

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND CASHBACK ON THE BUYING INTEREST OF GENERATION Z CONSUMERS IN ONLINE PURCHASES (CASE STUDY OF TIKTOK SHOP E-COMMERCE CONSUMERS IN KANDANGSEMANGKON VILLAGE)

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ABSTRACT

This study analyzes the influence of flash sales, free shipping, and cashback on Generation Z's purchasing interest in Kandangsemangkong Village through TikTok Shop. Using quantitative methods with 95 respondents and SPSS analysis, the findings indicate that all three variables have a positive and significant impact, both individually and collectively. Free shipping is the most dominant factor in driving purchasing interest.

INTRODUCTION

Digitalization has changed business interaction patterns, from face-to-face to e-commerce that facilitates transactions without geographical boundaries. TikTok Shop attracts consumer purchasing interest by combining entertainment and shopping in one platform. Generation Z, who are very familiar with technology, is the main target. MSMEs also utilize TikTok Shop as an effective promotional medium through live streaming and video content. This study focuses on the influence of three marketing strategies: flash sales, free shipping, and cashback on purchasing interest of Generation Z in Kandangsemangkong Village. According to Dewanti (2022), Flash Sale is a form of sale that offers special discounts to buyers for a limited period. According to Himayati (2017), free shipping is the elimination of fees usually charged for shipping goods or services, which are usually paid by the buyer to the seller during the transaction process. Based on Lestari's (2016) view, Cashback is a partial refund to customers after a transaction is completed, usually in the form of cash. Meanwhile, Kotler and Keller (2016) revealed that purchasing interest arises from a combination of internal and external factors that shape consumer drives, needs, and attitudes.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Price theory explains the formation of prices for goods and services based on the interaction of supply and demand in the market, as well as other factors such as production costs, profits, and consumer perceptions of value. Prices also function as a resource allocation mechanism, an indicator of supply and demand, and a measure of the value of a good or service.

Basic Concepts of Price Theory

Demand and Supply:

The price of a good is determined by the interaction between the quantity demanded by consumers and the quantity supplied by producers.

Exchange Rate:

Price is the exchange value of a good or service in monetary terms, which is the amount of money consumers must pay to obtain it.

Market Mechanism:

Prices serve as signals that guide economic decisions, such as how much of a good to produce and purchase.

Factors Influencing Prices

Production and Marketing Costs:

The costs incurred by producers to produce and sell goods or services form the basis for pricing.

Consumer Behavior:

Consumers' perceptions of product value and quality, and their sensitivity to price significantly influence purchasing decisions.

Profit:

Producers set prices by considering the desired profit to cover costs, attract investors, and finance business expansion.

Market Competition:

The level of competition in a market affects a producer's ability to set prices.

Price Function

Resource Allocation Mechanism: Prices distribute scarce resources among competing users.

Economic Indicator: Price indicates the extent to which a product is needed (demand) and the extent to which it is available (supply).

Quality Control Tool: Price is often considered a reflection of the quality of a product or service.

The Role of Price in Business

Determinants of Success:

Price is crucial to a company's success because it determines profitability.

Influence on Consumer Satisfaction:

Price can influence consumer satisfaction; affordable prices that reflect product benefits tend to increase satisfaction.

METHODS

This study employed a quantitative approach using a Likert scale. Data collection was conducted through questionnaires, employing a non-probability method with a purposive approach. The study subjects were 1,839 Gen Z residents of Kandangsemangkon, with a minimum of 95 respondents based on the Slovin formula.

RESULTS

The flash sale, free shipping, and cashback elements are proven to have a positive and significant contribution to partial purchase interest. It is proven that the t value of flash sale (3.497) exceeds the critical limit of t table (1.985) with a significance level of <0.001 . The calculated t value of free shipping (4.985) also exceeds the t table, with a significance of less

than 0.05. Likewise, cashback shows a calculated t (2.498) that exceeds the t table limit, accompanied by a significance of $0.014 < 0.05$. The three variables together also play a significant role in consumer interest, with the calculated F (29.257) exceeding the F table (2.705) at a significance level (< 0.001) < 0.05 . Among the three, free shipping occupies the most dominant position in influencing purchase intention. A detailed data summary is presented in the table below:

Table 1. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,901	1,616		1,176	,243
Flash_Sale	,272	,078	,300	3,497	<,001
Gratis_ongkos_kirim	,409	,082	,418	4,985	<,001
Cashback	,144	,058	,198	2,498	,014

a. Dependent Variable: Minat_beli

Referensi: Temuan Studi (Output Telah Diproses), 2025

Tabel 2. Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	196,107	3	65,369	29,257	<,001 ^b
Residual	203,324	91	2,234		
Total	399,432	94			

a. Dependent Variable: Minat_beli

b. Predictors: (Constant), Cashback, Gratis_ongkos_kirim, Flash_Sale

Referensi: Temuan Studi (Output Telah Diproses), 2025

CONCLUSION

Both individually and together, flash sales, free shipping, and cashback contribute positively to purchase intention. Of the three, free shipping is the strongest factor driving consumer interest.

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