

ANALYSIS OF FLASH DEALS AND FREE DELIVERY ON TWIN DATES E-COMMERCE SHOPEE ON PURCHASE DECISIONS: A LITERATURE REVIEW

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Abstract

The rapid advancement of technology has led to the significant growth of marketplaces in Indonesia. Shopee has emerged as the largest e-commerce platform in the country. The abundance of attractive offers and promotions, especially during special dates like 10.10 and 12.12, has encouraged consumers to shop on Shopee. Flash Deals and Free Delivery have become Shopee's primary marketing strategies to entice consumers to make purchasing decisions and stay ahead of the intense competition among e-commerce platforms. This research aims to investigate the influence of Flash Deals and Free Delivery during Shopee's special dates on consumer purchasing decisions. The study employs a literature review methodology, involving a comprehensive review of online journal articles and books accessed through Google Scholar. Findings from this literature review suggest that Flash Deals and Free Delivery during Shopee's special dates significantly influence consumer purchasing decisions.

Keywords: flash deals, free delivery, purchasing decision

Introduction

Along with the development of technology and changes in consumer behavior, e-commerce in Indonesia is also increasing and developing. Data in April 2021 revealed that 87.1 percent of Indonesian internet users purchased products and services online, so Indonesia now occupies the top position with the most used e-commerce service country in the world (We Are Social, 2021). Due to the many new e-commerce that has emerged with various benefits and conveniences for consumers and the competitiveness between e-commerce one and another in Indonesia, e-commerce competes with each other to become superior in various aspects. As a giant e-commerce in Indonesia, the products available on Shopee vary greatly such as fashion, electronics, automotive, health and beauty products, to daily necessities (Asih, 2024). Shopee itself provides a variety of attractive features, services, offers and promotions. Shopee routinely provides attractive promos every month, especially on twin dates called "Beautiful Dates", such as on 10.10, 12.12. Featured promos offered such as Flash Deals and Free Delivery.

To increase customer loyalty, the marketing strategy used by Shopee is to hold Flash Deals on twin dates. Short sales known as Flash Deals are part of a marketing tactic to boost sales through larger discounts offered on products within a certain time (Zakiyyah, 2018). Flash Deals are direct purchases of the price of an item for a limited time (Sutarso, 2010). In other words, Flash Deals are a sales mechanism where the price of a product is drastically lowered to increase sales volume in a certain time. The existence of Flash Deals is able to encourage customers to make purchase transactions so that those transactions have an impact on increasing sales of certain products. In the bargaining process, Flash Deals products have special power, because the price of the goods is much more affordable according to what consumers want compared to normal prices (Jannah et al., 2021). Therefore, Flash Deals on twin dates are not only beneficial for users who want to shop at a lower price, but also profitable for sellers who want to increase the store's ranking. Shopee also offers Free Delivery on twin dates.

During the Shopee transaction process, buyers are charged a shipping fee. The nominal amount of this fee adjusts to the seller's location with the buyer's delivery distance (Alawiyah, 2023). Free Delivery is one of the best marketing strategies from Shopee, this Free Delivery promo usually appears on the first page of Shopee (A. N. Sari et al., 2024). This Free Delivery can be used in all categories by all Shopee users. Free Delivery helps buyers ease the burden of the total shipping price through automatic shipping fee discounts or only pay for the product without being charged shipping fees if it meets the

terms and conditions, namely by spending a minimum of IDR 30,000 to IDR 150,000, consumers get a discount on shipping costs ranging from IDR 15,000 to IDR 40,000. There are many things that affect consumers when making decisions to do purchase of a product. A purchase decision is when a buyer makes a decision to acquire a product or service after considering various factors such as the brand of a product, the location of the purchase, the amount purchased, the time of purchase, and the payment method (Kotler & Keller, 2013). Purchasing decisions involve three main stages: choosing, buying, and consuming products (Sutarso, 2010).

Based on the description above, the main purpose of the work is to analyze the influence of the variables Flash Deals and Free Delivery on the twin dates of Shopee e-commerce on purchase decisions. Based on the problems that have been described, the formulation of the problem in this scientific paper is whether Flash Deals and Free Delivery on twin dates affect purchase decisions.

Methods

In this scientific work, the author uses a method that is literary. So the author conducts library research. Literature research is a type of research that is carried out in a planned and regular manner through searching, collecting, processing and summarizing data that has been obtained from a variety of sources. Various types of information are found in libraries, such as reference books, articles, previous studies, notes, and journals (M. Sari & Asmendri, 2020). The process carried out by the author on this scientific paper is by collecting information from online journal article literature (Library Research) accessed through Google Scholar which has been published in the last 5 years, then written in Indonesian and the last 10 published books related to this scientific work.

Results and Discussions

This scientific thesis refers to relevant previous research and is used as a material for discussion on the topic of this scientific paper. The results of the previous study have been summarized briefly in table 1 below.

Table 1 Previous Research

No	Author	Year	Result
1	Miftakhul Jannah, Budi Wahono, Khalikussabir	2021	Hypothesis testing that has been carried out partially proves that result Flash Deals has a significantly positive effect on increasing purchasing decisions. Then referring to the results of the same test to prove that Free Delivery significantly influence purchasing decisions
2	Septia Indri Saputri, Ema Nurzainul Hakimah, Rino Sardanto	2022	Based on the test results, individually it can be seen that Flash Deals have a significant impact on purchasing decisions. Significant value Flash Deals is 0.000, that value is less. So, the hypothesis is accepted, which means that the flash deals sales variable has a strong influence on purchasing decisions. Free Delivery gets a value of 0.001, which is a lower value. So, the hypothesis is accepted, and means that Free Delivery influence purchasing decisions.
3	Tuti Alawiyah	2023	Based on the results of linear regression analysis testing on variable Free Delivery (X1) has an influence of 0.366 on purchasing decisions (Y). So that Free Delivery very influential in purchasing decisions.
4	Ani Appuliani, Langgeng Sri Handayani	2024	Based on calculations that have been carried out with the IBM SPSS 23 program, Flash Deals (X1) t count obtained was 4.883 and a significant value of 0.000. Hypothesis 1 (H1) states that "Flash Deals influence Purchasing Decisions", meaning Flash Deals very influential on purchasing decisions. Next, the variable "Free Delivery" (X2) got a calculated t value of 2.256 and a significant value of 0.026. This research found that hypothesis 2 (H2) said Free Delivery influence on Purchasing Decisions" is

			accepted. This shows Free Delivery influence purchasing decisions.
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Conceptual Framework

Based on the literature review, the conceptual framework model was obtained as follows:

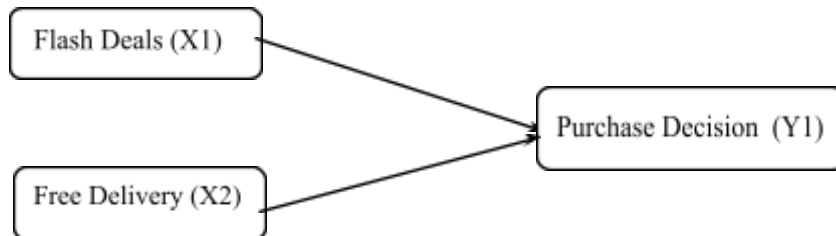


Figure 1
Conceptual Framework

Based on the conceptual framework above, then Flash Deals and Free Delivery influence purchase decision making.

Influence Flash Deals on shopee e-commerce twin dates towards purchasing decisions purchase

Flash Deals as price reductions at certain times are able to encourage consumers to make a purchase or make a purchase decision. The results have been examined (Appuliani & Langgeng Sri, 2024). Flash Deals very influential on the purchase decision. Purchase decision statements are influenced by promotions Flash Deals This is in line with the findings from previous research. Flash Deals have a significant impact on purchasing decisions. Significant value Flash Deals is 0.000, that value is less. So the hypothesis is accepted, which means that the flash deals sales variable has a strong influence on purchasing decisions (Indri et al., 2022). The results of the hypothesis test carried out show that Flash Deals significantly influence purchasing decisions (Jannah et al., 2021).

Influence Free Delivery on shopee e-commerce twin dates on purchasing decisions

Consumers believe there is an offer Free Delivery on twin dates makes consumers save more because they don't need to incur additional costs for shipping until the ordered goods arrive in the hands of consumers, this is what influences consumers to buy something. The results it has been researched that Free Delivery influence purchasing decisions (Appuliani & Langgeng Sri, 2024). Research on purchasing decisions is influenced by promotions Free Delivery This goes hand in hand with the results previous findings. Based on the results of linear regression analysis testing on variables Free Delivery (X1) has an influence of 0.366 on purchasing decisions (Y). So that Free Delivery very influential on purchasing decisions (Alawiyah, 2023). Free Delivery has a value of 0.001, where this value is lower. So the hypothesis is accepted, and means that Free Delivery influence purchasing decisions (Indri et al., 2022). Free Delivery significantly influence purchasing decisions (Jannah et al., 2021).

Conclusion

Based on relevant theories and articles, conclusions can be drawn that Flash Deals and Free Delivery on twin dates e-commerce Shopee has a big influence on purchasing decision making. Because consumers want economical prices as well reducing additional costs feels helped by this Flash Deals And Free Delivery which offered by Shopee.

Suggestion

Apart from Flash Deals and Free Delivery, there are still many other factors that can influence purchasing decisions on the Shopee marketplace twin dates. Therefore, apart from the variables discussed in this scientific work, additional research is still needed to analyze other factors that can influence buyers' purchasing decisions on the Shopee e-commerce twin date. Further studies are expected to

increase the sample size or substitute less significant independent variables with variables that are more theoretically relevant in influencing purchasing decisions to obtain more reliable results.

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