The Effect of Discounts on Consumer Buying Interest in E-Commerce; Study on consumers who buy discounted products on E-commerce Tokopedia

WidiWinarso[1], Supardi[1*],Azizah[2], Kuswantinah[3], Su'aidy[4],

[1]*Faculty of Economics and Business, Bhayangkara Jakarta Raya University, Jakarta*
[2]*STIE APRIN Palembang*
[3]*FacultyofEconomic, Sjakhyakirti University, Palembang*
[4]*STIKES Abdurahman Palembang*

ABSTRACT
This study was made with the aim of knowing the effect of the discount on consumer buying interest in E-commerce, and how much influence the discount has on people's buying interest in general. This research is expected to provide benefits for the parties in need, as for theoretical and practical benefits. With this research, it is expected to increase knowledge and insight regarding the effect of discounts on buying interest in shopping through E-commerce which is useful for the running of many people's businesses, as well as theoretical knowledge that can be learned in lectures.
Keywords: E-commerce, marketing, discount

I.   INTRODUCTION
Shopping is an activity carried out by all members of society with the aim of meeting human needs, these needs are usually classified into basic needs, secondary needs, and tertiary needs. In the past, people needed to come to shopping places such as shops or shopping centers in order to interact with sellers. In the 21st century, shopping activities have been affected by the effects of technological advances. All members of the public can easily shop at their homes through applications used on Smartphones. Products purchased will be delivered to the buyer's house by courier. How to trade with the help of the latest technology is often called electronic commerce or E-Commerce. The presence of E-Commerce in people's lives is very helpful for the community. E-Commerce can ease the burden of daily life by helping facilitate shopping transactions. E-Commerce also makes it easier for producers to sell their products or services online or online so that producers do not have to have a physical store to carry out their economic activities. By eliminating the need for physical stores, manufacturers can easily carry out marketing and promotional activities so that they can sell their products anytime and anywhere to their consumers.

The development of E-Commerce began in 1994 at which time several companies began to use electronic banners for the purpose of promotion and advertising on a page on the website. Since then, E-Commerce has continued to grow bigger and bigger. Along with the development of technology, E-Commerce also began to develop into a trading activity that uses the help of the World Wide Web. The development of E-Commerce continues to increase over time. So that in 2020, Statista noted that more than two billion individuals have used the help of E-Commerce to buy goods or services online. However, the number of consumers who use E-Commerce also raises various competitors in the world of E-Commerce sales.

The Central Statistics Agency noted that in 2020 there were 17,063 E-Commerce businesses spread across 34 provinces of Indonesia. Competition in the world of E-Commerce forces manufacturers to be more creative and innovative. Producers must look at all ways of promotion and create an advantage that can make their business more prominent so that it becomes the choice of the wider community. Consumer interest in owning and buying a product or service can be influenced by various impulses related to consumer buying interest. The impulse from within the consumer to

consume a product is a response to a stimulus (stimuli) that can come from within the consumer and from things outside the consumer. Kotler stated that buying interest can be defined as behavior that arises in response to an object that can increase the customer's desire to make a purchase. Stimuli - stimuli that can help companies to influence consumer buying interest can come from marketing strategies, where one of these strategies is a discount strategy.

Manufacturers need to analyze and choose various marketing strategies in order to balance consumer behavior and win the competition in similar industries. One of the various strategies that can be used by producers is a promotional strategy. Promotion is a form of marketing communication carried out to disseminate information, influence, persuade, or increase the target market for the company and its products so that people can accept, buy and also be loyal to the products offered by the company (FandyTjiptono). One form of promotion that is often used by companies is a discount. Kotler and Armstrong (2008:9) state that a discount is a direct price reduction for a purchase within a certain period of time. Discounts can be one of the stimuli that affect consumer buying interest. E-Commerce can provide discounts at certain times to increase consumer buying interest so that consumers decide to buy a product on the E-Commerce. Therefore, we are interested in conducting a study entitled 'The Effect of Discounts on Consumer Buying Interest in E-commerce' to examine more deeply how much influence discounts can have on consumer buying interest and its impact on purchasing decisions.

RESEARCH METHOD

The type of research used in this research is quantitative research. The type of quantitative research itself is the process of measuring data that can be measured, calculated, and in numerical form. This research uses quantitative research because the process of measuring data provides a relationship between empirical observations and mathematical expressions of quantitative relationships.

The research approach used in this research is descriptive quantitative. Quantitative research approach can be defined as a research method based on the philosophy of positivism, used to examine a particular population or sample. The sampling technique is generally done randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing the established hypothesis. (Sugiyono, 2010).

The population in this study are consumers in e-commerce. The sampling form in this study is a quantitative descriptive form with a sampling technique. In determining the sample, it was done randomly by distributing google forms to 57 respondents through social media. The sample of this research is 57 consumers in e-commerce who buy discounted products from the entire population.

II. RESULTS AND DISCUSSION

Descriptive statistical analysis was conducted in order to obtain a summary of the data from the research conducted. The results of the descriptive statistical analysis are as follows:

Statistics

		Diskon	Minat Beli
N	Valid	57	57
	Missing	0	0
Mean		7.5789	8.9298
Median		8.0000	9.0000
Mode		8.00	9.00
Std. Deviation		.68000	1.85029
Variance		.462	3.424
Skewness		-1.356	-.420
Std. Error of Skewness		.316	.316
Kurtosis		.538	.906
Std. Error of Kurtosis		.623	.623
Range		2.00	9.00
Minimum		6.00	3.00
Maximum		8.00	12.00
Percentiles	25	7.0000	8.0000
	50	8.0000	9.0000
	75	8.0000	10.0000

Based on the results of SPSS output, the Mean, Median and Mode values of each data based on discounts and buying interest are 7.5789 and 8.9298, 8.000, and 9,000 and for Mode of 8 and 9 The display results also show Minimum and Maximum values of 6 respectively. and 3, for the maximum values of 8 and 12. The SPSS output also obtained the values of Variance, Range and Standard Deviation with values of 0.462 and 3.424 squared, 2 and 9, and 0.68000 and 1.85029 In addition, the values of kurtosis and Skewness were also obtained. are 0.538 and 0.906, and the skewness value is -1.356 and -0.420. The 25th, 50th, and 75th percentile values were also obtained at 7.0000 and 8.0000, 8.0000 and 90000, and the last one was 8.0000 and 10.0000.

The normality test is carried out to ensure that the regression model that will be used later has a residual value that is normally distributed. The results of the normality test from this study are as follows:

Based on the results of SPSS output, the sig value of the variable 0.200 is smaller than the alpha value of 0.05. Therefore, it can be concluded that the residual data is normal.Heteroscedasticity test was carried out to determine whether there was an inequality of variance from the regression model data. The results of the heteroscedasticity test from this study are as follows:

Correlations

			Diskon	Unstandardiz ed Residual
Spearman's rho	Diskon	Correlation Coefficient	1.000	.054
		Sig. (2-tailed)	.	.689
		N	57	57
	Unstandardized Residual	Correlation Coefficient	.054	1.000
		Sig. (2-tailed)	.689	.
		N	57	57

Based on the results of SPSS output, the sig value of the advertising variable in the media and the recommendations of others is 0.689, which is greater than the alpha value of 0.05. Therefore, it can be concluded that there is no heteroscedasticity.

Correlation Autocorrelation test is a test method to check whether there is a correlation between residuals. The results of the autocorrelation test in this study are as follows:

Runs Test

	Unstandardiz ed Residual
Test Value[a]	-.21138
Cases < Test Value	20
Cases >= Test Value	37
Total Cases	57
Number of Runs	25
Z	-.578
Asymp. Sig. (2-tailed)	.564

a. Median

Based on the results of SPSS output, obtained a sig value of 0.564 which is greater than the alpha value of 0.05. Therefore, it can be concluded that there is no autocorrelation.

Simple regression analysis is a type of test carried out to determine the pattern of relationships between variables. The results of the simple regression test in this study are as follows:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.246[a]	.060	.043	1.80977

a. Predictors: (Constant), Diskon

b. Dependent Variable: Minat Beli

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.579	1	11.579	3.535	.065[b]
	Residual	180.140	55	3.275		
	Total	191.719	56			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Diskon

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.862	2.706		1.427	.159
	Diskon	.669	.356	.246	1.880	.065

a. Dependent Variable: Minat Beli

Based on the results of SPSS output, the calculated T value is 1.880 which is greater than T table 1.67 and is supported by a sig value of 0.065 which is greater than the alpha value of 0.005. Therefore, it can be concluded that there is a significant effect between discounts on buying interest.

III. CONCLUTION

Based on the results of research that has been done, it can be concluded that there is an effect of discounts on consumer buying interest in e-commerce (study on consumers who buy discounted products in e-commerce). From the results of Linear Regression Analysis, the calculated T value is 1.880 which is greater than T table 1.67 and is supported by a sig value of 0.065 which is greater than the alpha value of 0.005. Therefore, it can be concluded that there is a significant effect of discounts on consumer buying interest in E-Commerce.

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