates (rebates) That is a discount given when a sales promotion is held or can be given through advertising. Usually the price reduction is affixed to the packaging or the product is given a special mark. Rebates are usually informed via youtube, instagram, tik tok, advertisements, banners or TV advertisements. The benefit of discounted prices is that the amount of discounted prices can increase sales while providing a good image for the company. Giving discount prices can also attract consumer buying interest.
- c. Price packs / cents-off-deals (Package price agreements) are packages that have been designed with special prices usually added bonuses in the package. Additional bonuses will add additional products that are given for free when purchasing products at the same price. Usually the bonus is given directly in the package. The advantages offered include offering packages at economical prices, promotional price packages attracting consumers' attention and consumers liking promotions for packaged price packages.
- d. Samples are products that are produced in small and small quantities with the aim that consumers can try the product first for free. Samples are usually distributed directly to consumers who have purchased multiple products as gifts or samples can also be offered free of

charge during product demonstrations. Giving product samples is an effective way to introduce new products to consumers, which of course requires no small amount of capital.

Consumptive Behavior

According to Lubis (Lina & Rosyid, 1997), that consumptive behavior is an action that is carried out based on a desire which can be said to be irrational behavior, meaning that it does not have a rational level anymore. Consumptive behavior is the use of products that are not used up but have purchased other products that have the same function as the product used. So this can be attached to someone who consumes goods or services based on desires or desires not based on their needs.

Certainly consumptive behavior has a description or characteristics that define the consumptive behavior. According to Sumartono (2002:121) consumptive behavior can be identified through 7 things, including:

- a. Buy a product because you get a gift
- b. Buy a product because the product packaging is attractive
- c. Buying products for appearance and prestige
- d. Buying a product because the price is slanted or cheap
- e. Buying products only to keep the status symbol
- f. Using the product only to support self-esteem and self-conformity
- g. Tried more than 2 similar products (tried other brands)

According to Lina and Rosyid (1997) suggest that aspects of consumptive attitudes include:

- a. Impulse buying.

Purchases made without a plan or solely based on desire or desire without thinking about whether the decision was made to buy the item without knowing the usefulness or benefits of the product.

- b. Purchasing irrationally.

Purchases that are only based on someone's emotions, namely the urge to resemble other people or also because of feelings of pride when buying certain goods or products.

- c. Waste (wasteful buying).

Purchases that are not based on needs but only desires that cause the product purchased does not match the needs and only spends money.

RESEARCH METHODS

The object of research is the target of scientific research to obtain data with a certain purpose and use about something that is objective, valid and reliable about a certain thing (variable).

This study was conducted to prove the effect of shopee sales promotion on consumptive behavior in adolescent girls in Kelapa Gading. So the object of this research is Shopee's sales promotion. This research was conducted by distributing a questionnaire (google-form) to Shopee female teenage consumers.

In this research, the writer uses associative research strategy. According to Sugiyono (2019:65) associative research is a problem formulation that is looking for a correlation between two or more variables. In this study, associative research strategy is used to identify how much influence the variable X (independent variable) which consists of vouchers (X1), rebates (X2), events (X3), has on variable Y, namely Consumptive Behavior (dependent variable), either partially or partially. or simultaneously.

The method used in this research is a survey method, in which the author will distribute questionnaires to obtain data. So the approach used in this research is a quantitative approach. According to Sugiyono (2019:17) quantitative research is defined as a method that has a foundation in the philosophy of positivism and so that it can be used to examine

predetermined samples, obtain data and use research tools in analyzing statistical/quantitative data, with the aim of testing predetermined hypotheses.

The type of data used in this study used primary data collection. Primary data is original data collected by the author for the results to answer research problems specifically, while the data collection technique in this study is in the form of a questionnaire (questionnaire). According to Sugiyono (2019:199), the questionnaire is a data collection technique used by providing a collection of questions or statements to respondents to answer. This data collection technique was carried out by researchers by distributing a list of written questions on google form to adolescent girls who used the Shopee application in Kelapa Gading. Data collection is also based on the answers and responses of respondents to questions/statements posed by the author.

According to Sugiyono (2017: 194) data collection techniques are methods used in a study to collect data obtained through questionnaires (questionnaires), interviews (interviews), observations (observations) and also a combination of the three. Data collection techniques can be done by interview (interview), questionnaire (questionnaire), observation (observation), and a combination of the three. The author will use data collection techniques in the form of a questionnaire or questionnaire.

Questionnaire is a method of collecting data by researchers by providing several questions or written statements to respondents to respond to. In this study, the questionnaire functions as a tool to find information based on personal experience contained in the form of questions or statements that are in accordance with the respondent's circumstances. The questionnaire in this study was aimed at young women in Kelapa Gading who used the Shopee application. The author uses a closed questionnaire, which is a questionnaire that presents questions and provides choices in the form of limited answers so that respondents cannot freely give answers according to their thoughts. What is important in a survey is that all respondents are asked the same questions avoiding confusion.

The sampling technique used in this study is a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations in Sugiyono (2017:85). Purposive sampling technique is a sampling method that has a specific purpose that is not based on strata, random, or geography. This technique is used because of several considerations such as sampling based on certain characteristics and criteria which are the main characteristics of a population.

Sugiyono (2017:85) defines purposive sampling as a sampling technique with special considerations. This researcher uses the following criteria:

- a. Teenage Girls aged 16 - 21 years in Kelapa Gading
- b. Have Shopee app

Therefore, the theoretical basis used by the author to determine the number of samples to be used in this study is Ferdinand's Multivariate Research (2006) which suggests a minimum sample size of 5 to 10 for each question. So that this study has 17 questions, it can be obtained the following calculations:

$$\begin{aligned} N &= 5 \times \text{number of questions} \\ &= 5 \times 17 \\ &= 85 \text{ respondents} \end{aligned}$$

The number of samples that will be used in this study is 85 respondents.

RESULT AND DISCUSSION

This study uses quantitative methods with the help of SPSS 22.0 software to calculate validity and reliability tests, descriptive analysis, normality tests, F statistical tests, t statistical tests, and coefficients of determination tests. With brand repositioning as the independent variable and customer loyalty as the dependent variable. Thus, the authors distributed questionnaires to 85 respondents with predetermined criteria to determine the effective sales promotions in

attracting customers so that it can have an impact on consumers creating consumptive behavior in Kelapa Gading.

Validity test is useful for stating a statement is said to be valid. The author has tested the validity of 30 respondents. The data is (pre-questionnaire) before being distributed according to the sample taken.

Reliability test is a test used to determine whether the statements used in the questionnaire can be declared reliable so that they can be used consistently. To find out whether a variable can be declared reliable if Cronbach's Alpha > 0.60. This reliability test has been carried out on 30 respondents (pre-questionnaire) to prove the questionnaire instrument is reliable.

The normality test used by the author is Kolmogorov Smirnov, seen from the results obtained that Asymp sig. (2-tailed) 0.080 > 0.05 so it can be stated that the data used is normally distributed.

multicollinearity test that the VIF of each independent variable is said to have no multicollinearity if the VIF is < 10 and the tolerance is more than 0.1. So it can be concluded from the results above that the sales promotion variable, namely vouchers has a VIF of 1.203 < 10 and a tolerance of 0.831 > 0.1, Rebates has a VIF of 1.503 < 10 and a tolerance of 0.664 > 0.1 and Events has a VIF of 1.293 < 10 and a tolerance 0.773 > 0.1. So it can be stated that the independent variable does not have a multicollinearity problem.

homoscedasticity test through the glejser test the results obtained that sig. Each variable has a value of more than 0.05 which can be said that this indicates that there is no heteroscedasticity in the regression model in this study.

The calculated F value is 44,905 and the sig value is 0.000 < 0.05 which means that H_a is accepted and H_0 is rejected. So we can conclude that the regression model can be used or is feasible to use.

The Correlation or relationship between the independent variables and the dependent variable consisting of vouchers, rebates, and events and consumptive behavior which has an Adjusted R Square value of 0.625 which indicates that there is a simultaneous influence between the independent variables (vouchers, rebates and events) on consumptive behavior of 62.5% while the remaining 37.5% is influenced by other factors that are not included in the regression model of this study.

CONCLUSIONS

Based on the research that the author did, namely examining the Effect of Shopee Sales Promotions (vouchers, rebates, and events) on consumptive behavior, the authors can draw the following conclusions:

1. Voucher variable does not have a significant positive effect on consumptive behavior among adolescent girls.
2. Rebates variable has a significant positive effect on consumptive behavior among adolescent girls.
3. The Events variable has a significant positive effect on consumptive behavior among adolescent girls.
4. In this study the authors used 3 independent variables included in Shopee's sales promotion, namely vouchers, rebates and events and one dependent variable, namely consumptive behavior and the results of the study were good and positive. It can be seen that consumptive behavior is influenced by vouchers, rebates and events by 0.625 or 62.5% seen from the Adjusted R Square value, while 37.5% is influenced by other variables.

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