

ABSTRACT

Communication technology and the internet are tools for human needs today, the rapid development of communication technology supported by the high-speed internet makes people transform from offline to online and creates new information infrastructure. One of them is e-commerce, which makes it easier for people to buy and sell through online. Factors that stimulate consumers in making purchases are sales promotion activities, the example is Shopee.

Shopee offers free shipping to consumers as a sales promotion, although in its implementation free shipping is not provided for free but there are terms and conditions that apply. According to the iPrice survey in 2020, 96.5 million people are shopee monthly visitors.

The purpose of this study is to find out how much influence sales promotions have on the Shopee marketplace when using free shipping coupons on the consumptive behavior of people in Bandung in 2021 in order to realize Shopee's vision of becoming the number 1 marketplace in Indonesia. This study uses the independent variable (x), namely coupons with sub-variables shelf-delivered coupons, scanner-delivered coupons, coupons through media and in and on pack coupons. And the dependent variable (y) is Consumptive Behavior with sub-variables Impulsive buying, wasteful buying, non-rational buying. The research method used is a quantitative method with a descriptive type of research.

Collecting data in the form of a questionnaire using a google form which is distributed online via direct message to Instagram followers on personal accounts, the sample used is probability sampling. The data analysis technique used is descriptive data analysis, validity test, reliability test, normality test, F test, and coefficient of determination using the Statistical Package for Social Science (SPSS) 26 application.

The results showed that the Shopee Free Coupons variable was in the very high category with a percentage of 83.79% and the Consumptive Behavior variable was in the high category with a percentage of 73.43%. There is a positive and significant effect between sales promotions using Shopee free shipping coupons on consumptive behavior. The magnitude of the influence given by sales promotions using Shopee free shipping coupons on consumptive behavior is evidenced by the coefficient of determination, which is 92.9%, while the remaining 71.7% is the contribution of the influence of other variables outside of this study.

Key words : Promotion – Coupon – Shopee - Consumptive