

THE EFFECT OF SHOPEE FEATURE FACILITIES AND PROMOTIONS ON THE CONSUMPTIVE BEHAVIOR OF SULTAN AJI MUHAMMAD IDRIS SAMARINDA STATE ISLAMIC UNIVERSITY STUDENTS

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ABSTRACT

Purpose: The study aims to analyze the impact of Shopee features facilities and promotions on the consumer behavior of FEBI Islamic State University Sultan Aji Muhammad Idris Samarinda students to understand to what extent these factors influence student consumption decisions.

Design/Methodology/Approach: The study uses quantitative descriptive research through data collection techniques in online questionnaires using 96 samples obtained using the Slovin formula (5%).

Findings: The results of this research show that facility features and promotions simultaneously influence the consumer behavior of UINSI Samarinda students. Partially, the facility features have no influence on the consumer behavior of UINSI Samarinda students. However, the promotion variable has a positive and significant effect on consumer behavior of UINSI Samarinda students.

Research Implications: Every modification in the promotion shop application will affect the behavior of consumer students.

Keywords: Facilities Features; Promotions; Consumer Behavior

ABSTRAK

Tujuan Penelitian: Penelitian bertujuan untuk menganalisis pengaruh fitur fasilitas dan promosi Shopee terhadap perilaku konsumen mahasiswa FEBI Universitas Islam Negeri Sultan Aji Muhammad Idris Samarinda untuk mengetahui sejauh mana faktor-faktor tersebut mempengaruhi keputusan konsumsi mahasiswa.

Desain/Methodologi/Pendekatan Penelitian: Penelitian ini menggunakan penelitian deskriptif kuantitatif melalui teknik pengumpulan data melalui kuesioner online dengan menggunakan 96 sampel yang diperoleh dengan menggunakan rumus Slovin (5%).

Hasil Penelitian: Hasil penelitian ini menunjukkan bahwa fitur fasilitas dan promosi secara simultan berpengaruh terhadap perilaku konsumen mahasiswa UINSI Samarinda. Secara parsial fitur fasilitas tidak berpengaruh terhadap perilaku konsumtif mahasiswa UINSI Samarinda. Namun variabel promosi berpengaruh positif dan signifikan terhadap perilaku konsumen mahasiswa UINSI Samarinda.

Implikasi Hasil Penelitian: Setiap modifikasi pada aplikasi toko online akan mempengaruhi perilaku konsumen mahasiswa.

Kata Kunci: Fitur Fasilitas; Promosi; Perilaku konsumen

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INTRODUCTION

Science and Technology (IPTEK) has experienced rapid progress and development along with the development of an increasingly modern era, producing many new things. Online stores, one of which is located on the Internet, use these technological advancements to improve operations, sales, and purchases of goods through e-commerce (Ningcahya & Rahmawati, 2022). E-commerce is how individual-based businesses use the Internet to exchange goods or services (Zahrah et al., 2022). The Shopee mobile app is one of the most popular online shopping platforms among teenagers and adults today. It focuses on mobile platforms that make searching, buying, and selling more accessible by using their phones. To make buying and selling more fun, secure, and easy, the system offers a wide range of goods with social features, certain shipping services, and secure payments (Fauziah et al., 2022). Features are considered essential and impact the customer's choice of the product. Being the first manufacturer to launch a valuable new feature is one of the best ways to compete. By comparing the completeness, sophistication, or superiority of the features of a product, consumers can see a variety of similar products (Suhatman et al., 2020).

In promotion, "promotion" refers to an event in which customers are informed about the product's advantages and forced to buy (Jaya & Mutiara, 2022). Shopee also often holds various events, such as peak promos every month, which offer many promos, such as discounts and free shipping for all customers (Razali et al., 2022). However, despite the increasing use of online shopping in Indonesia, especially in the Shopee application, some problems still make consumers feel the lack of service effectiveness, especially in the existing feature facilities in Shopee. Moreover, promotions that not all stores provide promotions such as discounts, free shipping, and buy one get one (Zhang & Chen, 2005).

Based on students of the Faculty of Economics and Islamic Business UINSI Samarinda, in terms of appearance, it looks more contemporary compared to other faculties at Sultan Aji Muhammad Idris State Islamic University, making them behave more consumptive because of today's contemporary and attractive fashion, including products from make-up, skincare, outfits, and the tendency to keep up with the times. Besides being able to drain finances, consumptive behavior can also help consumers avoid consumptive behavior according to Islamic law. This is especially true for Muslim students at the Faculty of Economics and Islamic Business of Sultan Aji Muhammad State Islamic University. This study aims to determine how Shopee feature facilities and promotions affect the consumptive behavior of FEBI students at Sultan Aji Muhammad Idris State Islamic University Samarinda. This article is expected to contribute to a deeper understanding of the relationship between features and promotions in the Shopee application and student consumptive behavior by achieving these goals.

LITERATURE REVIEW

Facilities Features

According to (Sudarwanto, 2022), A feature is a product as a function with different characteristics, allowing the consumer to choose the product he wants. For a marketer, an important feature is a reminder for the company to compete with other competitors' products. According to (Agustina, 2017), A feature is a prominent quality, ability, advantage, aspect, or characteristic that distinguishes it from the same good or service of concern. Provides three feature segments that support online buying and selling applications: Transactional, Relational, and Social. Transactional features include features that support agreements and concessions to sell assets, commodities, or products. A relational feature establishes and maintains long-term relationships between merchants, consumers, and business partners to support commitment, loyalty, and trust. Social features allow customers to share opinions, experiences, and comments about producer and consumer goods and services.

Promotion

According to (Anggelina, 2022), Sales promotion is one form of marketing communication that stands out by offering an additional edge to a product is sales promotion. Compared to advertising, personal selling, and public relations methods, sales promotion utilizes short-term incentives to stimulate buyers and distribution partners to purchase products or services immediately. This strategy involves using incentives, such as price reductions or increases in value, to stimulate purchases quickly. Therefore, it can be concluded that sales promotion is a form of marketing communication that provides added value to a product. According to (Ananda et al., 2023), Promotion is one of the components of corporate marketing used to inform, persuade, and remind about the company's products. Promotional activities not only serve as a company's way of communicating with customers but also as a way to make customers choose to buy whatever goods or services they want. Promotion is one of the many success factors of a company. In marketing, self-promotion is one-way persuasion that encourages someone to exchange action, such as buying or selling something. The promotion must be thoughtful and careful because it is not only about how to inform the customers but also about how much the promotion costs, which still depends on the ability of the business merchant. Prospective buyers' decisions about cash management are heavily influenced by the amount of information they receive. They consider all the goods or services they are familiar with and choose the best combination. Of course, they will not consider goods or services they do not know or understand.

Consumptive Behavior

According to (Lestarina et al., 2017), consumptive behavior is buying goods not to satisfy needs but to fulfill desires, which is done excessively, causing waste and cost inefficiencies. "consumptive" also means "wasteful," meaning consuming goods and services excessively. According to Febrianty (2018), Purchases of goods that are unnecessary or have a low level of importance reflect consumptive behavior. This phenomenon, in particular, includes responses to secondary goods that are not so essential. Along with the tendency of society to be materialistic, consumptive behavior arises due to a strong desire to own goods without considering the actual needs. Most purchases are driven by a desire to fulfill a desire for pleasure alone.

RESEARCH METHODS

This study uses Quantitative descriptive research through data collection techniques in the form of questionnaires that are distributed online (Vania & Simbolon, 2021) with a population of 1470 FEBI UINSI Samarinda students who have been determined using the Slovin formula (10%) with 50 Sharia Economics categories, 41 Islamic Banking and 5 Sharia Business Management so that the overall sample results are 96 students. Independent (free) and dependent (bound) variables are the two main variables of this study (Suhatman et al., 2020). In this study, the variable of consumptive behavior of UINSI Samarinda students (FEBI, semester 5) is considered a dependent variable or dependent variable. In contrast, feature and promotion variables are independent variables, also referred to as independent variables, that describe or influence other variables. To assess the impact of this data, an analysis was carried out using multiple linear regression models using the SPSS program facility version 25 (*Statistical Package for Social Science*).

1. Facility Feature: variable free/independent (X1).
2. Promotion: independent variable (X2)
3. Consumer interest: dependent variable (Y).

The probability sampling method was used in this study. Using the probability sample approach, the sample created can be considered as a representation of the population because

it uses probability theory and statistics, which states that each unit of population analysis has an equal chance of being selected as a member of the sample (Firmansyah & Dede, 2022). The probability sampling method provides an equal opportunity for each member or component of the population to be sampled. The respondents were students of the Faculty of Islamic Business Economics.

RESULTS AND DISCUSSION

Instrument Test

Validity Test

The validity test results showed that all research questionnaire statement items received a sig value of $0.00 < 0.05$, which shows that the overall data items are valid and can be used for research measurement.

Reliability Test

The results of the reliability test conducted showed that the feature facility variable (X1) had a value of 0.843, the promotion variable (X2) had a value of 0.854, and the consumptive behavior variable (Y) had a value of 0.903. The conclusion is that each variable X1, X2, and Y has a Cronbach Alpha value of more than 0.60, so each can be used to measure the reliability variable.

Multiple Linear Regression Test

Table 1.
Multiple Linear Regression Equation Test Results

Type	Coefficients	t	Sig.
(Constant)	0,386	0,060	0,953
Feature(X1)	0,317	1,378	0,171
Promotion(X2)	0,441	2,043	0,044

Source: Data processed with SPSS 26, 2023

Based on Table 1. So, the form of the regression equation $Y = 0.386 + 0.317X1 + 0.441X2$ is obtained. So from the equation, it can be explained that:

1. Value of $a = 0.386$. This means that if the variable impact of feature facilities (X1) and promotion (X2) is 0, then the variable of consumptive behavior of UINSI Samarinda students (Y) will increase by 0.386.
2. Value $b1 = 0.317$. This means that every increase in feature facilities by 1 point, on average, causes an increase in the consumptive behavior of UINSI Samarinda students by 0.317 points.
3. Value $b2 = 0.441$. This means that every increase in promotion by 1 point, on average, causes an increase in the consumptive behavior of UINSI Samarinda students by 0.441 points.

Table 2.
Simultaneous Test Results (Test F-test)

Type	F	Sig.	R	R ²	Information
Regression	10,105	0,000 ^b	0,424	0,180	H _a Accepted

Source: Data processed with SPSS 26, 2023

Based on Table 2. The calculation results of Test F obtained a value of 10.105 and a significance value of $0.00 < 0.05$ probability value. This shows that H0 is rejected and H1 is

accepted, meaning that the variable of feature facilities (X1) and promotion (X2) simultaneously has a significant influence on the variable of consumptive behavior of UINSI Samarinda students (Y).

From the table above, it is known that the Correlation Coefficient (R) = 0.424 or 42.4% can be concluded that there is a reasonably close correlation between the variables of facilities, features, and promotion on the consumptive behavior of UINSI Samarinda students (<0.75 – 0.99: Sufficient correlation).

Coefficient of Determination (R²) = 0.180 or 18%, meaning that feature facilities and promotions influence 18% of the consumptive behavior of UINSI Samarinda students, while 82% is influenced by other variables that are not studied.

Table 3.
Partial Test Results (t-test)

Type	t	Sig.	Information
Feature(X1)	1,378	0,171	H _{a1} Rejected
Promotion(X2)	2,043	0,044	H _{a1} Accepted

Source: Data processed with SPSS 26, 2023

Based on regression analysis, data were obtained on each variable of feature facilities and promotion on the variables of consumptive behavior of UINSI Samarinda students, where:

1. From the table 3, the value of sig. Between feature facilities (X1) on the consumptive behavior of UINSI Samarinda students (Y) of 0.171 > 0.05, which means that there is no influence (partially) of feature facilities (X1) on the consumptive behavior of UINSI Samarinda students (Y).
2. From the table 3, the value of sig. Between economic growth (X2) to the Human Development Index (Y) of 0.044 < 0.05, which means that there is an influence (partially) promotion (X2) on the consumptive behavior of UINSI Samarinda students (Y).

DISCUSSION

The Effect of Feature Facilities on Consumer Behavior of UINSI Samarinda Students

Based on the results of this study, it was found that the feature facility had no (partially) influence on the consumptive behavior of UINSI Samarinda (Y) students. From this equation, it is known that the feature facility variable shows a coefficient of 0.317, meaning that if there is an increase in feature facilities by 1%, it will increase the consumptive behavior of UINSI Samarinda students by 0.317%. Every innovation in the shop application feature facility will increase the consumptive behavior of UINSI Samarinda students. For the feature facility variable, a sig value of 0.171 > 0.05 was obtained, which means there is no influence (partially) on the consumptive behavior of Uinsi Samarinda students.

The results of this study are supported by previous research in journals (Fauziah et al., 2022) with the title Shopee E-commerce feature facility on Student consumptive behavior. Stated that the use of shop feature facilities did not significantly affect the consumptive behavior of UINSI Samarinda students.

The Effect of Promotion on the Consumptive Behavior of UINSI Samarinda Students

Determining how much influence the promotion carried out by Shopee has on the consumptive behavior of UINSI Samarinda students can be seen by conducting a linear regression test using a formula. Based on Table 4 above, it is known that $Y = 0.317 + 0.441X$, which means that if the promotion influences the consumptive behavior of UINSI Samarinda students, it is in a condition of 0.441. If the promo increases by 1%, the consumptive behavior

of UINSI Samarinda students increases by 0.441%. Promotion is known to be very influential on UINSI Samarinda students' consumptive behavior. The results of this research support previous research by Izella Vania and Remista Simbolon, which is related to the influence of feature facilities and promotions on the consumptive behavior of UINSI Samarinda students, which states that promotion variables have a significant effect on the consumptive behavior of UINSI Samarinda students.

CONCLUSION

In closing this study, the author will try to reach some conclusions and recommendations based on the description and results of the analysis discussed above. The conclusion is as follows:

1. Partially, the variable facility feature did not have a significant effect on the consumptive behavior of UINSI Samarinda students, with a significance of 0.171
2. Partially, the promotion variable significantly affects the consumptive behavior of UINSI Samarinda students, with a significance of 0.044. From the statement above, it can be concluded that the existing feature facilities shop does not affect the consumptive behavior of UINSI Samarinda students when shopping in the shop application. In contrast, the promotion significantly affects the consumptive behavior of UINSI Samarinda students when shopping in the shop application.

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