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The Effect of Live Streaming, Discounts, and Free Shipping on the Decision to Purchase Fashion Products on The Shopee Application among Students of The Solo Christian University of Technology

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ABSTRACT

This study aims to examine the effect of Live Streaming, Discounts, and Free Shipping on Purchase Decisions of Fashion Products on the Shopee App among students of Universitas Kristen Teknologi Solo. The data used in this study was obtained from questionnaires filled out by respondents, making this a quantitative study. The researcher used Purposive Sampling, a sampling technique based on specific considerations to determine appropriate samples. A total of 40 participants were selected as the sample. Data analysis was performed using multiple linear regression. The results indicate that the variables of Live Streaming and Discounts have no significant effect on purchase decisions individually, while Free Shipping has a significant effect on purchase decisions individually. Meanwhile, the simultaneous analysis shows that the variables of Live Streaming, Discounts, and Free Shipping have an influence on purchase decisions.

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1. INTRODUCTION

The development of technology in the era of globalization makes us as humans must be able to follow all forms of changes in technological developments, one of which is Internet technology. The Internet is a network that functions to connect one electronic media with another. Internet technology has various benefits, one of which is the benefits in the economic field, namely in terms of business. The opportunity to run an online business is increasingly open for business people in Indonesia, one of which is Shopee, a marketplace-based mobile commerce application. Shopee is an online shopping platform application that focuses more on mobile platforms, so that people find it easier to search, shop, and sell directly on their mobile phones (Liputan6.com, Jakarta.).

Seeing the number of people who visit online media sites for shopping purposes, this inspires entrepreneurs to promote products with many features and programs made by Shopee to support the marketing of business people in their E-commerce, ranging from Shopee Video, Shopee Live, Seller Affiliates to Affiliate Marketing Solution. These features and programs can be used by business actors to get closer to customers and increase engagement between business actors and their customers. Among other things, Live streaming is a feature to introduce the products provided, Shopee live discounts which can also affect purchase decisions. In addition, another factor that

influences other purchase decisions is free shipping as an attraction for consumers who want to reduce shipping costs.

Fashion products are one of the most popular categories by consumers because in this day and age, fashion is not only a primary need but has become a lifestyle and a means for humans to express themselves through appearance, especially among the adolescent generation where fashion is a characteristic and their personality. Many teenagers or college students explore various fashion trends and styles in combining, matching with each other, creating new style inspiration, which reflects their personality. Based on the above background, the researcher is interested in conducting a research titled *THE EFFECT OF LIVE STREAMING, DISCOUNTS, AND FREE SHIPPING ON THE PURCHASE DECISION OF FASHION PRODUCTS ON THE SHOPEE APPLICATION AMONG STUDENTS OF THE SOLO TECHNOLOGY CHRISTIAN UNIVERSITY.*

2. RESEARCH METHOD

Research variable

In this study, there are two variables, namely Independent Variables or commonly called independent variables are variables that cause or have the possibility of having an impact on other variables, the X variable in this study is live streaming, discounts, and free shipping. Dependent variables or commonly called bound variables are variables that are influenced or that are the result of the existence of independent variables, In this study the dependent variable Y is a purchase decision.

Operational Definition of Research:

The operational definition of each variable in this study is as follows:

a. *Live Streaming*

Live streaming is a feature to introduce products provided from the marketplace and are most popular with consumers, because online shop live streaming will take place in real time and products sold are real pictures so that it can minimize fraud in the process of buying and selling goods (Febriani & Sudarwanto, 2023)

b. Discount

Discount is an immediate reduction from the purchase price over a set period of time (Indriani et al., 2020)

c. Free Shipping

Free shipping is a persuasive form that uses various incentives to stimulate the purchase of products immediately or increase the number of goods purchased by customers. (Viela Tusanputri & Dian, 2021)

d. Purchase Decision

According to (Ramayani Yusuf et al., 2020), purchasing decisions are consumers' understanding of the wants and needs of a product by assessing from existing sources by setting purchase goals and identifying alternatives so that the decision maker to buy is accompanied by behavior after making a purchase.

Data Types and Sources

The data used for this study are primary data and secondary data. Using primary data, because it is in the form of raw data or opinions that must be processed first to produce a data obtained directly from the original source/respondent without intermediary media. Using secondary data, because it is taken from existing journals and websites.

Method of collecting data :

a. Validity Test

A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure (Wanta at al., 2022). The data is said to be valid if the calculation is > rtable and has a significant level of < 0.05 and vice versa if the calculation is < rtable and has a significant level of > 0.05, then the data.

b. Reliability Test

Reliability tests are used to test the consistency of data over a certain period of time, i.e. to find out the extent to which the measurements used are reliable or reliable. The data is said to be reliable if Cronbach's Alpha value > 0.60 and vice versa if Cronbach's Alpha < 0.60, then the data is said to be unreliable(Permatasari et al., 2022).

c. Normality test

A good regression model is one that has a normally distributed residual value. The way to detect this is to look at the distribution of data on the diagonal source on the Normal P-P Plot of regression standardized graph as the basis for decision-making. The test criteria said to be normal are as follows:

- If the Significance value (Asym Sig 2 tailed) > 0.05, then the data is normally distributed.
- If the Significance value (Asym Sig 2 tailed < 0.05, then the data is not normally distributed.

d. Heteroscedasticity Test

The heteroscedasticity test is a state in which there is a variance of the variant from the residual for all observations in the regression model. The way to test it is with the Glejser Test. If the significance value between the independent variable and the residual absolute > 0.05, then heteroscedasticity does not occur (Mardiatmoko, 2020).

e. Multicollinearity Test

The multicollinearity test is a state in which there is a perfect or close linear relationship between independent variables in a regression model. Symptoms of multicollinearity include looking at the value of the Variance Inflation Factor (VIF) and its tolerance. If the VIF value is < 10 and Tolerance > 0.1, then it is stated that multicollinearity does not occur (Mardiatmoko, 2020).

Multiple Linear Regression

Multiple linear regression is an analysis that describes the relationship between dependent variables and factors that affect more than one independent variable. The equation used to calculate multiple linear regression uses the equation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Estimated Coefficient of Determination (R2)

Determination analysis is a measure that shows how much variable X contributes to variable Y. This analysis is used to determine the percentage contribution of the influence of independent variables simultaneously to dependent variables (Mardiatmoko, 2020)

Statistical Test

After testing the quality of the data, classical assumptions, and hypothesis tests can be seen through the T test and the F test. This T-test in multiple regression is used to determine whether the regression model of independent variables partially has a significant effect on the dependent variable. Meanwhile, the F-test is used to find out whether independent variables are true or not to have a significant effect on dependent variables.

Conceptual Framework

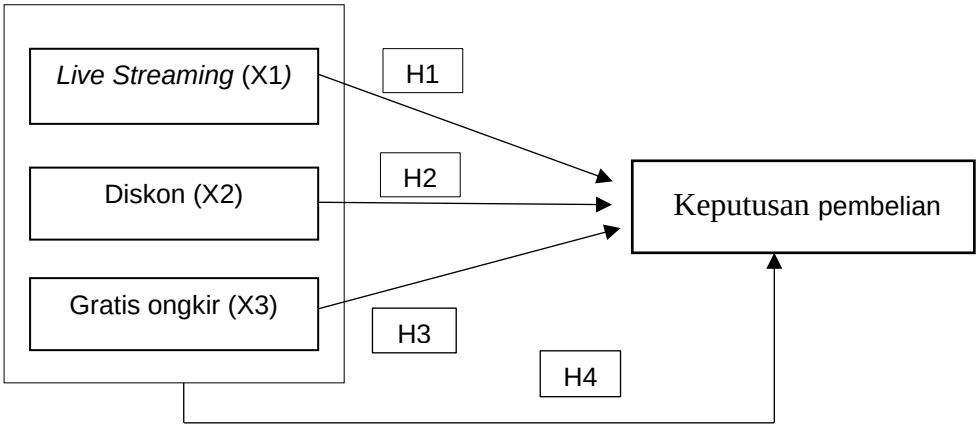

Image 1. Conceptual framework

Hypothesis

The hypotheses used in this study are as follows:

H1: It is suspected that live streaming has an effect on the purchase decision.
H2: It is suspected that discounts affect the purchase decision
H3: It is suspected that free shipping has an effect on the purchase decision.
H4: It is suspected that live streaming, discounts, and free shipping together affect purchase decisions.

3. RESULTS AND DISCUSSIONS

Data analysis

Data analysis was carried out from data collection using questionnaires and tests were carried out first with data quality tests, namely through validity and reliability tests, then classical assumption tests were admitted, namely normality tests, multicollinearity tests and heteroscedasticity tests, then hypothesis tests and multiple linear regressions were carried out using SPSS.

Classic Assumption Test :

a. Validity Test

The validity test is used to measure the validity or validity of a questionnaire. The results of the validity test on 4 (four) variables with 40 sample respondents are as follows:

1) Variable Live Streaming (X1)

Table 1. Live *Streaming* Validity Test

Item	R-Hitung	R-Tabel	Sig.	Information
X1.1	0,855	0,312	0,000	**Valid**
X1.2	0,771	0,312	0,000	**Valid**
X1.3	0,871	0,312	0,000	**Valid**

Based on the results of the table, it shows that all existing question items for the live streaming variable are declared valid. Because in each calculation > a table of 0.312 and has a significant level of < 0.05.

2) Variabl Discount (X2)

Table 2. Discount Validity Test

Item	R-Hitung	R-Tabel	Sig.	Information
X1.1	0,868	0,312	0,000	**Valid**
X1.2	0,795	0,312	0,000	**Valid**
X1.3	0,836	0,312	0,000	**Valid**

Based on the results of the table, it shows that all existing question items for the discount variable are declared valid. Because in each calculation > a table of 0.312 and has a significant level of < 0.05.

3) Variable Free Shipping (X3)

Table 3. Free Shipping Validity Test

Item	R-Hitung	R-Tabel	Sig.	Information
X1.1	0,880	0,312	0,000	**Valid**
X1.2	0,791	0,312	0,000	**Valid**
X1.3	0,750	0,312	0,000	**Valid**

Based on the results of the table, it shows that all question items that exist for the free shipping variable are declared valid. Because in each calculation > the rtable is 0.312 and has a significant level of <0.05.

4) Purchase Decision Variable (Y)

Tabel 4. Purchase Decision Validity Test (Y)

Item	R-Hitung	R-Tabel	Sig.	Information
X1.1	0,753	0,312	0,000	**Valid**
X1.2	0,867	0,312	0,000	**Valid**
X1.3	0,751	0,312	0,000	**Valid**

Based on the results of the table, it shows that all question items that exist for the purchase decision variable are declared valid. Because in each calculation > a table of 0.312 and has a significant level of < 0.05.

b. Reliability Test

Reliability tests are used to test the consistency of data over a certain period of time, i.e. to find out the extent to which the measurements used are reliable or reliable. The results of the reliability test on 4 (four) variables with 40 sample respondents are as follows:

1) *Live Streaming* Reliability (X1)

Table 5. *Live Streaming* Reliability Results

Cronbach's Alpha	N of Items
0,779	3

The results of the reliability test for *the live streaming* variable can be seen in the table that *Cronbach's Alpha* is 0.779 > 0.60. Therefore, results were obtained that show that this research instrument is reliable.

2) Discount Reliability (X2)

Table 6. Discount Reliability Results

Cronbach's Alpha	N of Items
0,780	3

The results of the reliability test for the discount variable can be seen in the table that *Cronbach's Alpha* is 0.780 > 0.60. Therefore, results were obtained that show that this research instrument is reliable.

3) Reliability Free Shipping (X3)

Table 7. The Results of Free Shipping

Cronbach's Alpha	N of Items
0,734	3

The results of the reliability test on the free shipping variable can be seen in the table that *Cronbach's Alpha* is 0.734 > 0.60. Therefore, results were obtained that show that this research instrument is reliable.

4) Reliability of Purchase Decision (Y)

Table 8. Reliability Results of Purchase Decisions

Cronbach's Alpha	N of Items
0,702	3

The results of the reliability test on the purchase decision variable can be seen in the table that *Cronbach's Alpha* is 0.702 > 0.60. Therefore, results were obtained that show that this research instrument is reliable.

c. Multicollinearity Test

The multicollinearity test is a state in which there is a perfect or close linear relationship between independent variables in a regression model.

Table 9. Multicollinearity Test Results

Variabel	Collinearity Statistics	
	Tolerance	VIF
Live Streaming	0,50	1,990
Diskon	0,50	2,014
Gratis Ongkir	0,858	1,166

It can be seen that after the multicollinearity test between the discount variable, and free shipping shows a tolerance value of > 0.10 and a VIF value of < 10.00. So it can be concluded that there is no multicollinearity.

d. Heteroscedasticity Test

The Heteroscedasticity test is a state in which there is a variance of the variant from the residual for all observations in the regression model.

Table 10. Heteroscedasticity Test Results

Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	t	Sig.
(Constant)	1.083	.874		1.238	.224
Live Streaming	.055	.302	.135	.182	.856
Discount	-.090	.301	-.223	-.299	.767
Free Shipping	.001	.077	.001	.007	.994

Based on the results of the table above, it can be seen that the significance value (Sig) of the *live streaming* variable > 0.05. The significance (Sig) of the discount variable > 0.05. The significance (Sig) of the free shipping variable > 0.05 which means that each variable (*live streaming*, discount, free shipping, and purchase decision) does not have heteroscedasticity.

e. Normality test

The normality test is used to find out whether the residual value is distributed normally or not. A good regression model is one that has a normally distributed residual value. The way to detect this is to look at the distribution of data on the diagonal source on the *Normal P-P Plot of regression standardized* graph as the basis for decision-making.

Table 11. Normality Test Results

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.134	40	.067	.955	40	.110

a. Lilliefors Significance Correction

Based on the results of the Shapiro-Wilk test according to the table, it can be explained at the Shapiro-Wilk Sig value of 0.110 > 0.05. It can be concluded that the above data is indeed proven to be normally distributed.

Regression Equation Model

Multiple linear regression is an analysis that explains the relationship between dependent variables and factors that affect more than one independent variable. Multiple linear regression is used to find out whether *the variables of live streaming*, discounts, and free shipping have an effect on the variables of the purchase decision, which means that there are 3 variables X and one variable Y.

Table 12. Results of Multiple Linear Regression **Analysis Test**

Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	t	Sig.
(Constant)	4.380	1.252		3.497	.001
Live Streaming	.293	.432	-.398	-.677	.502
Discount	.582	.431	.799	1.351	.185
Free Shipping	.284	.110	.369	2.593	.014

Based on the results of the table above, the curve of the multiple linear regression equation is obtained, namely: $Y = 4.380 + 0.293X_1 + 0.582X_2 + 0.284X_3 + e$

Estimated Coefficient of Determination (R2)

Determination analysis is a measure that shows how much variable X contributes to variable Y. This analysis is used to determine *the percentage* of contribution of the influence of independent variables simultaneously to dependent variables (Mardiatmoko, 2020)

Table 13. Determination Coefficient Test Results

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.612	.375	.323	1.11735

Based on the results of the determination coefficient test in the table above, it is known that the value of the determination coefficient or *Adjusted R Square* is 0.375 or 37.5%. This value shows that *live streaming*, discounts, and free shipping have a positive and significant effect of 32.3% on purchase decisions. While the rest with a value of 67.7% was influenced by other variables.

Statistical Test

a. F-statistics test

This test is used to determine whether the independent variables together have a significant effect on the dependent variables (Mardiatmoko, 2020)

Table 14. Simultaneous Test Results (F)

ANOVA

Model	Sum of Sqares	df	Mean Square	F	Sig.
Regression Residual	26.955	3	8.985	7.197	.001
Tital	44.945	36	1.248		
	71.900	39			

Based on the table above, it can be seen that the fcal value is 7.197. This value, which will later be compared with the ftable, from df1 = k-1 = 3 and df2 = n-k = 36 obtained a ftable value of 2.866. Based on the results of the values obtained, it is known that the fcal value is 7,197 > ftable 2,866 This means that simultaneously there is a significant influence between *the variables of live streaming* (X1), discount (X2), and free shipping (X3) on the variable of purchase decision (Y).

b. T-Statistics Test

This test in multiple regression is used to determine whether the independent variable regression model partially has a significant effect on the dependent variable (Mardiatmoko, 2020). In this test, it was carried out to determine the influence between *the variables of live streaming* (X1), discount (X2), and free shipping (X3) partially/individually on the variable of purchase decision (Y). The result

obtained by comparing the value of the tcal > from the table obtained through calculation (a/2; n-k-1) then obtained 0.05/2; 40-3-1 = 0.025; 36 so that the value of the table is known to be 2.024

Table 15. Partial Test Results (t)

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	t	Sig.
(Constant)	4.380	1.252		3.497	.001
Live Streaming	.293	.432	-.398	-.677	.502
Diskon	.582	.431	.799	1.351	.185
Gratis Ongkir	.284	.110	.369	2.593	.014

a. Dependent Variable: YTOTAL

Based on the results of the t-test in the table above, it can explain the effect of *live streaming*, discounts, and partial free shipping on purchase decisions as follows:

1) The influence *of live streaming* partially based on the results of the table value obtained a calculation of -0.677 < ttable 2.024. With a significance value of 0.502 > 0.05, it means that it can be concluded that live streaming has a insignificant effect on purchasing decisions.
2) The effect of the discount is partially based on the results of the table value obtained by the calculation of 1.351 < table 2.024 With a significance value of 0.185 > 0.05, it means that it can be concluded that the discount has an insignificant effect on the purchase decision.
3) The effect of free shipping is partially based on the results of the table value obtained by the calculation of 2.593 > ttable 2.024 With a significance value of 0.014 < 0.05, it means that it can be concluded that free shipping has a significant effect on the purchase decision.

Discussion

Based on the results of the above research discussion and data processing, it can be concluded that:

1. Multiple Linear Regression Test
   Based on the results of the multiple linear regression test, the results were obtained Y = 4.380 + 0.293X1 + 0.582X2 + 0.284X3 + e which means that variable X has a positive influence on variable Y.
2. Partial Hypothesis Test (t-test)
   Based on the hypothesis test in parisal (t-test) obtained:
   a. The influence of live streaming is partially based on the results of the table value obtained a calculation of -0.677 < ttable 2.024. With a significance value of 0.502 > 0.05, it means that it can be concluded that live streaming has a insignificant effect on purchase decisions.
   b. The effect of the discount is partially based on the results of the table value obtained by the calculation of 1.351 < the table 2.024 With a significance value of 0.185 > 0.05, it means that it can be concluded that the discount has an insignificant effect on the purchase decision.
   c. The effect of free shipping is partially based on the results of the table value obtained by a calculation of 2.593 > ttable 2.024 With a significance value of 0.014 < 0.05, it means that it can be concluded that free shipping has a significant effect on the purchase decision.
3. Simultaneous Hypothesis Test (F test)
   The results of the simultaneous test (F test) that have been carried out are known that the value of fcal 7.197 > ftable 2.866 means that simultaneously there is a significant influence between the variables of live streaming (X1), discount (X2), and free shipping (X3) on the variable of purchase decision (Y).`

4. CONCLUSION

Based on the research and discussion that has been carried out, the Hypothesis test through the T-test and F-test, and Multiple Linear Regression can be obtained. From these results, it is stated that the live streaming variable partially has a non-significant effect on the purchase decision. The discount variable partially had a non-significant effect on the purchase decision. The variable of free shipping partially has a significant effect on purchase decisions. And simultaneously there is a

significant influence between the variables of live streaming (X1), discounts (X2), and free shipping (X3) on the variables of purchase decisions (Y).

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