

The Effect Of Discounts, Vouchers, And Cashbacks On Customer Interest Using Digital Payments (Case Study on ShopeePay Generation Z Users in Bandung City)

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Abstract

With the development of increasingly sophisticated technology, it provides very many benefits. Indonesian people also take advantage of current technological developments by using the internet to help with their daily activities, including digital payment activities, also known as e-wallet or e-money. Electronic money (e-money) or electronic money is a means of payment in the form of electronic where the money is stored in a certain electronic media application using internet access. One of the digital payments that is now being widely used by the public is ShopeePay.

This research was conducted with the aim of knowing how the effect of giving discounts, vouchers, and cashbacks on customer interest in using ShopeePay digital payments in Generation Z in the Bandung area. The researcher uses a descriptive type of research with a quantitative approach and uses a non-probability sampling data collection method with a purposive sampling type. The number of samples used in this study were 400 respondents. The data analysis method used is path coefficient analysis, data analysis using SmartPLS software version 3.3.6.

The result of this research is descriptive analysis shows that the variables of discount, voucher, cashback, and interest in using are in good category. Meanwhile, the analysis test shows that the discount, voucher and cashback variables have a positive and significant effect on the variable interest in using.

Keywords

Discount, Voucher, Cashback, Interest in Using, E-Money, ShopeePay

1. Introduction

Shopee pay is a trademark created by PT Airplay International Indonesia which was licensed by Bank Indonesia in August 2018. Based on Bank Indonesia Letter No. 20/293/DKSP/Srt/B on August 8, Shopee pay was officially launched in November 2018. Shopee pay is a digital money service feature provided on the Shopee application that is used as digital payments, offline at Shopee pay merchants, and saves refunds which can be used to pay for the next order.

Electronic money (e-money) or electronic money is a means of payment in the form of electronic where the money is stored in a certain electronic media application using internet access. E-money can be defined as a means of payment if it meets the following elements, namely: issued on the basis of the value of money that was deposited in advance to the issuer, the value of money is stored electronically in a medium such as a server or chip, and the value of electronic

money is managed by the issuer is not a deposit as referred to in the law governing banking (Bank Indonesia, January 2, 2022).

Because at this time many digital wallets hold promos to attract customers to use their products and with this strategy can also increase people's knowledge of these products. The author examines whether the provision of attractive promos such as discounted prices, vouchers and cashback can attract customers to use the Shopee Pay digital wallet. In this study, the authors selected the research location by taking samples in the Bandung area. By having a reason for choosing this location, that is because the population in the Bandung area is included in the consumptive population.

1.1 Objectives

Based on the description, the writer can conclude the formulation of the problem as follows:

- a. How to give Discounts to Shopee Pay users in the Bandung area?
- b. How to give Vouchers to Shopee Pay users in the Bandung area?
- c. How is Cashback given to Shopee Pay users in the Bandung area?
- d. How is the effect of giving Discounts on Interest in Using on Generation Z Shopee pay users in the Bandung area?
- e. How is the effect of giving Vouchers on Interest in Using on Generation Z of Shopee pay users in the Bandung area?
- f. How is the effect of giving Cashback on Interest in Using on Generation Z of Shopee pay users in the Bandung area?

2. Literature Review

According to Wirakanda and Pardosi (2020: 2) Sales promotion or sales promotion is part of the marketing mix that has various ideas in the short term to encourage a trial or purchase of a product or service which is included in customer promotion, trade and business promotion and promotional troops.

Based on the above definition, it can be concluded that sales promotion or what is often called sales promotion is a strategy to get the attention of customers in order to encourage customers to buy a product.

According to Bank Indonesia regulation Number 20/6/PBI/2018 article 1 paragraph 3 Electronic money or digital wallet is an instrument that fulfills the elements of being issued on the basis of the value of money that is deposited in advance to the issuer, the value of money is stored electronically in a media server or chip, and the value of electronic money managed by the issuer is not a deposit as stipulated in the law that regulates banking.

Based on the above definition, it can be concluded that e-wallet or digital wallet is a new innovation from financial technology by utilizing electronic devices that make it easy for users to make transactions and save money anytime and anywhere.

According to Kotler in Kusnawan et al (2019:142) Discounts or discounts are adjustments from the base price in order to reward customers for certain reactions, such as making early bill payments, total purchases, and out-of-season purchases.

Based on the opinion of the definition above, it can be concluded that price discounts are a seller's strategy given to customers by cutting sales prices to reward customers for certain reactions given by customers to sellers.

According to Baskara (2018:3) the dimensions of the discount or discount are:

- a. The amount of the discount given.
- b. The period of the discount given
- c. The type of product that gets a discount

According to Jayanti, Saroh, and Zunaida (2020:323) Vouchers or coupons are promotional strategies in the form of discounted prices but cannot be cashed at the same time but can be used to shop in the form of goods according to the price value listed in the voucher.

Based on the above definition, it can be concluded that vouchers or commonly referred to as coupons are promotional strategies which are usually in the form of discount coupons given by customers for certain products.

According to Kotler and Keller in Wirakanda (2020:5) the dimensions of the voucher are:

- a. Coupon award rate.
- b. The level of consumer interest.

According to Wangi and Andarini (2021:80) Cashback is a promotional strategy that provides a percentage of refunds in a certain amount, which can be in the form of cash, virtual currency or a product, to customers by means that the customer must meet the terms and conditions that apply from the cashback organizer.

According to the above definition, it can be concluded that cashback is a promotional strategy obtained by customers in the form of refunds in a certain amount for purchases

a product provided by the seller with specified terms and conditions that apply to the store.

According to Kurniawan (2021:14) the dimensions or indicators of a refund or cashback are:

- a. The nominal amount of the refund.
- b. Conformity with the given agreement.
- c. Timeliness in refund.

According to Kholid and Soemarso (2018:52) Interest in using is a person's tendency to take an action against an object.

According to Cheng in Yogananda and Dirgantara (2017:4) the dimensions of using minar are:

- a. Will use the product in the future.
- b. Will use the product often in future. Will continue to use the product in the future

3. Methods

The research method is a descriptive type with a quantitative approach and uses a non-probability sampling data collection method with a purposive sampling type. The number of samples used in this study were 400 respondents. The data analysis method used is path analysis or path coefficient, data analysis using SmartPLS software version 3.3.6.

5. Results and Discussion

From the Table 1. Descriptive Analysis we conclude that the Discount, Voucher, Cashback, and Interest in using Using variables are in good category.

Table 1. Description Analysis

Variabel	Value	Description
Discount	76,85%	Good
Voucher	76,98%	Good
Cashback	74,9%	Good
Interest Using	76,71%	Good

Table 2. Convergent Validity Test

Variabel	Value	Description
Discount	0,808	Valid
Voucher	0,811	Valid
Cashback	0,830	Valid
Interest Using	0,818	Valid

The statement is declared valid because it has an outer loading value of more than 0.7 and an AVE value of > 0.5. Therefore, it can be said that all indicators used in this study are valid and include high in measuring each of the latent variables.(Table 2)

Table 3. Discriminant Validity Test

	Cashback (X3)	Interest Using (Y)	Discount (X1)	Voucher (X2)
Cashback (X3)	0,831			
Interest Using (Y)	0,742	0,819		
Discount (X1)	0,758	0,700	0,810	
Voucher (X2)	0,723	0,722	0,763	0,814

It can be seen that the AVE root value of each latent variable is higher than the highest correlation value of that variable with other variables, so it can be concluded that the model has a good discriminant validity value.(Table 3)

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Conclusion
Discount (X1)	0,894	0,919	RELIABEL
Voucher (X2)	0,828	0,887	RELIABEL
Cashback (X3)	0,910	0,903	RELIABEL
Interest Using (Y)	0,902	0,924	RELIABEL

Based on the data from the reliability test in Table 4 above, the Composite Reliability and Cronbach's Alpha values for each variable have a value > 0.7 so it can be said that the data is reliable or consistent.

Tests are carried out on the inner model based on the path value to see whether or not the effect is significant that can be shown from the tstatistic value. The t-statistic value can be obtained through the bootstrapping process on SmartPLS.

Table 5 R-square Test

Variabel Laten	R Square
Interest Using (Y)	0,632

Based on the Table 5 above, it shows that Interest in Using has a coefficient of determination (R²) of 0.632, this shows that the Discount, Voucher, and Cashback variables have an effect on Interest in Using by 63.2% and the remaining 36.8% is influenced by other variables that are not investigated in this study. This value is above the number 0.33, which means that Discounts, Vouchers, and Cashbacks have a moderate influence on Interest in Using.

Table 6 Test Hypotheses

Variable Relationship	Path Coefficient	T Statistic	P Values	Hypothesis
Discount –> Interest Using	0,390	5.754	0.000	significant
Voucher –> Interest Using	0,163	2.338	0.020	significant
Cashback –> Interest Using	0,316	4.889	0.000	significant

Based on the Table 6 above, it can be concluded that the Discount, Voucher and Cashback variables have a positive and significant effect on Interest in Using ShopeePay in the Bandung area.

6. Conclusion

Based on the results of research on the effect of Discounts, Vouchers, and Cashback on Interest in Using Shopee Pay digital payments on generation Z users in the Bandung area, the following conclusions can be drawn:

- a. Discounts, Vouchers, Cashback, and Interests in Using Shopee Pay in the Bandung area are in good category.
- b. Discounts, Vouchers and Cashback have a positive and significant effect on Interest in Using Shopee Pay in Generation Z in the Bandung area

Based on the conclusions above, there are several suggestions as input for improvement and development, namely by increasing the provision of discounts, vouchers, and cashback to generation Z users in the Bandung area and other areas to increase user interest in using Shopee Pay instead of using competing digital payment products. other.

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