

PURCHASE INTENT IN E-COMMERCE: THE IMPACT OF SCARCITY AND DISCOUNT VOUCHER STRATEGIES ON SHOPEE USERS IN BENGKULU CITY

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ABSTRAK

This study examines the effect of Scarcity and Voucher Discounts on Purchase Intent among Shopee users in Bengkulu City. Despite significant e-commerce growth globally, the conversion rate from intent to actual transaction remains relatively low, indicating a critical gap in promotional effectiveness in regional markets. This study discusses the lack of empirical evidence regarding the simultaneous impact of scarcity and discount vouchers, especially in developing a digital context such as Bengkulu. Using a quantitative descriptive approach, data was collected from 110 active Shopee users aged 18-35 years through purposive sampling. The analysis used multiple linear regression using SPSS software. The results show that Voucher Scarcity and Discount positively and significantly affect Purchase Intent individually. Discount vouchers were found to be the dominant variable that influenced consumer behavior. Simultaneously, these two variables explain 68.7% of the variance of Purchase Intent. These findings suggest that integrating scarcity strategies with discount vouchers can effectively increase consumer purchase intent. This study contributes to the digital marketing literature and offers practical implications for MSMEs and platform managers in optimizing promotional strategies.

INTRODUCTION

The development of e-commerce globally shows a continuous expansionary trend, with a projected transaction value of 5 trillion USD by 2030 (Daniela Coppola, 2025). Indonesia emerged as one of the strategic markets, supported by an internet penetration rate of 79.5%, which significantly encouraged the growth of digital trade activities (APJII, 2024). In the midst of national marketplace competition, Shopee dominates the Indonesian market share through various promotional strategies, such as

flash sales, discount vouchers, free shipping, and gamification elements in its application (Ismalia & Fasa, 2024). This dominance is also observed at the regional level, including Bengkulu City, where people are increasingly actively utilizing e-commerce platforms to meet their daily needs. Several previous studies confirm that the majority of e-commerce users in Bengkulu prefer Shopee over other platforms, mainly because of the attractiveness of promotions and ease of transactions.

The growth of e-commerce use in Bengkulu is supported by increased internet accessibility and digital transformation of society. Data from the Central Statistics Agency of Bengkulu Province shows the expansion of digital trade through the E-Commerce Survey, which is part of the regional digital economy mapping. However, the high usage of e-commerce applications has not fully translated into optimal actual transaction conversions. This phenomenon indicates a disparity between people's digital access and consumers' real purchasing decisions. Therefore, e-commerce platforms are needed to identify psychological and economic factors that are effective in encouraging purchase intention, especially in the population of non-metropolitan areas such as Bengkulu City (Wijayanti et al., 2023).

This phenomenon reflects the inefficiency of contemporary digital promotion strategies. The interaction between psychological pressure through scarcity strategies and economic incentives in the form of discount vouchers has not been comprehensively understood in the context of regional consumer behavior (Barton et al., 2022). The unique characteristics of consumers in Bengkulu City, such as price sensitivity, preference for free shipping promotions and discount vouchers, and responsiveness to time limits or limited stock, make these two strategies have the potential to have a significant influence on the formation of purchase intent in Shopee users.

Earlier literature tends to emphasize impulse buying or repurchase intention, so studies of purchase intention as the main dependent variable are still limited (Redine et al., 2023). In addition, most previous research has focused on metropolitan cities such as Jakarta and Surabaya, so generalizing the results to regional areas such as Bengkulu that have different demographic profiles and consumption cultures is not necessarily valid. Analysis of the simultaneous influence of scarcity and discount voucher strategies in a single regression model is also still rare, especially for e-commerce users in developing regions. Previous local studies in Bengkulu were generally limited to the effect of flash sales, live streaming, or free shipping on impulse buying, without integrating scarcity and discount voucher variables simultaneously.

Based on the identification of these problems, this study aims to analyze the partial and simultaneous influence of scarcity variables and discount vouchers on purchase intention in Shopee users in Bengkulu City. Theoretically, this research is expected to enrich the literature on digital marketing and consumer behavior within the framework of the regional digital economy. Practically, the results are anticipated to provide empirical recommendations for MSME actors, digital marketers, and e-commerce platform management in designing a more adaptive and effective promotion strategy in accordance with the dynamics of consumer behavior in Bengkulu City.

LITERATURE REVIEW

Scarcity Theory

The Scarcity Theory was first proposed by Cialdini (2009) which emphasizes the importance of the perception of limitations in influencing the value of an object. This theory highlights that humans tend to value goods more when their availability is limited. In the context of digital marketing, scarcity is often manifested through time or quantity restrictions to create a sense of urgency (Barton et al., 2022). Harimurti Wulandjani et al. (2023) explained that the message of scarcity in e-commerce promotions such as flash sales has been proven to be able to increase the perception of product value and create impulsive impulses for consumers. Arifin et al. (2023) emphasized that scarcity is not only related to the small number of goods, but also when an item is not freely available and requires certain efforts to obtain it.

Scarcity

Scarcity is a marketing strategy that aims to create a perception of limitations in products and promotions to encourage consumers to make purchases faster. According to Lahuri and Dwi Rahayu (2024), scarcity is a condition when available resources are not able to fully meet unlimited human needs. In this study, Scarcity is defined as a marketing stimulus that communicates the limited availability of products or promotional time to consumers (Cialdini, 2009).

Indicator Scarcity

According to Cialdini (2009), the indicators of Scarcity in the context of marketing are as follows:

1. Limited Time Buyer assumes that the business deliberately accelerates the sale of a product by applying a time limit on the availability of a product.
2. Limited Quantity Consumers feel that companies are deliberately limiting the number of products they provide for sale.

Sales Promotion Theory

Sales Promotion Theory was put forward by Kotler et al. (2024) which highlights the role of discounts as a price incentive that is able to stimulate purchase actions. This theory explains that rebates increase the perceived benefits because consumers obtain products with the same intrinsic value but lower costs. Shia et al. (2021) added that discount vouchers serve as a promotional mechanism that provides access rights or specific codes to obtain price discounts. Nugroho et al. (2024) view discount vouchers as a promotional facility that offers direct economic benefits that increase the perception of profits.

Voucher Discount

Discount Vouchers or discount vouchers are price incentive-based digital promotional instruments that aim to increase consumer interest and purchase decisions through the provision of discounts in the form of codes or coupons. According to Abdel-Aty et al. (2024), discount vouchers act as a value signal as well as a promotional communication tool that can increase the perception of consumer benefits. Marvella and Sutanto (2024) emphasized that discount vouchers play a crucial role in driving consumer purchase decisions as well as maintaining loyalty to digital platforms.

Indicator Voucher Discount

According to Nugroho et al. (2024), the indicators of the effectiveness of Discount Vouchers are as follows:

1. **Discount Amount** This indicator describes the level or amount of discounts given to consumers, both in nominal and percentage form.
2. **Validity Period (Duration)** This indicator describes the period of use of vouchers available to consumers before the validity period expires.
3. **Ease of Redemption** The ease of redemption indicates the level of simplicity of the process that consumers must do to redeem vouchers during transactions.
4. **Availability of Products/Services That Can Use Vouchers** This indicator refers to the scope of products or services that can use the discount voucher.

Theory of Planned Behavior

The Theory of Planned Behavior was put forward by Ghazali (2020) who views that buying intent is influenced by attitudes, subjective norms, and behavior control. This theory explains that intention is the main determinant of actual behavior. In the context of digital marketing, purchase intention is a key indicator that describes the effectiveness of promotional strategies on consumer purchasing behavior. Qiu and Zhang (2024) emphasize that purchase intent is influenced by a combination of cognitive, affective, and situational factors.

Purchase Intention

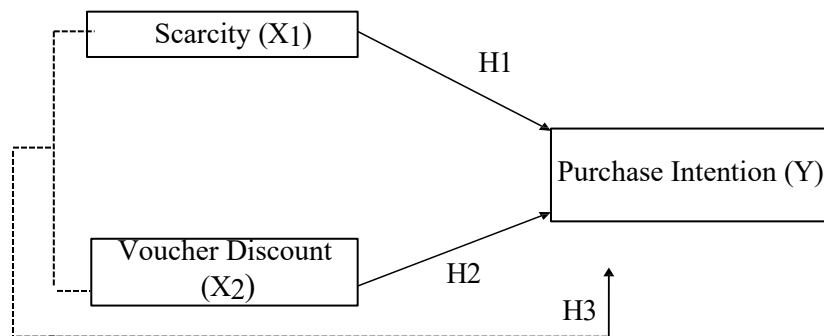
Purchase Intention is the psychological tendency of consumers to buy a product or service within a certain time after evaluating the attributes of the product. According to Schiffman and Kanuk (2005), buying interest can be identified through the psychological stages of potential consumers in making purchase decisions. Zavichi and Aparicio (2025) extend this concept to the realm of the digital economy, where purchasing decisions are based on symbolic value and the perception of exclusivity.

Purchase indicator

Intention According to Schiffman and Kanuk (2005), the indicators of Purchase Intention are as follows:

1. **Interested in finding information about products** In the early stages that show the presence of consumer curiosity about a product.
2. **Consider buying** The stage where consumers begin to assess whether the product is worth purchasing based on consideration of needs and prices.
3. **Interested in trying** Shows the consumer's drive to test or make an initial purchase of the product.
4. **Want to know the product** Describes a deep sense of curiosity about the product, both in terms of features and brand.
5. **The desire to own a product** is the peak form of buying interest, which is when consumers have a strong urge to buy the product.

Conceptual framework



Conceptual framework

With hypothesis:

H1 : Scarcity affects Purchase Intention

H2 : Discount Voucher affects Purchase Intention

H3 : Scarcity and Discount Voucher have a simultaneous effect on Purchase Intention

RESEARCH METHOD

This research method uses a quantitative approach with the aim of testing hypotheses related to the influence of Scarcity and Discount Vouchers on Purchase Intention in Shopee users in Bengkulu City. This research was carried out from December 2025 to January 2026. The population in this study is active Shopee users in Bengkulu City who are 18–35 years old and have made a transaction at least once in the last three months, and a sample of 110 respondents was determined using the purposive sampling technique. Data were collected through observations, literature studies, and Likert scale-based questionnaires that have been tested for validity and reliability. Data analysis was carried out with the help of the SPSS version 27 program through descriptive analysis, classical assumption tests, and multiple linear regressions to see the partial (t-test) and simultaneous (F-test) influence of independent variables on dependent variables. The determination coefficient (R²) is used to measure the contribution of independent variables to dependent variables, with the interpretation of the results as the basis for drawing conclusions.

RESEARCH RESULTS AND DISCUSSION

Descriptive Analysis of Respondents

This study involved 110 respondents who were Shopee users in Bengkulu City. Analysis of respondents' demographic characteristics showed that most respondents were in the age range of 18–24 years, which reflects the dominance of the younger generation as the most active group in the use of the Shopee e-commerce platform. These age groups show greater adaptability to digital technology innovations as well as greater responsibility for bold promotional strategies, such as discount vouchers, flash sales, and shipping fee waivers.

In terms of gender, respondents are dominated by women, which implies a stronger tendency among women to make online shopping transactions through Shopee,

especially in the categories of fashion, skincare, cosmetics, and household products. In addition, most of the respondents consisted of learners and learners, who have a high price sensitivity and are therefore more interested in discount- and voucher-based promotional schemes.

Based on the most frequently purchased product categories, the majority of respondents prioritize fashion, beauty, and daily necessities. These findings indicate that consumer behavior on the Shopee platform in Bengkulu City is significantly influenced by economical price factors, ease of transaction processes, and promotions that provide direct benefits to consumers. These characteristics reflect that consumers in the Bengkulu area show a high sensitivity to price incentives compared to the aspect of product exclusivity.

Simple linear regression analysis

Multiple linear regression analysis was used to determine the influence of the variables of Scarcity and Voucher Discount on Purchase Intention in Shopee users in Bengkulu City. Based on the results of data processing using the SPSS program version 27.0 for Windows, the following results were obtained.

Table 1
Results of Simple Linear Regression Analysis

Coefficients ^a							
Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	8.322	2.191	3.799	.001		
	TOTAL. X1	.214	.081	2.640	.010	.543	1.843
	TOTAL. X2	.636	.067	9.492	.001	.543	1.843

a. Dependent Variable: Y

Source: processed data, 2026

From the calculation of table 1, the regression equation is obtained as follows:

$$Y = 8.322 + 0.214X1 + 0.636X2$$

The interpretation of the regression equation is as follows:

1. The acquisition constant value of 8,322 shows that if Scarcity (X1) and Discount Voucher (X2) are zero, then the Purchase Intention (Y) value is 8,322.
2. The regression coefficient of the Scarcity variable (X1) of 0.214 indicates that every one-unit increase in Scarcity will increase the Purchase Intention by 0.214, assuming the other variables are constant.
3. The regression coefficient of the Discount Voucher variable (X₂) of 0.636 indicates that every one unit increase in the Discount Voucher will increase the Purchase Intention by 0.636, assuming the other variables are constant.

The results of the analysis show that the Voucher Discount variable shows a more dominant influence than Scarcity on Buying Interest in Shopee users in Bengkulu City. These findings imply that consumers in the region prioritize the immediate economic benefits of discounts rather than the psychological pressures arising from

limited stock or promotional deadlines.

These findings are consistent with the characteristics of regional consumers who are price-sensitive and tend to be rational in purchasing decision-making. Among the people of Bengkulu City, economic value-based promotional strategies such as discount vouchers have proven to be more effective in increasing buying interest, because they are able to create a concrete perception for consumers.

Results of Determination Coefficient Analysis

The determination coefficient is used to determine the amount of contribution of the Scarcity and Discount Voucher variables in explaining Purchase Intention to Shopee users in Bengkulu City.

Tabel 2
Value of Determination Coefficient (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.693	.687	3.13597
a. Predictors: (Constant), X2, .X1				

Source: processed data, 2026

Based on the test results obtained, the Adjusted R Square value was 0.687. This value shows that the Scarcity and Voucher Discount variables are able to explain Purchase Intention by 68.7%, while the remaining 31.3% is influenced by other variables outside the research, such as free shipping, product quality, online customer reviews, live streaming, and consumer trust in sellers.

The high determination coefficient value shows that digital promotion strategies have an important role in shaping the buying interest of Shopee consumers in Bengkulu City. This shows that the behavior of regional e-commerce consumers is greatly influenced by marketing strategies that provide practical and economic advantages.

Uji hypothesis

Hypothesis test Hypothesis testing t test

Hypothesis tests were carried out to find out whether the independent variables Scarcity (X1) and Discount Voucher (X2) partially (individually) had an effect on the dependent variable Purchase Intention (Y) in Shopee users in Bengkulu City.

Table 3
Partial Test Results (T Test)

Coefficients ^a							
Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	8.322	2.191	3.799	.001		

	TOTAL. X1	.214	.081	2.640	.010	.543	1.84 3
	TOTAL. X2	636	.067	9.492	.001	.543	1.84 3
a. Dependent Variable: Y							

Source: processed data, 2026

Through calculations carried out with the SPSS program, it is known that the values of t are calculated and t Sig in each independent variable. It is known that the T table in the results of this study was obtained by looking for the df value in the t table with a significant level of 0.05 to find the df value as for the following formula:

$$Df = N(\text{many samples}) - \text{independent variable} - 1$$

$$Df = 110 - 2 - 1$$

$$Df = 107 \text{ is } 1.659$$

The t-value of the table at the significance level $\alpha = 0.05$ with $df = 107$ is 1.659., each variable is as follows:

1. The first hypothesis is that Scarcity has an effect on Purchase Intention. Scarcity shows that the calculated t value (2.640) > the t table value (1.659) and the t sig value (0.010) < α (0.05), then it is concluded that H_a is accepted and H_0 is rejected. This means that there is a positive and significant influence between Scarcity on Purchase Intention in Shopee Users in Bengkulu City.
2. The second hypothesis is that Discount Vouchers have an effect on Purchase Intent. The Discount Voucher shows that the calculated t value (9,492) > the t table value (1,659) and the t sig value (0.001) < α (0.05), then it is concluded that H_a is accepted and H_0 is rejected. This means that there is a positive and significant influence between Discount Vouchers on Purchase Intention in Shopee Users in Bengkulu City.

The results of this study show that although the scarcity strategy is able to increase consumer buying interest, its effect is still lower than that of Discount Vouchers. Shopee consumers in Bengkulu City tend to be more interested in promotions that provide direct financial benefits rather than psychological pressure due to product limitations or promotional time.

Simultaneous Test Results (F Test)

A simultaneous test (F test) was used to find out whether the independent variables of Scarcity (X1) and Discount Voucher (X2) together (simultaneously) had an effect on the dependent variable of Purchase Intention (Y) in Shopee users in Bengkulu City.

Table 4
Hypothesis Results With F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2373.223	2	1186.612	120.661	.000 ^b
	Residual	1052.268	107	9.834		
	Total	3425.491	109			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: processed data, 2026

Based on the results of the F test, the F-hitung value was recorded at 120.661, which exceeded the F-tabel value of 3.08, with a significance level of 0.000 ($p < 0.05$). Thus, it can be concluded that the variables of Scarcity and Voucher Discount simultaneously have a positive and significant influence on Purchase Intention in users of the Shopee platform in Bengkulu City.

The findings indicate that the integration of psychological promotion strategies (scarcity) and price incentives (discount vouchers) together is effective in increasing consumer purchase intensity. However, based on the value of the regression coefficient, the Voucher Discount variable proved to be the most dominant predictor in influencing Purchase Intent.

The practical implications of this study suggest that micro, small, and medium enterprises (MSMEs) and brave sellers on the Shopee platform prioritize optimizing voucher discounts rather than relying solely on the scarcity of strategies. Providing transparent discounts, vouchers with competitive nominals, and user-friendly promotions can be the most effective approach to strengthen consumer buying interest in Bengkulu City. Scarcity strategies remain relevant as a support, such as through voucher timing or limited stock availability, but the primary focus should be on the value of the discounts offered to consumers.

CONCLUSION

This study revealed that the *variables Scarcity (X1) and Discount Voucher (X2)* had a significant effect on *Purchase Intention (Y)* in Shopee users in Bengkulu City. Based on the results of the t-test, *Scarcity* has a t-count value of 2.640 with a significance level of 0.010 (< 0.05), while *Voucher Discount* has a t-count value of 9.492 with a significance level of 0.001 (< 0.05). Simultaneously, the F-test showed an F-count value of 120.661 with a significance of 0.000, which is much greater than the significance limit of 0.05.

The test results showed that both variables had a positive and significant effect on purchase intent. *Discount vouchers* proved to be the most dominant variable affecting *Purchase Intention* compared to *Scarcity*, indicated by a higher regression coefficient (0.636 vs 0.214). This suggests that the economic incentives of discounts provide a stronger perception of financial benefits in encouraging consumers to buy rather than simply a sense of urgency from scarcity.

The results of this study are in line with the use of *scarcity promotion* to generate the urgency of purchases. These findings also support Aini's (2024) research which

states that discount vouchers have a positive and significant effect on consumers' buying interest in Shopee, both partially and simultaneously. Theoretically, these results are consistent with the Scarcity Theory (Cialdini, 2009) which explains that the limitations of

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