

The Effect of Flash Sale, Cashback and Free Shipping on Muslim Consumer Consumptive Behavior (Study on Users of the Shopee Application in Aceh)

Wahyudi¹, T. Maldi Kesuma², Dara Amanatillah³

^{1,3} University of Islamic State Ar-Raniry, Banda Aceh, Indonesia¹

³University of Syiah Kuala, Banda Aceh²

*Corresponding author(s). E-mail(s): dara.amanatillah@ar-raniry.ac.id
wahyudibukhari5@gmail.com

Contributing authors: teukumeldi@unsyiah.ac.id

Abstract

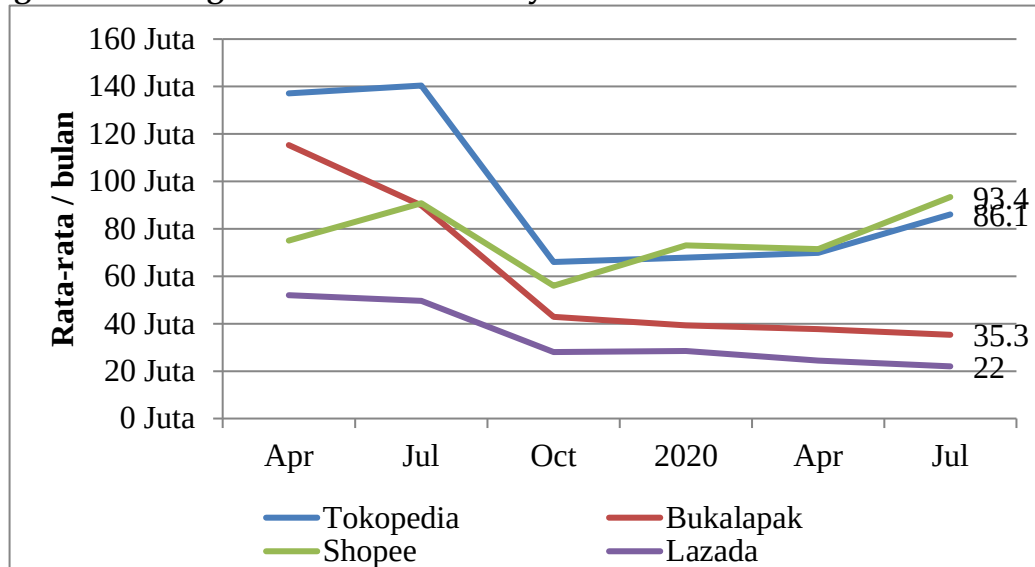
Consumptive behavior is excessive consumption behavior without being based on need, which prioritizes wants and desires at all times. This study was conducted with the aim of knowing the effect of Flash Sale, Cashback and Free Shipping on Muslim Consumer Consumptive Behavior (Study on Shopee Application Users in Aceh). This study uses quantitative data consisting of primary and secondary data, primary data, namely by distributing questionnaires to 120 respondents. In proving and analyzing the data, the validity test, reliability, classical assumption test, multiple linear regression test and F test (simultaneous) and T test (partial) are used. The results showed that the flash sale variable partially had a significant effect on the consumptive behavior of Muslim consumers using the Shopee application in Aceh. The cashback and free shipping variables partially have no effect and are significant on the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The flash sale, cashback and free shipping variables simultaneously have a significant effect on the consumptive behavior of Muslim consumers who use the Shopee application in Aceh.

Keywords; Flash Sale, Cashback, Free Shipping, Muslim Consumers, Consumptive Behavior

Introduction

The consumptive behavior of the majority of the Indonesian population has made its economic level continue to increase and develop rapidly compared to other developing countries (Ritonga, 2022). This is certainly inseparable from the very rapid development of the times, especially in the fields of technology and communication. Internet data users in Indonesia in 2022 were recorded at 204.7 million people and active social media users were around 191.4 million people with a population of 277.7 million people in Indonesia (Hootsuite and We Are Social, 2020). One of the most visible impacts of the development of the internet is the emergence of various e-commerce sites that provide a variety of products online so that buyers no longer need to come directly to the store. E-commerce (Electronic Commerce) according to the OECD 2019 (BPS, 2019:5) is the sale or purchase of goods or services, which is carried out through a computer network by methods specifically designed for the purpose of receiving or placing orders. Goods or services can be ordered by this method, but the main payment and delivery of goods or services does not have to be made online.

Figure 1. Average Number of Monthly Visitors to Indonesian E-Commerce



In the picture, it can be seen that the number of monthly visitors to Indonesian E-Commerce is dominated by Shopee with an average total of 93.4 million / average / month. Shopee's success cannot be separated from the promotion strategy of free shipping and cashback, as well as services that are strengthened in terms of technology through the development of artificial intelligence (AI) and in-app games. Shopee app can currently be used in Indonesia, Taiwan, Thailand, Singapore, Malaysia, Vietnam, Philippines, and Brazil. Shopee Mall is an original online shopping site for goods which of course has become the lifestyle of the Indonesian people (katadata, 2021).

Snapcart conducts consumer research to find out trends in people's behavior in shopping online for the last 3 months which includes the month of Ramadan to Eid al-Fitr celebrations. This research was conducted using an online method followed by 1000 respondents aged 20-35 years spread across various regions in Indonesia. In Snapcart's research related to "People's Online Shopping Behavior During Ramadan" shows that 77 percent of consumers in Indonesia admit that Shopee is the e-commerce they remember the most or become Top of Mind when they want to shop for family and individual needs during the preparation period. until during the holy month of Ramadan and Eid al-Fitr. This position is followed by Tokopedia with 18 percent and Lazada with 4 percent. Other online shopping sites that are also called consumers are Bukalapak, Blibli and JD.ID (Snapcart, 2022). This achievement is none other than the intensive marketing promotion of Shopee by taking advantage of the momentum of the Islamic holidays whose population is the majority in Indonesia. To increase shopping transactions during Ramadan and Eid al-Fitr, shopee's strategy is to spread promos to its users through the Big Ramadan Sale campaign. Various strategies were also introduced by Shopee to increase shopping transactions, one of which was marketing and sales strategies in the form of Flash sale, Cashback and free shipping programs.

Shopee Indonesia's Head of Marketing Growth, Monica Vionna explained, the promos given are COD, Free Shipping, Cashback of IDR 0.50 percent 5 times, up to one thousand. In the COD Free Shipping promo of IDR 0, users have the opportunity to get free shipping vouchers without a minimum purchase during the Big Ramadan Sale 2022

campaign with the Cash On Delivery (COD) payment method. Then in the 5 Time 50 percent Cashback promo, users can get a 50 percent cashback voucher every day for five different times. Then for Serba Seribu, users can find a collection of flash sale products with prices starting from IDR 1,000 only in the Big Ramadan Sale 2022 campaign. During the summit event, Shopee revealed that users had claimed around 350 million vouchers during the campaign (www.Kompas.com).

According to previous research conducted by Laura Pandan Wangia and Sonja Andarini (2021) entitled "The Effect of Flash Sale and Cashback on Impulse Buying Behavior on Shopee Users". The results showed that there was a positive influence of flash sales and cashback on impulse buying on shopee users. This means that the higher/more frequent flash sale and cashback offers, the higher the impulse buying behavior that occurs. Impulse buying is defined as sudden, intense, long-lasting and unplanned purchases, "direct purchases" without paying too much attention to the consequences, impulse buying behavior itself is an aspect of consumptive behavior. Furthermore, according to previous research conducted by Miftakhul Jannah, Budi Wahono and Khalikussabir (2022) shows that free shipping has a significant positive effect on buying interest. This means that the greater the nominal free shipping offered, the higher the buying interest that occurs. Usually, there are several terms or conditions to get free shipping, but in general, the size used is a certain shopping value or nominal. For example, a marketplace offers free shipping for the purchase of products worth IDR 120,000 with a package weight of less than 1 kg. This causes consumers to buy various goods that are not actually needed just to achieve a certain transaction value to qualify for free shipping and eventually cause consumptive behavior. According to Sulaiman (In Mardiah, 2017:94) Consumptive behavior is the behavior of excessive consumption without being based on needs, which prioritizes desires and desires at all times. When viewed from the religious side, that Islam teaches its people to shop reasonably, not to behave miserly and extravagantly. As Allah Almighty said, in Sura Al-Furqan 25:67 it is explained that in spending property must be at an appropriate level, that is, by not spending it excessively. Man sometimes finds it difficult to choose whether to meet his needs or desires. Some Muslim communities, especially millennials during this pandemic, prefer to shop online to buy products offered by e-commerce (Saefuloh, 2019).

This research has similarities with the research conducted by Laura Pandan Wangia and Sonja Andarini, namely both researching the variables of Flash sale and cashback, as well as the research conducted by Miftakhul Jannah, Budi Wahono and Khalikussabir there are also similarities in the variables Flash sale and free shipping. However, the difference between the two lies in the place of study, the subject of the study and also in the accompanying variables.

The goal to be achieved by this study is to determine the influence of flash sales, cashback, and free shipping partially or simultaneously on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh. It is hoped that the results of this research will be able to contribute, especially to the author in order to provide an opportunity for the author to apply the knowledge and theories learned so far and can add insights and knowledge that will be used in the world of work, as well as for academics as a contribution of thoughts in the treasures of science, and for the company itself this research is expected to be useful as input and consideration for marketing management in attracting consumers and as a material for evaluation of the company.

Theoretical Framework

Consumptive Behavior

Ancok (in Wardani & Anggadita, 2021:6) explains that consumptive behavior is the tendency of human beings to consume indefinitely, not infrequently humans are more concerned with emotional factors than rational factors or more concerned with wants than needs.

In the field of consumption, Islam does not advocate the fulfillment of infinite desires. Hierarchically, human needs can include: necessity, pleasure and luxury. In fulfilling human needs, Islam suggests that humans can act in the middle (moderity) and simple (simplicity). The spending recommended in Islam is that which is used to meet "needs" and perform in a rational way. Israf is forbidden in the Koran. Tabzir means spending money on something that is prohibited under Islamic law.

According to Sumartono (Ghifari, 2003) put forward three indicators of consumption, namely, 1) Impulsive purchase, 2) Irrational purchase, 3) Waste.

Flash Sale

According to Zakiyyah (2018: 64) Flash sale is a product offer with discounts and limited quantities in a short time. Flash sale, also known as "daily deal", is part of a sales promotion that provides special offers or discounts to its customers for certain products for a limited time.

In the Islamic economic review, it shows that the flash sale held by Shopee is the same system as buying and selling online as usual. That is, the buyer who made the purchase is ordered in advance to place an order, then pay a certain amount of money in cash by transfer, and then the goods will be delivered. When viewed in Islam, such a step can also be confused with buying and selling greetings or buying and selling orders. Buying and selling like this is not prohibited because between sellers and buyers mutually do not mandzalimi each other, there is no element of usury, there is no element of deception, there is no element of gharar (speculation) and jahalah, the commodities sold are not forbidden and no one is harmed (Amaliyah, 2021)

According to Kotler and Ketler (Amanah & Pelawi: 2015) the flash sale indicators contained in sales promotion are: 1) Promotion frequency, 2) Quality of promotion, 3) Promotion Time, 4) Determination or suitability of promotion targets.

Cashback

According to Wangi & Andarini (2021:80), cashback is a development of rebate which is a means of promotion from sales promotion. Cashback is a form of promotion that provides a certain percentage return (it can be cash, virtual currency or products) to consumers in the way that consumers must meet the terms and conditions of the cashback organizer

Shopee is a marketplace in Indonesia that provides cashback features. Cashback includes khiyar ghabn because cashback is a form of deception to persuade customers, Khiyaar ghabn is allowed by hanafiyah scholars if his deception (ghabn) contains persuasion (taghrir). Therefore, cashback is allowed because of a trick to persuade customers at shopee cashback on shopee to use a greeting contract because cashback is obtained from online shopping results, the contract used for online shopping is a greeting contract.

According to Kurniawan (2021:14) Cashback indicators are: 1) Nominal amount of refund, 2) Conformity with the agreement given, 3) Timeliness in refund.

Free Shipping

According to Assauri (in Jannah, Wahono & Khalikussabir, 2022) that free shipping promos are part of sales promotion, which is an activity to encourage consumers to make purchases in the form of special sales efforts such as display exhibitions, exhibitions, demonstrations and other sales activities that can be carried out at any time.

Free shipping will make the competition between sellers more competitive in marketing and offering their products. For example, Shopee will provide free shipping up to Rp. 20,000 if consumers buy goods with a minimum nominal of Rp. 90,000 in one transaction per store. If the shipment requires more costs than the price covered, then the cost will be charged to the buyer and the cost will be added to the price of the goods. Such practices are in line with tabarru's contract'. The word tabarr'u is synonymous with the word tathawwu defined by Imam Jurjani in his book of Ta'rifat with a name for something that is mandated for excess over obligation. A tabarru' contract is a transaction that is not charged with profits or non-profit transactions. This transaction aims to help others in terms of goodness. This contract does not require any reward in its goodness. The reward in tabarru' is in the form of a reward from Allah swt. One example in tabarru' grants.

According to Sari (2019) The indicators of Free shipping are: 1) Free shipping pays attention, 2) Free shipping has attractiveness, 3) Free shipping arouses the desire to buy, 4) Free shipping encourages making a purchase.

Relationship between Variables

The Relationship between Flash sale and Consumptive Behavior

Flash sale is a form of promotion that directly lowers the price of the product in a limited time and the quantity of products is limited as well. This makes this Flash sale provide product offers at relatively large discounts but the products given are limited and the time given is short, this gives a psychological effect to visitors to spend time surfing on e-commerce platforms and making purchases. The existence of this flash sale if done unwisely, the emergence of consumptive behavior in buying a product that is not done unnaturally, precisely the millennial generation. According to research conducted by Laura Pandan Wangia and Sonja Andarini (2021) entitled *The Effect of Flash Sale and Cashback on Impulse Buying Behavior in Shopee Users*". The results showed that there was a positive influence of flash sales on impulse buying on shopee users. This means that the higher/more frequent the flash sale offer, the higher the impulse buying behavior that occurs.

Impulse buying is defined as sudden, intense, long-lasting and unplanned purchases, "direct purchases" without paying too much attention to the consequences, impulse buying behavior itself is an aspect of consumptive behavior.

The Relationship between Cashback and Consumptive Behavior

Cashback is part of Shopee's promotional activities. In this way, consumers can get a certain percentage of refunds can be in the form of cash, virtual currency or products. But they must meet certain purchase requirements set by Shopee. According to research conducted by Laura Pandan Wangia and Sonja Andarini (2021) entitled *The Effect of Flash Sale and Cashback on Impulse Buying Behavior in Shopee Users*". The results showed that there is a positive influence of cashback on impulse buying in shopee users. This means that the

higher/more frequent the Cahsback offer, the higher the impulse buying behavior that occurs. . Impulse buying is defined as sudden, intense, long-lasting and unplanned purchases, "direct purchases" without paying too much attention to the consequences, impulse buying behavior itself is an aspect of consumptive behavior.

The Relationship between Free shipping with Consumptive Behavior

Most consumers often hesitate to shop online because of the burden of shipping costs that they have to pay so that the goods purchased online can reach their homes. Consumers find it hard to pay for shipping costs, which sometimes can be greater than the price of the goods they buy. With the free shipping promo by providing free shipping to buyers so that consumers do not feel objections to making purchases so that consumers will make consumer decisions. Research conducted by Miftakhul Jannah, Budi Wahono and Khalikussabir (2022) shows that Shopee Free Shipping has a significant positive effect on Buying Interest. This means that the greater the nominal free shipping offered, the higher the buying interest that occurs. Usually, there are several terms or conditions to get free shipping, but in general, the size used is a certain shopping value or nominal. For example, a marketplace offers free shipping for the purchase of products worth IDR 120,000 with a package weight of less than 1 kg. This causes consumers to buy various goods that are not actually needed just to achieve a certain transaction value to qualify for free shipping and eventually cause consumptive behavior.

Research Hypothesis

The hypotheses in this study are:

1. H_{a1}: There is an influence of Flash sale on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh.
2. H_{o1}: There is no influence of Flash sale on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh.
3. H_{a2}: There is an influence of cashback on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh.
4. H_{o2}: There is no effect of cashback on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh.
5. H_{a3}: There is an influence of free shipping on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh
6. H_{o3}: There is no influence of free shipping on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh.
7. H_{a4}: There is an influence of Flash sale, cashback, and free shipping on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh.
8. H_{o4}: There is no influence of Flash sale, cashback, and free shipping on consumptive behavior in purchasing products to Muslim consumers who use the shopee application in Aceh.

Material and Methods

This type of research use quantitative research, according to Sugiyono (In Jannah, et al., 2022) quantitative methods are research in the form of numbers and analysis using statistics.

This research is about the effect of Flash Sale, Cashback and Free shipping fees on the Consumptive Behavior of Muslim Consumers from an Islamic Economic Perspective (Case Study of Shopee Application Users in Aceh) which aims to obtain information about what will be studied to a number of respondents who are considered to represent a population

The number of Muslim consumers who use the Shopee application in Aceh has never been measured so the number of populations is not known for sure. Because the number of populations is unknown, the determination of the minimum number of sample samples according to Ferdinand (2014) is based on the following formula: $14 \times 8 = 112$ samples. However, the researchers decided to round it to 120 respondents so that it would be easier to calculate. The sampling technique used is non-probability sampling with a purposive sampling approach defined by Ferdinand (2014: 177), where researchers choose samples purposively subjectively. The provisions stipulated in sampling are Muslim consumers who use the Shopee application in Aceh.

To obtain valid and reliable data analysis and interpretation, the data collection used in this study was to use the questionnaire method. Then data analysis will be carried out by conducting several tests starting with validity tests and reability tests, then classical assumption tests, multiple linear regression analysis, F tests, T tests, and finally determination coefficient tests.

The following is a multiple linear regression equation on three variables :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Keterangan:

Y = Consumptive behavior

a = Constant

b = coefficient X of the free variable

X₁ = Flash Sale

X₂ = Cashback

X₃ = Free Shipping

E = Error term

Result and Discussion

Validity Test

Based on the results of the validity test, the calculated r results were obtained greater than the r table on a variable questionnaire instrument, namely flash sale variables (X₁), cashback (X₂), free shipping (X₃) and consumptive behavior (Y). R table of N= 120 respondents i.e. 0.179 with significance results smaller than 5%. So it can be stated that this study has validity in all its questionnaire instruments.

Reliability Test

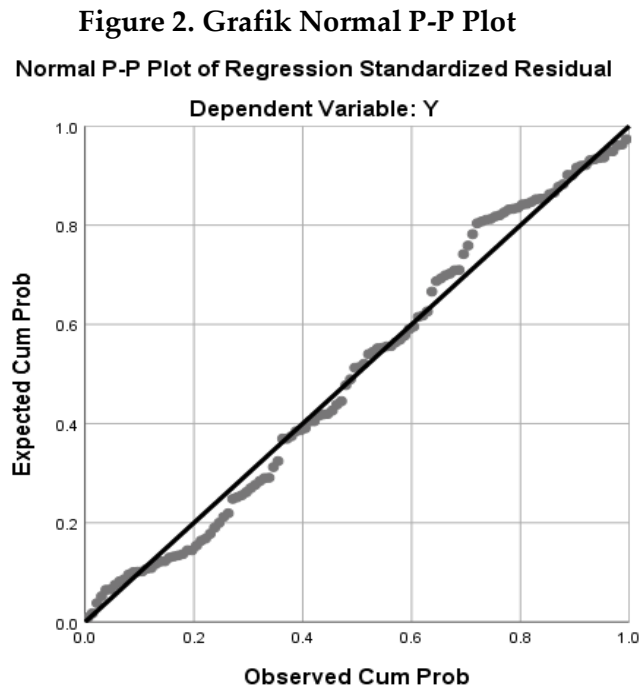
Based on the results of the reliability test, it was obtained that each variable produced a calculated α (ehit) value greater than 0.06 Then all the variables of this study are realiable.

Data Analysis Result

Test Classical Assumptions

Normality

From the results of the P-P Plot normal graph image above, it can be concluded that the data has been normally distributed and meets the assumption of normality, because the data grains that spread out follow the diagonal line.



Multicholnearity Test

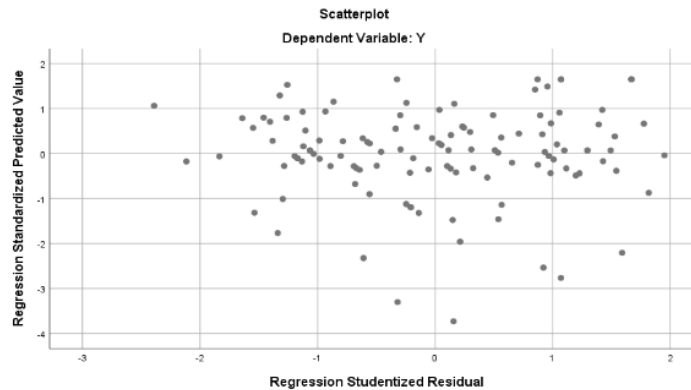
Table 1
Multicholnearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
(Constant)			
Flash Sale (X_1)		0.599	1.669
Cashback (X_2)		0.555	1.802
Free Shipping (X_3)		0.839	1.192
Consumptive Behavior of Muslim Consumers (Y)		0.599	1.669

From the results of the multicollinearity test above, it can be concluded that there was no multicollinearity between independent variables in this study, because the tolerance value was greater than 0.10 and the VIF value was smaller than 10.0.

Heteroscedasticity Test

Table 2
Heteroscedasticity Test



Multiple Regression Analysis

Table 3. Multiple Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.555	3.495		0.159	0.874
	Flash Sale (X ₁)	0.425	0.105	0.429	4.043	0.000
	Cashback (X ₂)	0.006	0.150	0.004	0.039	0.969
	Free Shipping (X ₃)	0.097	0.095	0.092	1.029	0.306

From the results of the multiple linear regression analysis test above, the following equation can be made:

$$Y = 0,555 + 0,429X_1 + 0,004X_2 + 0,092X_3$$

The value of the constant is obtained by 0.555. This value can mean that the variables of flash sale, cashback and free shipping have a positive relationship of 0.555 to the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. So it is interpreted that if the variables of flash sale, cashback and free shipping are equal to zero, then the variable of consumptive behavior of Muslim consumers using the Shopee application in Aceh will remain at 0.555

The value of the flash sale variable coefficient was obtained by 0.429. This value may mean that the flash sale variable has a positive relationship of 0.429 to the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. So it is interpreted that if the flash sale variable increases by one unit, there will be an increase of 0.429 to the variable of consumptive behavior of Muslim consumers who use the Shopee application in Aceh

Furthermore, the value of the cashback variable coefficient is obtained by 0.004. This value may mean that the cashback variable has a positive relationship of 0.004 to

the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. So it is interpreted that if the cashback variable increases by one unit, there will be an increase of 0.004 to the variable of consumptive behavior of Muslim consumers using the Shopee application in Aceh

The value of the free shipping variable coefficient is obtained by 0.092. This value can mean that the free shipping variable has a positive relationship of 0.092 to the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. So it is interpreted that if the free shipping variable increases by one unit, there will be an increase of 0.092 to the variable of consumptive behavior of Muslim consumers who use the Shopee application in Aceh.

Hypothesis Test

The hypothesis test in this study was used to determine the influence of flash sale, cashback and free shipping variables on the consumptive behavior of Muslim consumers of Shopee application users in Aceh by t-test, F test and determination test.

a. F-Test

Table 4. F-test Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	847.410	3	282.470	10.816	0.000 ^b
	Residual	3029.515	116	26.117		
	Total	3876.925	119			

From the results of the F test above, a calculated F value of 10.816 was obtained, with a significant rate of 0.000. While the F value of the table is obtained by 2.16. Thus, it can be concluded that flash sales, cashback and free shipping simultaneously have an effect and are significant on the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. Because the calculated F value is greater than the table F value of $10.816 > 2.16$ and significant < 0.05 i.e. $(0.000 < 0.005)$ or the hypothesis H_{a4} is accepted.

b. T-test

Table 5. T-test Result

	Model	T	Sig.
1	(Constant)	0.159	0.874
	Flash Sale (X_1)	4.043	0.000
	Cashback (X_2)	0.039	0.969
	Free Shipping (X_3)	1.029	0.306

The calculated t value for the flash sale variable was obtained at 4.043, with a significant rate of 0.000. While the table t value is 1.660. Thus, it can be concluded that the flash sale variable partially affects and significantly affects the consumptive behavior variable of Muslim consumers of Shopee application users in Aceh, because the calculated t value is greater than

the table t value ($4,043 > 1,660$) and the significant level is below 0.05 ($0.000 < 0.05$) or the Ha1 hypothesis is accepted

The calculated t-value for the cashback variable was obtained at 0.039, with a significant rate of 0.969. While the table t value is 1.660. Thus, it can be concluded that the cashback variable partially has no effect and is significant on the consumptive behavior variable of Muslim consumers of Shopee application users in Aceh, because the calculated t value is smaller than the table t value ($0.039 < 1.660$) and the significant level is above 0.05 ($0.969 > 0.05$) or the Ha2 hypothesis is rejected

The calculated t-value for the free shipping variable was obtained at 1.029, with a significant rate of 0.306. While the table t value is 1.660. Thus, it can be concluded that the variable of free shipping partially has no effect and is significant on the variable of consumptive behavior of Muslim consumers of Shopee application users in Aceh, because the calculated t value is smaller than the table t value ($1,029 < 1,660$) and the significant level is above 0.05 ($0.306 > 0.05$) or the Ha3 hypothesis is rejected

c. Coefficient of Determination Test

Table 6
Coefficient of Determination Result

Model	R	R Square
1	0.468 ^a	0.219

From the results of the determination test above, it can be concluded that the variables of flash sale, cashback and free shipping are able to explain the variation in the variables of consumer consumer consumer consumption of Shopee application users in Aceh by 21.9 percent. Meanwhile, the remaining 78.1 percent was influenced by other factors outside this research model.

Discussion

The Effect of Flash Sale on the Consumptive Behavior of Muslim Consumers of Shopee Application Users in Aceh

Based on the results of tests that have been carried out, it partially shows that the flash sale variable affects the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. This could mean that the first hypothesis is accepted or received Ha1, because the calculated t value is greater than the table t value.

Flash sales affect the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The higher or smaller the flash sale provided by Shopee, Muslim consumers in Aceh will still make product purchases on the application. Because the flash sale system held by Shopee does not deviate from the Islamic economy. There is no element of usury in the practice of buying and selling products and there is no element of fraud, because the product ordering process has undergone agreement between both parties (between Shopee application users and Shopee). As the word of God is stated in Surah An-Nisa verse 29 which means: "O people of faith, do not eat each other's treasures with vanity paths, except by the consensual way of commerce among you. And ye shall not kill yourselves; verily Allah is all-merciful to you" (QS. An-Nisa : 29).

The results of this study are in accordance with previous research conducted by Jannah and Khalikussabir (2022), which states that flash sales affect the purchasing decisions of Shopee application users. And in accordance with previous research conducted by Laura Pandan Wangia and Sonja Andarini (2021), that flash sales partially affect impulse buying behavior in Shopee application users.

The Effect of Cashback on the Consumptive Behavior of Muslim Consumers of Shopee Application Users in Aceh

Based on the results of tests that have been carried out, it partially shows that the cashback variable has no effect on the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. This could mean that the second hypothesis is rejected or rejected H_{a2} , because the calculated t value is smaller than the table t value.

Cashback does not affect the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The higher or smaller the cashback provided by Shopee, cannot affect changes in the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. This result is because cashback is not a determining factor in explaining changes in the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The cashback system held by Shopee does not deviate from the Islamic economy. Because there is no element of usury in the process of its use and the process has been mutually agreed upon. As stated in the Historical Hadith of Ibn Majah which means, "From Sa'id al-Khudari he said: The Messenger of Allah SAW said: indeed, buying and selling must be based on consensual." (HR. Ibn Majah).

According to researchers' analysis, why cashback does not affect the consumptive behavior of Muslim consumers of shopee users in Aceh is because shopee usually adds other conditions such as asking consumers to use a payment method with its E-wallet product, namely shopeepay, or asking to use a payment service in the form of shopeepay latter. Shopeepay latter is a credit system from shopee that allows its users to freely shop online even though they don't have money at that time. In addition, cashback is usually returned in the form of shopee koinn which can be used to buy or book train tickets, and pay electricity bills which are very rarely used by Muslim consumers of shopee users in Aceh.

The results of this study are in accordance with previous research conducted by Diah Utami (2020) which states that cashback has no effect and is not significant for purchasing decisions through the Shopee application page. And in accordance with previous research conducted by Puvit (2021), that partial cashback has no effect and is not significant to product purchase decisions on the Shopee application.

The Effect of Free Shipping on the Consumptive Behavior of Muslim Consumers of Shopee Application Users in Aceh

Based on the results of tests that have been carried out, it partially shows that the variable of free shipping does not affect the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. This could mean that the third hypothesis is rejected or rejected H_{a3} , because the calculated t value is smaller than the table t value.

Free shipping does not affect the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The higher or smaller the free shipping provided by Shopee, cannot influence Muslim consumers in Aceh to purchase products on the application. This

result is because free shipping is not a determining factor in explaining changes in the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The free shipping system held by Shopee does not deviate from the Islamic economy. Because it occurs in a product buying and selling transaction and has been agreed upon by both parties. And the free shipping includes gifts given by Shopee to Shopee users, which can be used reasonably. As the Prophet said, SAW *"If I am invited to eat a piece of animal arm or leg, I will definitely fulfill the invitation. Likewise, if a piece of arm or leg is gifted to me, I will definitely accept it."* (HR. Bukhari). Prophet Muhammad SAW also said *"Fulfill the call of the person who invited you, do not refuse gifts and do not beat Muslims."* (HR. Muslim).

The finding that researchers can get is that free shipping does not affect consumptive behavior because the free shipping promo for now is very easy to get, from the shopee seller himself if they register an ID card, they will get free shipping at their store for all products in their store.

The results of this study are in accordance with previous research conducted by Gita Septi (2021), which states that free shipping does not affect the purchase decision at Shopee. And in accordance with previous research conducted by Fatekhah (2021), that free shipping does not affect the value of purchasing decisions at Shopee's market place.

The Effect of Flash Sale, Cashback and Free Shipping on the Consumptive Behavior of Muslim Consumers of Shopee Application Users in Aceh

Based on the results of tests that have been carried out, it simultaneously shows that the variables of flash sale, cashback and free shipping affect the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. This could mean that the fourth hypothesis is accepted or received Ha4, because the calculated t value is greater than the table t value.

Flash sales, cashback and free shipping affect the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The higher or smaller the flash sale, cashback and free shipping provided by Shopee, Muslim consumers in Aceh will still purchase products on the application.

The results of this study are in accordance with previous research conducted by Andarini (2021), which states that flash sales, cashback and free shipping affect the purchasing decisions of Shopee application users.

Conclusion

Based on the results of the research that has been carried out, the author can make the following conclusions:

1. The flash sale variable partially affects and significantly affects the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The higher or smaller the flash sale provided by Shopee, Muslim consumers in Aceh will still make product purchases on the application. Because the flash sale system held by Shopee does not deviate from the Islamic economy. Thus, it can be concluded that the hypothesis Ha1 is accepted
2. The partial cashback variable has no effect and is significant on the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The higher or smaller the cashback provided by Shopee, cannot affect changes in the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. This result is because

cashback is not a determining factor in explaining changes in the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The cashback system held by Shopee does not deviate from the Islamic economy. Because there is no element of usury in the process of its use and the process has been mutually agreed upon. Thus, it can be concluded that the hypothesis of Ha2 is rejected

3. The variable of free shipping partially has no effect and is significant on the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. This result is because free shipping is not a determining factor in explaining changes in the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The free shipping system held by Shopee does not deviate from the Islamic economy. Because it occurs in a product buying and selling transaction and has been agreed upon by both parties and includes prizes given by Shopee to Shopee users, which can be used reasonably. Thus, it can be concluded that the hypothesis of Ha3 is rejected
4. The variables of flash sale, cashback and free shipping simultaneously have an effect and are significant on the consumptive behavior of Muslim consumers who use the Shopee application in Aceh. The higher or smaller the flash sale, cashback and free shipping provided by Shopee, Muslim consumers in Aceh will still purchase products on the application. Because of the product buying and selling system in the Shopee Honest and Amanah application. Thus, it can be concluded that the hypothesis Ha4 is accepted.

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