

Effect of Promotional Strategy on Consumer Interest in Online Shopping at Shopee.

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Abstract

The purpose of this research is a quantitative type of research with the aim of knowing the effect of promotional strategies on consumer interest in shopping online at Shopee (a case study on students of the Faculty of Economics and Business, Unismuh Makassar, Management Study Program class of 2018). The sample in this study amounted to 76 respondents. Data was collected by observing and distributing questionnaires. In this study, the data sources used in data collection include primary data. The research instrument used in this study used the Likert scale method. Based on the results of data research using statistical calculations through the Statistical Package for Social Science (SPSS) version 25 application regarding the effect of promotional strategies on consumer interest in online shopping at shopee (a case study on students of the Faculty of Economics and Business , Unismuh Makassar, 2018 Management Study Program) which has been discussed from the previous chapter, the authors draw an important conclusion, namely the promotion strategy has a positive and significant effect on consumer interest.

1. Introduction

The development of the internet in Indonesia has significantly impacted consumer behavior, particularly in terms of purchasing and accessing services. The convenience, effectiveness, security, and speed offered by online platforms have led to a surge in online businesses, many of which utilize social media as a primary tool for marketing. This digital transformation has not only revolutionized communication but has also given rise to new concepts and orientations in various fields, including business and marketing. Traditional face-to-face interaction models have evolved into modern electronic-based interactions, where transactions for goods and services are conducted online.

Online shopping, in particular, has become a prevalent form of business in the current digital landscape. The internet is now not only a communication medium but also a key marketing platform for businesses. As society becomes more modern and trend-conscious, businesses increasingly leverage internet media to promote their products, keeping pace with technological advancements and changing consumer preferences.

In the competitive business landscape, product quality alone is not sufficient to capture market share. Effective communication and reliable marketing strategies are essential to stand out and succeed. Providing quality information, marketing products effectively, and ensuring competitive pricing and availability are crucial components of a successful marketing strategy. With the advent of advanced information and communication technologies, online marketing has become more efficient and effective. Marketers leverage internet media to promote their products and build relationships with customers, with online shops or e-commerce platforms becoming increasingly popular. Social media promotion, in particular, has emerged as a cost-effective way to reach a broad audience and increase sales.

One such popular e-commerce platform in Indonesia is Shopee, which has gained widespread popularity, especially among young people and students. Shopee's focus on mobile platforms makes it easy for consumers to shop directly from their smartphones. Offering diverse discounts and promotions, such as free delivery and monthly discount

events, has been instrumental in attracting and retaining customers.

Consumers' purchasing decisions are influenced by various factors, including perceived product quality and affordability. Quality products and competitive pricing play significant roles in driving consumer decisions and increasing product sales. As consumers prioritize quality in their purchasing decisions, businesses must focus on delivering high-quality products to build customer loyalty and drive sales growth.

2. Literature Review

2.1 Marketing Management

Kotler and Armstrong (2019) stated that marketing management involves the analysis, planning, implementation, and control of designed programs to create, build, and maintain profitable exchanges with the target market, aiming to achieve organizational goals. Marketing is the whole system of various business activities or intended efforts to plan, determine the price of goods or services, promote, distribute, and satisfy consumers (William J. Stanton, 2001).

2.2 Promotion Strategy

Assauri (2011:269) explains that a promotional strategy is the best combination of strategies from promotional elements, namely advertising, personal selling, sales promotion, and publicity. Promotion is one of the priority components of marketing activities that informs consumers about interesting new products, encouraging them to make a purchase (Hermawan, 2012). On the other hand, Kotler and Keller (2014) stated that sales promotion is a short-term incentive to stimulate purchases or sales of a product or service. The aim of promotion is to attract consumers to try products, sway consumers from competitors' products, and reward loyal consumers (Kristinae, 2018).

2.3 Consumer Interest

According to Keller (quoted from Dwiyantri, 2008), consumer interest refers to

how likely consumers are to purchase a brand or switch from one brand to another. Meanwhile, Mittal (2008) stated that consumer interest functions based on the quality of the product and the quality of service. Ferdinand (2006) identified indicators to measure consumer interest as follows:

- a. Transactional interest: This refers to the trend of someone buying a product.
- b. Referential interest: This refers to the trend of someone recommending a product to others.
- c. Preferential interest: This illustrates the behavior of someone who has a preference for a particular product. This preference can only be replaced if something significant happens with the product.
- d. Exploratory interest: This illustrates the behavior of someone seeking information about products they are interested in and searching for information to support the positive traits of the product.

3. Research Methods

The type of applied research in this study is descriptive research with a quantitative approach. Arikunto (2013:12) explained that the quantitative approach is used because it involves the use of numbers, from data collection, interpretation, to the presentation of results. The internal data type in this study is primary data, which refers to data obtained directly through observations or questionnaires from respondents. The internal data source for this study is students from the Faculty of Economics and Business, management class of 2018 at Unismuh Makassar.

The population for this research consists of students from the management study program at the Faculty of Economics and Business, Unismuh Makassar, who used the Shopee application in 2018. After determining that 60% of the 533 students used the Shopee application, the population was adjusted to 320 students. For this study, the sample consists of a portion of the students enrolled in the management program at the Faculty of

Economics and Business, Unismuh Makassar. The sample size was determined using simple random sampling technique, and the sample size was calculated using the Slovin formula. Based on the calculation, the sample size was determined to be 76 respondents using the simple random sampling technique. The data collection methods used in the study are as follows:

1. Literature review: This involves collecting data by studying books, journals, notes, and previous research findings to obtain theoretical foundations relevant to the research problem. Literature review is essential as it provides researchers with a scientific basis and relevant information necessary for the study.
2. Observation: Observation is the systematic process of observing and recording visible elements or symptoms of the research objects. This method, as described by Widoyoko (2014:46), is utilized to evaluate both cognitive and non-cognitive aspects of the respondents.
3. Questionnaire: This method involves providing a set of written questions or statements to respondents to gather data. As stated by Sugiyono (2017:142), questionnaires are used to simplify and measure the behaviors and attitudes of the

respondents, making it an efficient data collection technique.

4. Results and Discussion

Table 4.1 Gender _

Gender	Frequency	Percent
Man	28	36.8%
Woman	48	63.2%
Total	76	100%

Source : Primary data processed in 2022

From Table 4.1, it is evident that female respondents constitute 63.2% of the total, while male respondents make up 36.8%. This indicates that the female gender dominates online shopping. Women tend to prefer online shopping due to its ease of access via Android devices, eliminating the need for direct interaction. Online shopping activities save time in finding desired items, making the process faster. On the other hand, some male respondents (36.8%) expressed concerns about the significant risks associated with online shopping. While online shopping offers convenience, there are also accompanying risks. One such risk is the uncertainty that arises because transactions are conducted without direct interaction. Therefore, consumers engaging in online shopping need to exercise thoroughness to ensure satisfaction with their purchases.

Table 4.2 Summary of Analysis Descriptive About Promotion Strategy (X)

No	Statement	Total Score	Mean	Category
1	Email marketing delivers attention more to candidate consumer	277	3.64	CS-S
2	Offer via email more fast and practical	271	3.57	CS-S
3	Response customer more tall If use email marketing	268	3.53	CS-S
4	Online offers via company blog more easy obtained candidate consumer	287	3.78	CS-S
5	Consumer will enthusiastic If get promotion via the company blog	296	3.89	CS-S
6	Many interesting promotions on online offers via company blogs _	301	3.96	CS-S
7	Promotion via the website is very easy obtained	291	3.83	CS-S
8	Offer via the website is very effective and easy accessed	288	3.79	CS-S
9	Via consumer websites Lots get attractive promos and discounts	297	3.91	CS-S
10	Website offers have creative look _ so that interesting attention consumer	305	4.01	S-SS
Variable average			3.79	CS-S

Source: Data processed by SPPSS 25

Based on the analysis results presented in Table 4.2, the average assessment of respondents towards promotional strategy variables falls within the criteria of "Enough agree" to "Agree". The highest evaluation from respondents is observed in the statement "The website offers a creative look, capturing the attention of consumers" with a score of 4.01, indicating a strong agreement. Conversely, the lowest evaluation is found in the statement "Customer response is higher when using email marketing" with a score of 3.53, still

falling within the criteria of "Enough agree" to "Agree". The overall average value of the variable is 3.79, which significantly indicates agreement among respondents. These results suggest that promotional strategies play a significant role in influencing online shopping behavior on Shopee. The positive assessment of various aspects of promotional strategies indicates their effectiveness in capturing consumer interest and engagement, thereby contributing to the success of online shopping on the platform.

Table 4.3 Summary of Analysis Descriptive About Interest Consumer (Y)

No	Statement	Total Score	Mean	Category
1	I am interested in shop on the app shopee Because available various type interesting product _	327	4.30	S-SS
2	I shop on the app shopee because of the shipping process safe until to objective	328	4.32	S-SS
3	I recommend product shopee is the best to other people	298	3.92	CS-S
4	I shared the product link shopee on social media	284	3.74	CS-S
5	I choose shop on shopee Because more economical and practical	325	4.28	S-SS
6	Besides price cheap , product shopee also has good quality _	316	4.16	S-SS
7	Choose shop on shopee Because lots of attractive promotions and free fares Send	320	4.21	S-SS
8	Before buy product on the application shopee , me will reviewing existing reviews on purchase _ every product	313	4.12	S-SS
9	I always shop on the app shopee after get advertisement from social media	295	3.88	CS-S
10	I made sure quality product shopee with ask directly to the product admin via chat seller so no happen misunderstanding after transaction	308	4.05	S-SS
Variable average			4.09	S-SS

Source : Data processed by SPSS 25

Based on results The analysis shown in table 4.3 shows the average assessment respondents to variable interest consumer including in criteria Enough agree with agree that is statements 3,4 and 9. As for what is included criteria agree very much agree that is statements 1,2,5,6,7,8 and 10. Assessment highest respondent is in the statement item "I shop on the app shopee because of the shipping process safe until to goal " of 4.32 which means including category agree very much agree . Evaluation Lowest respondents is in the statement item "I share product links

shopee on social media" of 3.74 which means including criteria Enough agree with agree . As for the average value of the variable of 4.09 which is significant including category agree very much agree . Based on results the can concluded that shop online on shopee can interesting interest consumer with Good .

Table 4.4 Promotion Strategy Validity Test Results (X)

No	Statement	Corrected Item-Total Correlation	r table	Ket .
1	Email marketing delivers attention more to candidate consumer	0.680	0.225	Valid
2	Offer via email more fast and practical	0.752	0.225	Valid
3	Response customer more tall If use email marketing	0.793	0.225	Valid
4	Online offers via company blog more easy obtained candidate consumer	0.745	0.225	Valid
5	Consumer will enthusiastic If get promotion via the company blog	0.826	0.225	Valid
6	Many interesting promotions on online offers via company blogs _	0.826	0.225	Valid
7	Promotion via the website is very easy obtained	0.717	0.225	Valid
8	Offer via the website is very effective and easy accessed	0.623	0.225	Valid
9	Via consumer websites Lots get attractive promos and discounts	0.735	0.225	Valid
10	Website offers have creative look _ so that interesting attention consumer	0.724	0.225	Valid

Source : Data processed by SPSS 25

Based on the data in table 4.2 it can be taken conclusion that in the validity test is known all statement promotional strategy variables it's valid. As for the validity test

results variable interest consumer is as here's t.

Table 4.5 Validity Test Results Interest Consumer

No	Statement	Corrected Item-Total Correlation	r table	Ket .
1	I am interested in shop on the app shopee Because available various type interesting product _	0.563	0.225	Valid
2	I shop on the app shopee because of the shipping process safe until to objective	0.603	0.225	Valid
3	I recommend product shopee is the best to other people	0.764	0.225	Valid
4	I shared the product link shopee on social media	0.758	0.225	Valid
5	I choose shop on shopee Because more economical and practical	0.698	0.225	Valid
6	Besides price cheap , product shopee also has good quality _	0.732	0.225	Valid
7	Choose shop on shopee Because lots of attractive promotions and free fares Send	0.696	0.225	Valid
8	Before buy product on the application shopee , me will reviewing existing reviews on purchase _ every product	0.759	0.225	Valid
9	I always shop on the app shopee after get advertisement from social media	0.795	0.225	Valid
10	I made sure quality product shopee with ask directly to the product admin via chat seller so no happen misunderstanding after transaction	0.738	0.225	Valid

Source : Data processed by SPSS 25

Based on the data in table 4.5 it can be taken conclusion that in the validity test is known all statement valid questionnaire .

Statements on variables interest consumer all valid because $r_{count} > r_{table}$.

Table 1 4.6 Reliability Test Results

Variable	Cronbach's Alpha	Information
Promotion Strategy (X)	0.909	Reliable
Interest Consumer (Y)	0.891	Reliable

Source : Data processed by SPSS 25

Based on table 4.6 is obtained mark cronbach alpha more big from value 0.60 so can said reliable . With thereby answers

respondents from variable study the can used For study .

Table 4.7 Simple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	15,858	3,211		4,938	0,000
Promotion Strategy (X)	0.663	0.084	0.678	7,932	0,000

a Dependent Variable: Interest Consumer (Y)

Source : Data processed by SPSS 25

From the results calculation variable table on can arranged in the following model :

$$Y = a + bX$$

$$Y = 15.858 + 0.663X$$

Information :

X = Promotion Strategy

Y = Interest Consumer

Result of analysis the can seen from explanation following This :

- a. Constant value of 15,858 means that _ mark consistency variable participation is amounting to 15,858. Whereas coefficient X regression is of 0.663 which is significant every additional 1% value of promotional

strategy , then mark participation increased by 0.663.

- b. coefficient regression worth positive signify that influence of promotional strategies to interest consumer is positive .

Can concluded that hypothesis accepted , that is there is influence positive promotional strategy to interest consumer in shop online on Shopee (study case in students faculty economics and business unismuh Makassar study program management class of 2018).

Table 4.8 Partial Test Results (t Test)

Coefficients^a

Model	Unstandardized Coefficients		standardized Coefficients	Q	Sig
	B	Std. Error	Beta		
1 (Constant)	15,858	3,211		4,938	0,000
Promotion Strategy (X)	0.663	0.084	0.678	7,932	0,000

a Dependent Variable: Interest Consumer (Y)

Source : Data processed by SPSS 25

Based on table 4.8 with observing row, column t and sig can be explained that promotional strategy variables influential in a way positive and significant to interest consumer in shop online on shopee . This matter can seen from significant promotional strategy $0.000 < 0.05$ and value $t_{table} = t(a/2;$

$nk-1) = t(0.05/2; 76-2-1) = (0.025;73) = 1.99300$. Means mark t_{count} more big from t_{table} ($7.932 > 1.99300$), then H_0 rejected and H_1 accepted . So that hypothesis that reads there is influence of promotional strategies to interest consumer in a way Partial accepted .

Table 4.9 Coefficient Test Results Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	,678 ^a	0.459	0.452	4,650

a. Predictors: (Constant), Promotion Strategy (X)

Source : Data processed by SPSS 25

Based on table 4.9 can is known that mark coefficient determination is in the value adjusted R Square of 0.452. This matter means ability variable free in explain variable bound is of 45.2% in study This.

4.2 Discussion Study

Based on the results of the analysis, the discussion of this research focuses on the influence of promotional strategies on consumer interest in online shopping at Shopee, specifically examining students at the Faculty of Economics and Business, Unismuh Makassar, enrolled in the Management Study Program class of 2018. The research findings indicate a positive and significant impact of promotional strategies on consumer interest in online shopping at Shopee.

This assertion is supported by the results of the t-test statistics conducted for the promotional strategy variables, where the calculated t-value exceeds the critical t-value ($7.932 \geq 1.99300$) at a significance level of 0.05. Moreover, the regression coefficients exhibit a positive sign, confirming the success of the study in proving the stated hypothesis, which suggests a positive and significant influence of promotional strategies on consumer interest in online shopping at Shopee among the targeted group of students.

The descriptive results further corroborate this conclusion, as respondents'

answers predominantly fall within the "agree" category. It is evident that Shopee's promotional strategies, such as free delivery and product promotions, play a crucial role in stimulating consumer interest in making online purchases. Respondents' interest in shopping on Shopee is driven by factors such as product quality and affordability.

The research findings are consistent with previous studies conducted by Th. Susetyarsi and Rudika Harminingtya (2021), Orfyan S. Themba (2021), Muhammad Aras Nuryakin (2021), Muhammad Amir (2019), Indah Sulyana (2019), Lili Suryati (2021), and Djoko Lesmana Radji (2018), which also identified a significant influence between promotional strategies and consumer interest. Conversely, there are studies by Mareta Puri Rahastine (2017), Fani Puspitasari and Henni Gusfa (2017), and Tabroni and Mamay Komaruddin (2021) that did not find a significant influence between promotional strategies and consumer interest.

5. Closing

5.1 Conclusion

Based on results study about influence of promotional strategies to interest consumer in shop online on Shopee , you can taken conclusion that there is influence positive and significant promotional strategy to interest consumer in shop online on Shopee (study

case in students faculty economics and business unismuh Makassar study program management class of 2018). This matter proven with coefficient determination and value t_{count} more big from t_{table} ($7.932 \geq 1.99300$).

5.2 Suggestion

Based on conclusions obtained in study this, then suggestions are made, namely: for company, expected shopee can improve promotional strategies to response customer use email marketing and share product links as well as brochures on social media for interesting interest consumer in shop online. And share researcher Next, research This can made as reference for study furthermore, so that researcher furthermore expected can develop and show other outside variables study this is what can be done influence promotional strategies to interest consumer in shop online on shopee.

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