

Price Perception Optimization Strategy to Increase Purchasing Decisions for Flash Sale Products in the Shopee Application

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ABSTRACT

Technological advancements and the widespread use of the internet have changed consumer behavior in Indonesia, with e-commerce becoming an integral part of everyday transactions. This study examines optimizing price perception to improve purchase decisions for flash sale products on Shopee, a major e-commerce platform in Indonesia. It involves Focus Group Discussions, Training, and Collaboration with government entities to explore the impact of price perception on consumer choice. A sample of 150 Shopee users and 50 sellers was analyzed to assess the effectiveness of price perception strategies. The results showed that, although promotions such as discounts and flash sales attract attention, clear and honest price perception influences purchasing behavior significantly. Training sessions revealed that transparency and accurate discount information increased consumer trust, increased engagement in flash sales and seller profits. The study concludes that optimizing price perception through effective promotional strategies is critical in competitive e-commerce. A balance between attractive prices and perceived value can drive consumer loyalty and market competitiveness.

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1. INTRODUCTION

Technology and information flows that continue to develop make Indonesian people more open to knowledge on a global scale (Anjarsari & Pradana, 2021). Along with the development of information technology, especially the internet, which is currently no longer a foreign thing for the community, thus encouraging various kinds of changes and providing various conveniences (Firmansyah, 2022). Indonesia is one of the countries with the largest population of internet users in the world. Based on data from a survey conducted by Annur (2022), there were 204.7 million internet

users in the country as of January 2022. One of the activities that make the existence of the internet very important for the lives of modern people today is online buying and selling activities. With the internet network, it can give rise to a product or service transaction carried out online which is called electronic commerce (e-commerce) (Anjarsari & Pradana, 2021).

E-commerce is a form of application technology that is utilized by business people as a medium for buying and selling transactions or informing their products through internet channels and as a goal in expanding their market pairs. Marketplace is one of e-commerce, namely a website or online application that facilitates the buying and selling process from a wide selection of available stores (Nathasya, 2018) The pattern of shopping for people has changed a lot, previously the buying and selling process required consumers to come directly to see the physical and real products to be purchased (Khotimah & Febriansyah). But over time, the process of buying and selling through e-commerce has become commonplace, now they only need to see images or photos presented by manufacturers on online shopping sites.

Shopee is an online buying and selling site with a marketplace base that is quite popular among Indonesians. This can be seen from the Annur survey (2022) which shows the level of visits received by Shopee of 190.7 million as of August 2022. This achievement made Shopee the first ranked e-commerce site in Indonesia as of August 2022. Shopee is an e-commerce subsidiary under the SEA Group, an internet company in Southeast Asia based in Singapore and then in 2015 entered Indonesia (Kurniawati & Ariyani, 2022). Business competition that occurs between marketplaces is currently inevitable, so every company continues to compete in making various efforts to attract consumer attention. To be able to compete with other companies, Shopee sets several strategies that can help market its products. To attract consumers, Shopee provides sales promotion programs such as free shipping vouchers, discounts, cashback, TV Show events and Flash sales. According to Kusdyah (2012), indicators of price perception variables include affordable prices, in accordance with the services to be received, in line with the facilities provided, and cheaper than competitors. According to Stanton (2004), price is the amount of money or goods needed to obtain a combination of other goods accompanied by the provision of services.

These strategies have proven effective in attracting consumers to make purchases, because with these promotional programs, consumers feel that they get more value from every transaction made at Shopee. Factors that influence the purchasing decision process include Price Perception, Service Quality, Location, and Word of Mouth carried out by business actors (Tjiptono, 2014). According to Kotler and Armstrong (2008: 226), purchasing decisions are the stage in the consumer decision-making process where consumers decide to make a purchase. Based on their purchasing objectives, consumers can be divided into two groups, namely end consumers (individuals) and organizational consumers (industrial consumers, intermediary consumers, and business consumers). According to Swastha and Handoko (2008), the stages in purchasing decisions include need recognition, information search, evaluation of alternatives, buying decisions, and post-purchase behavior.

2. METHOD

This service applies the methods of Focus Group Discussion, Coaching, and Collaboration with the government to explore the effect of price perception on purchasing decisions for flash sale products on the Shopee application. Through in-depth interviews with Shopee users and sellers who offer products through this platform, a more detailed understanding of how price perception can influence consumer decisions is obtained. The population in this study includes all Shopee users in Indonesia. The sample used consisted of 150 active Shopee users and 50 sellers participating on the platform.

3. RESULTS AND DISCUSSION

Results

To increase the purchase decision of flash sale products on the Shopee app, the price perception optimization strategy is carried out through focus group discussion, coaching, and collaboration methods. Strategic collaboration with the government in e-commerce counseling that focuses on increasing consumer confidence aims to educate users and sellers on the Shopee app about the importance of fair and profitable price perception in the digital ecosystem. The results of the service through training to users and sellers on the Shopee app show that many users still feel uncertainty regarding product prices during flash sales, which affects their purchasing decisions. Therefore, education to users and sellers through training with the theme “Price Perception Optimization Strategy to Increase Flash Sale Product Purchase Decisions on E-Commerce Platforms” aims to provide an understanding of the importance of clear price perception, information transparency, and honesty in promotions.

Through this training, it was found that sellers and Shopee app users have better understood the importance of optimal price perception in influencing purchase decisions. With increased confidence in the price offered, users feel more encouraged to participate in flash sales, which has a positive impact on purchasing decisions. As a result, sales of flash sale products on the Shopee app increased, and the sellers were able to achieve increased profits.

Based on the results of this training, it was also found that sellers in Shopee better understand the factors that influence consumers' price perception, such as the clarity of discount information, authenticity of promotions, and price transparency. With this knowledge, they are able to improve their pricing strategies and strengthen customer loyalty, ultimately contributing to long-term sales increases and business sustainability on the Shopee platform.

Discussion

The strategy of optimizing price perception is an important key in improving purchasing decisions for flash sale products in the Shopee application. Two highly influential factors in this strategy are competitive pricing and the perceived value of the product by consumers. In a flash sale situation, a low price is indeed the main attraction, but it is not enough if consumers feel that the product does not provide commensurate value. Therefore, aside from offering deep discounts, Shopee needs to ensure that consumers perceive tangible benefits from the given price, both through product quality and a satisfying shopping experience.

In the highly competitive context of e-commerce, it is important for Shopee to understand that the perception of price is not only formed from the nominal number that consumers see, but also from how consumers perceive the value of the product in the overall shopping experience. Using the right strategy in structuring prices and conveying product value to consumers can increase flash sale appeal, encourage impulse purchases, and strengthen customer loyalty. However, the main challenge is to create a balance between an attractive price and a high perception of quality. If successful, Shopee can utilize this strategy to increase competitiveness and win the market in the long run.

4. CONCLUSION

Based on the results of this study, it is found that optimizing price perceptions and promotional strategies are two important factors that interact with each other in shaping purchasing decisions for flash sale products in the Shopee application. Positive price perceptions of flash sale products can be enhanced through the right promotional strategy, where attractive price offers and emphasis on the added value of the product play an important role in shaping consumer perceptions. While Shopee may

face stiff competition from other e-commerce platforms, this effective promotional strategy is able to create a positive view among consumers that flash sale products offer significant value and are worth purchasing.

Conversely, if the price perception is low, even though the app offers various features and discounts, it will not be enough to compensate for user dissatisfaction regarding the quality or relevance of the products offered. In the context of a highly competitive e-commerce market, successfully combining positive price perception with a strong promotional strategy is crucial. A favorable price perception can create user loyalty, encourage them to keep up with flash sales, and increase the likelihood of future purchases. Therefore, Shopee needs to continue developing promotional strategies that are innovative and responsive to consumer needs in order to build and maintain positive price perception.

The biggest challenge faced is how to manage changing consumer expectations while still offering competitive and attractive pricing. However, for apps that manage these price perceptions and promotional strategies well, there is a great opportunity to win over consumers and maintain an edge in an increasingly competitive market.

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