

The Effect of Flash Sale, Cashback, and Free Shipping on Impulse Buying in Hijab Consumers Elzatta Brand on Fashion.eve Shopee

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Abstract— Fashion.eve is one of Elzatta's resellers on Shopee which has the most sales on Shopee, however Fashion.eve experienced a significant decline in revenue in 2023 and did not achieve its target realization in 2019. One type of purchase that has a good impact on the company is impulse buying which can occur when consumers are faced with an attractive promotional offer that is considered profitable, such as Flash Sale, Cashback and free shipping. This research aims to prove the influence of Flash Sales, Cashback and Free Shipping on Impulse Buying. The research results show that Flash Sale, Cashback and Free Shipping have a positive and significant effect on Impulse Buying, both partially and simultaneously, for Elzatta consumers at Fashion.eve Shopee. The dominant variable that has an influence seen from the multiple linear regression is cashback.

Keywords— Flash sale, cashback, free shipping, impulse buying.

I. INTRODUCTION

Shopee is the e-commerce platform with the highest website visits in Indonesia in the first quarter of 2023. (SimiliarWeb, 2023). During the January-March period, Shopee achieved an average of 157.9 million visits per month, far surpassing its competitors Tokopedia, Lazada, Blibli, and Bukalapak. Shopee offers a wide variety of products ranging from fashion to everyday necessities, along with guaranteed delivery and secure payment methods. Fashion products ranked first among the best-selling products on Shopee in 2023. Data sourced from databoks, katadata.co.id shows that 49% is dominated by fashion products. The fashion products sold on Shopee are very diverse, one of which is hijabs. Indonesia is known as one of the countries with the largest Muslim population in the world. Therefore, the hijab and fashion industry in Indonesia is developing very rapidly. The development of Muslim fashion in Indonesia is increasingly favored by various groups, especially Muslim women at this time. Not only to cover the aurat, but now Muslim clothing is used as a necessity for appearance and can represent the personality of the wearer. One of the well-known hijab fashion brands that still exists today is the hijab fashion brand "Elzatta," founded by Elidawati Eliomer in 2012. Elzatta is one of the Muslim fashion companies that produces various Muslim clothing products and hijab styles that keep up with the times while still adhering to Islamic law. Some of the products produced by Elzatta include hijabs, square kerudungs, scarves, shawls, dresses, caps, tunics, and bergo. Elzatta is a fashion company

that is currently growing. Here are the Top Brand Indonesia data for the Branded Hijab Category from 2019 to 2023:

TABLE I. Top Indonesian Brand in the Branded Hijab Kategori from 2019-2023

Brand	TOP BRAND INDEX				
	2019	2020	2021	2022	2023
Elzatta	15,50%	19,30%	28,60%	32,10%	29,00%
Rabbani	22,30%	22,50%	22,60%	21,90%	20,70%
Zoya	27,20%	27,40%	21,10%	21,80%	19,30%

Source : Top Brand Award, 2023

Based on Table 1 of the Top Brand Indonesia survey results for the Branded Hijab Category in 2019 – 2020, the Elzatta hijab brand ranked third after the Zoya and Rabbani brands. In the years 2021 – 2023, the existence of the Elzatta brand in the homeland experienced a significant increase and occupied the first position, with a percentage of 28.60% in 2021, 32.10% in 2022, and 29.0% in 2023. However, in 2023, there was a decline, reaching 29.00%. Based on this explanation, it is assumed that although Elzatta became a leading sector in the fashion world, Elzatta has not been able to maintain significant growth because there was a decline in 2023 compared to 2022, which suggests that Elzatta's hijab fashion consumers may have switched to other hijab fashion brands.

Elzatta resellers are spread throughout Indonesia, one of which is Fashion.eve. Fashion.eve is an Elzatta reseller on Shopee that has been active for approximately 6 years. Fashion.eve has become one of the stores on Shopee with the highest sales compared to other stores, with 10 thousand products sold. Here is the revenue realization data for Elzatta at the Fashion.eve store from 2018 to 2023:

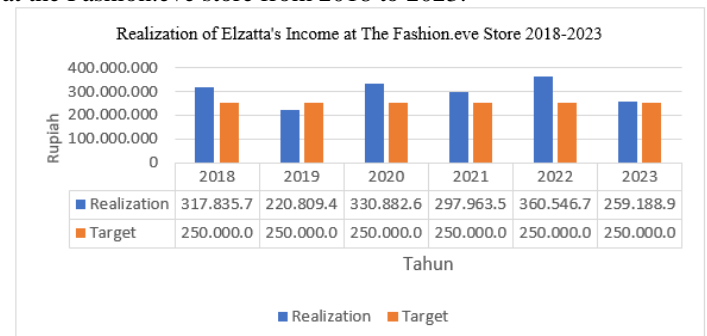


Figure 1. Realization of Elzatta's Income at The Fashion.eve Store 2018-2023

Source : Data Fashion.eve store, 2023

Based on figure, data sourced from the Fashion.eve sales store on Shopee over the last 6 years, there is a fluctuating amount of total income. There was a decrease in total income in 2019 and the target was not achieved for that year, where Elzatta set a target for the year of 250 million. Apart from that, there was a decline again in 2021 compared to 2020 amounting to 9.94% and in 2023 compared to 2022 amounting to 28.11%.

Consumer behavior is an action carried out by a person, group or organization in order to make decisions that are influenced by the environment to obtain goods and services. Sales promotion is an external factor that companies can use to stimulate purchases. When consumers buy products spontaneously, they believe it is a normal act. Items purchased unplanned are more items that you want to buy but don't need. Some items that are included in impulse products are clothing, jewelry, or products related to appearance. For this reason, it is important for business people to study impulse buying behavior to create marketing strategies that can stimulate purchases. By implementing an effective marketing strategy, of course you can attract more consumers, which will increase sales and profits for the company.

Sales promotions are external factors that companies can use to stimulate purchases. Apart from encouraging consumers to buy products, the aim of sales promotions is to increase impulse buying behavior. There are several sales promotion instruments that have been implemented by Shopee to encourage consumers to impulse buy, namely flash sales, cashback and free shipping.

II. MATERIAL & METHOD

A. Flash Sale

[1] Flash sale, which has another name, namely price of deal, is a promotional tool that can create a sales stimulus so that it can be sold directly or immediately [5]:

- Discount
- Frequency
- Duration
- Attractive Flash Sale Promo

B. Cashback

[2] Cashback is a sales promotion that aims to temporarily increase the number or frequency of purchases which encourages consumers to fulfill them [6]:

- Nominal Amount
- Punctuality
- Agreement Compliance

C. Free Shipping

[3] Free shipping is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases or increase the number of goods purchased by customers [7]:

- Giving Attention
- Attractiveness
- Evoking the Desire to Buy

D. Impulse Buying

[4] Impulse buying is a buying behavior that occurs suddenly with a strong urge and a feeling of wanting to buy something as soon as possible [8]:

- Spontaneity
- Stregth
- Enthusiasm
- Indifference to Consequences

III. RESEARCH METHOD

The type of research used is explanatory research with a total of 100 respondents. The sampling technique uses non-probability sampling with a purposive sampling method. The criteria for the sample required are (a) Elzatta consumers at Fashion.eve, (b) Women, (c) Purchased Elzatta hijabs at Fashion.eve during the last 6 months, (d) Willing to fill out the questionnaire. Data was collected by distributing questionnaires via Google Form and some were distributed directly. Data analysis techniques use validity tests, reliability tests, correlation coefficient tests, coefficient of determination tests, simple and multiple linear regression analysis, significance tests (t test and F test), and classic assumption tests.

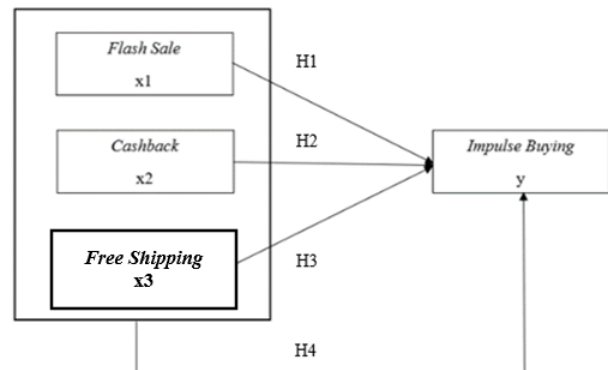


Figure 2. Hypothesis Model

Hypothesis

A. The Effect of Flash Sale on Impulse Buying

Research by Felix Christian, Abdhy Aulia Adnans, dab Eka Danta Jaya Ginting (2022) entitled "The Effect of Flash Sale and Brand Image on Impulse Buying on Consumer Marketplace" shows the result that flash sale has a positive and significant effect on impulse buying.[9]

H1: It is suspected that there is a positive and significant influence between flash sales on impulse buying.

B. The Effect of Cashback on Impulse Buying

Research by Sonja Andarini (2021) entitled "Pengaruh Flash Sale dan Casback Terhadap Impulse Buying Pada Pengguna Shopee" shows the result that cashback has a positive and significant effect on impulse buying.[10]

H2: It is suspected that there is a positive and significant influence between cashback on impulse buying.

C. The Effect Free Shipping on Impulse Buying

Research by Nur Saebah (2022) entitled "Pengaruh Promosi Gratis Ongkos Kirim Terhadap Impulse Buying dengan Flash

Sale sebagai Variabel Intervening pada E-Commerce Shopee” shows the result that free Shipping has a positive and significant effect on impulse buying.[11]

H3: It is suspected that there is a positive and significant influence between free shipping on impulse buying.

D. The Effect Flash Sale, Cashback, and Free Shipping on Impulse Buying

Research by Ahmad Syauqi, Fauzi Arif Lubis, dan Atika (2022) entitled “Pengaruh Cashback, Flash Sale, dan Tagline Gratis Ongkir terhadap Impulse Buying” shows the result that cashback, flash sale, and free Shipping has a positive and significant effect on impulse buying.[12]

H4: It is suspected that there is a positive and significant influence between flash sale, cashback, and free shipping on impulse buying.

IV. RESULT

A. Correlation Coefficient Test

TABLE 2. Correlation Coefficient Test Results for the Flash Sale Variable on the Impulse Buying Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.396	2.103

a. Predictors: (Constant), Flash Sale (X1)

Source: SPSS data processing result, 2024

Table 2 shows the results of the correlation coefficient test for the Flash Sale variable on Impulse Buying, which is 0.634, which is included in the strong category. Furthermore, the coefficient of determination test results are 0.402 or it can be interpreted that the ability of the Flash Sale variable to influence Impulse Buying is 40.2%.

TABLE 3. Correlation Coefficient Test Results for the Cashback Variable on the Impulse Buying Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695 ^a	.483	.477	1.956

a. Predictors: (Constant), Cashback (X2)

Source: SPSS data processing result, 2024

Table 3 shows the results of the correlation coefficient test for the Cashback variable on Impulse Buying, which is 0.695, which is included in the strong category. Furthermore, the coefficient of determination test results are 0.483 or it can be interpreted that the ability of the Cashback variable to influence Impulse Buying is 48.3%.

Table 4 shows the results of the correlation coefficient test for the Free Shipping variable on Impulse Buying, which is 0.533, which is included in the medium category. Furthermore, the test results for the coefficient of determination are 0.284 or it can be interpreted that the ability of the Free Shipping variable to influence Impulse Buying is 28.4%.

TABLE 4. Correlation Coefficient Test Results for the Free Shipping Variable on the Impulse Buying Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.276	2.302

a. Predictors: (Constant), Gratis Ongkos Kirim (X3)

Source: SPSS data processing result, 2024

TABLE 5. Correlation Coefficient Test Results for the Flash Sale, Cashback, Free Shipping Variable on the Impulse Buying Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 ^a	.611	.599	1.714

a. Predictors: (Constant), Gratis Ongkos Kirim (X3), Flash Sale (X1), Cashback (X2)

Source: SPSS data processing result, 2024

Table 5 shows the results of the correlation coefficient test for the Flash Sale, Cashback and Free Shipping variables on Impulse Buying, which is 0.782, which is included in the strong category. Furthermore, the coefficient of determination test results are 0.611 or it can be interpreted that the ability of the Cashback variable to influence Impulse Buying is 61.1%.

B. Simple Linear Regression Test

TABLE 6. Simple Linear Regression Test Results for Flash Sale Variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.346	2.811		4.392	<.001
	Flash Sale (X1)	.515	.063	.634	8.118	<.001

a. Dependent Variable: Impulse Buying (Y)

Source: SPSS data processing result, 2024

Table 6 shows the results of a simple linear regression test which obtained a constant value calculation result (a) of 12,346 and a regression coefficient value (b) of 0.515. The significance value obtained is <0.001 <0.005, meaning that there is an influence of the Flash Sale variable on the Impulse Buying variable. The constant value of the Flash Sale variable (X1) is 12,346, indicating that if the Flash Sale variable did not exist, the Impulse Buying variable would be 12,346, which means that without the influence of the Flash Sale variable, the value of the Impulse Buying variable would reach 12,346. The confidence level is with a significance level of 0.05 or 5% with the condition $df = n - 2$ ($df = 98 - 2 = 96$), then the one tailed t table number is 1.661. Table 6 shows t count (8.118) > t table (1.661), so H_0 is rejected and H_a is accepted. So, the first hypothesis, namely "It is suspected that there is an influence between Flash Sales and Impulse Buying" is accepted.

TABLE 7. Simple Linear Regression Test Results for Cashback Variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.712	1.933		8.647	<.001
	Cashback (X2)	.706	.074	.695	9.563	<.001

a. Dependent Variable: Impulse Buying (Y)

Source: SPSS data processing result, 2024

Table 7 shows the results of a simple linear regression test which obtained a constant value calculation result (a) of 16,712 and a regression coefficient value (b) of 0.706. The significance value obtained is $<0.001 <0.005$, meaning that there is an influence of the Cashback variable on the Impulse Buying variable. The constant value of the Cashback variable (X2) is 16,712, indicating that if the Cashback variable did not exist, the Impulse Buying variable would be 16,712, which means that without the influence of the Cashback variable, the value of the Impulse Buying variable would reach 16,712. The confidence level is with a significance level of 0.05 or 5% with the condition $df = n - 2$ ($df=98-2=96$), then the one tailed t table number is 1.661. Table 7 shows t count (9.563) > t table (1.661), so H_0 is rejected and H_a is accepted. So, the first hypothesis, namely "It is suspected that there is an influence between Cashback and Impulse Buying" is accepted.

TABLE 8. Simple Linear Regression Test Results for Free Shipping Variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.196	2.722		6.684	<.001
	Gratis Ongkos Kirim (X3)	.479	.077	.533	6.232	<.001

a. Dependent Variable: Impulse Buying (Y)

Source: SPSS data processing result, 2024

Table 8 shows the results of a simple linear regression test which obtained a constant value calculation result (a) of 18,196 and a regression coefficient value (b) of 0.479. The significance value obtained is $<0.001 <0.005$, meaning that there is an influence of the Free Shipping variable on the Impulse Buying variable. The constant value of the Free Shipping variable (X3) is 16,712, indicating that if the Free Shipping variable does not exist, then the Impulse Buying variable is 18,196, which means that without the influence of the Free Shipping variable, the value of the Impulse Buying variable reaches 18,196. The confidence level is with a significance level of 0.05 or 5% with the condition $df = n - 2$ ($df=98-2=96$), then the one tailed t table number is 1.661. Table 8 shows t count (6.232) > t table (1.661), so H_0 is rejected and H_a is accepted. So, the first hypothesis, namely "It is suspected that there is an influence between Free Shipping and Impulse Buying" is accepted.

C. Multiple Regression Test

TABLE 9. Multiple Regression Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.994	2.563		2.339	.021
	Flash Sale (X1)	.277	.062	.341	4.474	<.001
	Cashback (X2)	.452	.080	.445	5.671	<.001
	Gratis Ongkos Kirim (X3)	.145	.068	.161	2.118	.037

a. Dependent Variable: Impulse Buying (Y)

Source: SPSS data processing result, 2024

Table 9 shows the results of the multiple linear regression test which obtained a constant value calculation result (a) of 5.994 and a regression coefficient value (b) for the Flash Sale variable of 0.277, for the Cashback variable of 0.452, and for the Free Shipping variable of 0.154. The significance value

obtained is $<0.001 <0.005$, meaning that there is an influence of the Flash Sale, Cashback, Free Shipping variables on the Impulse Buying variable. The constant value of the Flash Sale (X1), Cashback (X2), and Free Shipping (X3) variables is 5,994, indicating that if the Flash Sale, Cashback and Free Shipping variables are equal to zero (0), then the Impulse Buying variable has decreased, which means This means that without the influence of the Flash Sale, Cashback and Free Shipping variables, the value of the Impulse Buying variable will decrease.

D. F-Test

TABLE 10. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	442.905	3	147.635	50.242	<.001 ^b
	Residual	282.095	96	2.938		
Total		725.000	99			

a. Dependent Variable: Impulse Buying (Y)

b. Predictors: (Constant), Gratis Ongkos Kirim (X3), Flash Sale (X1), Cashback (X2)

Source: SPSS data processing result, 2024

Table 10 shows that the F test results obtained were 50.242 with a significance value of <0.001 which was below 0.005. Confidence level with a significance level of 0.05 or 5% using $df =$ number of variables -1 then $df1 = 4 - 1 = 3$ and $df2 = n - k - 1$, where n is the number of data then $df2 = 100 - 3 - 1 = 96$, then it is reviewed with a significance of 5%, so that the F table number is 2.69. It can be concluded that $F_{count} (50.242) > F_{table} (2.69)$, so H_0 is rejected and H_a is accepted. So the fourth hypothesis, namely "It is suspected that there is an influence between Flash Sale, Cashback and Free Shipping on Impulse Buying" is accepted.

V. DISCUSSION

The results of this research show that flash sales has a positive and significant influence on impulse buying. Tjiptono (2020) explains flash sales are part of sales promotions or short-term incentives with a limited time to encourage sudden purchasing behavior and wanting to buy as soon as possible. Price discounts and limited time given during the flash sale program can provide encouragement for consumers to purchase products that were not previously planned (impulse buying).

The results of this research show that cashback has a positive and significant influence on impulse buying. Belch & Belch (2015) explains cashback system is implemented so that consumers are increasingly interested in spending their money and are able to increase sales incentives so that they can sell quickly. In other words, cashback can stimulate consumers to carry out impulse buying behavior.

The results of this research show that free shipping has a positive and significant influence on impulse buying. Amalia & Wibowo (2019) explains free shipping free shipping is a sales promotion that uses various incentives to stimulate the purchase of products as soon as possible and increase the quantity of products purchased by consumers. With the free shipping promo, consumers don't mind making purchases.

The results of this research show that flash sales, cashback, and free shipping has a positive and significant influence on impulse buying. Stern (2013) explains there are 4 types of impulse buying, one of which is planned impulse which occurs as a form of consumer reaction to attractive offers offered by sellers such as discounts, attractive coupons, advertisements and so on. This means that impulse buying can occur when consumers are faced with a promotional offer that is considered profitable, such as flash sales, cashback and free shipping.

VI. CONCLUSION

- Flash Sale has a positive and significant impact on Impulse Buying among consumers of Elzatta brand Hijab at Fashion.eve Shopee. The respondents' assessment of the Flash Sale variable is that it is a promotion that can provide substantial discounts, has a short duration, and has a high level of attractiveness, which can influence them to engage in Impulse Buying behavior towards the hijab products. However, there are still complaints from respondents, particularly regarding the frequency of Fashion.eve's flash sale promotions.
- Cashback has a positive and significant influence on Impulse Buying among consumers of Elzatta Hijab at Fashion.eve Shopee. The assessment conducted by respondents regarding the Cashback variable is a promotion that can provide a large percentage of cash back, the amount or nominal of Cashback received in accordance with what is stated during the promotion, as well as the timeliness of receiving the Cashback. However, there are still complaints from respondents regarding the difference between the amount of cashback received and the amount of cashback stated during the promotion.
- Free Shipping has a positive and significant impact on Impulse Buying among Elzatta Hijab consumers at Fashion.eve Shopee. The assessment made by respondents regarding the Free Shipping variable is that it is a promotion that can attract attention and interest, and can also encourage potential consumers to make purchases, leading to Impulse Buying behavior. However, there are still complaints from respondents about the lack of appeal of the free shipping offered by Fashion.eve.
- Flash sale, cashback, free shipping have a positive and significant impact on impulse buying among Elzatta Hijab consumers at Fashion.eve Shopee.

VII. SUGESSTION

- Based on the respondents' assessment, in the recap of the Flash Sale variable, there are statement indicators that have values significantly below the average, particularly in the frequency indicator regarding the low frequency of flash sale promotions held. Therefore, in this case, the researcher suggests creating a regular schedule for holding flash sale promotions so that the promotions can be planned. In addition, Fashion.eve can also participate in the Shopee Flash Sale program during Shopee's daily events or the payday sale or twin month and date events that are held regularly every month.

- Based on the assessment of the respondents, in the recapitulation of the Cashback variable there is a statement indicator that has a value quite far below the average, namely the indicator of agreement conformity regarding the suitability of the amount or percentage of cashback given does not match what is stated at the time of product checkout, so in this case the researcher gives Suggestions are to ensure that the Cashback percentage stated at the time of the promo and that will be given to consumers is the same amount so that there is harmony.
- Based on the respondents' assessment, in the recapitulation of the Free Shipping variable there is a statement indicator that has a value quite far below the average, namely the indicator has an attractiveness regarding the attractiveness of Free Shipping, so in this case the researcher gives advice to companies that can take part in the Shopee program Free shipping costs of 0 rupiah on major events such as twin dates and months, Shopee birthday sale, etc., so that it can increase the appeal of free shipping.

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