

THE INFLUENCE OF DISCOUNT VOUCHERS, ONLINE CUSTOMER REVIEWS, AND PROMOTIONAL COSTS ON THE NET PROFIT OF SHOPEEFOOD MERCHANTS

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Abstract: The aim of this study is to assess how discount vouchers, online customer reviews, and promotional expenses affect the net profit of Shopee food merchants. The research methodology employed is quantitative, involving a sample size of 120 respondents. Data analysis was conducted using SPSS software. The findings indicate that discount vouchers (X1) significantly affect the net profit of Shopee food merchants, whereas online customer reviews (X2) and promotional costs (X3) have an impact but are not statistically significant regarding the net profit of Shopee food merchants (Y). However, simultaneously, all three independent variables do influence the dependent variable.

Keywords: *Discount Vouchers, Online Customer Reviews, Promotional Costs, Net Profit*

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1. Introduction

The modern era has made society tend to desire things instantly. Even in the food and beverage industry, people can ease their needs by ordering products online. Food and beverage product orders can be made through various e-commerce platforms. Sahara Siregar & Kholid (2019) define e-commerce as a form of distribution, purchase, sale, and marketing of goods and services through systems such as the internet, television, web, and other computer networks. Some e-commerce platforms include Bukalapak, Blibli, Lazada, Tokopedia, and Shopee.

E-commerce platforms continue to evolve to meet user needs. Shopee is one of the pioneering e-commerce platforms that launched an online shopping platform in Indonesia in May 2015. Shopee expanded in April 2020 by introducing Shopee food, an online food and beverage delivery service. Shopee offers a simple, safe, and fast online shopping experience for consumers, furthermore supported by reliable payment and logistics systems. The operation of Shopee food involves the buyer selecting a menu from a restaurant or merchant (seller), after which the buyer can also use vouchers, such as product discounts or free shipping. Once the order list is created, the merchant will confirm the order, and the driver will pick up the product to be delivered to the buyer. The buyer can provide a review, which is an overall product rating for the merchant.

Although Shopee is a popular and widely used e-commerce platform, the number of Shopee food merchants is still far fewer compared to other food delivery service platforms, namely GrabFood and GoFood. According to a survey conducted by Snapcart Indonesia in 2021, 82% of food and beverage stores, as well as restaurants, are registered on the GrabFood

application, followed by GoFood with 71%, while ShopeeFood only reaches 28%. There is a significant difference in the number of merchants registering their stores on ShopeeFood compared to GrabFood.

On ShopeeFood, merchants need to register their stores first to have discount vouchers. However, there is a 25% commission that needs to be given to Shopee. This still burdens and becomes a complaint for merchants who need to raise their selling prices to compete with others. The price difference between offline and online also undergoes significant changes. The bigger the discount offered by the store to the buyer, the larger the cut or subsidy that must be paid to ShopeeFood.

In addition to the selling price, online customer reviews also affect store performance. Buyers rely heavily on store reviews because they cannot see or physically experience the products, and conversely, merchants need to consistently receive good reviews to boost their store's popularity and attract buyers. According to the conclusion from the research by Fathimah Febrianah & Sukaris (2022) online customer reviews do not have a significant impact on purchasing decisions. These research findings differ from the conclusion of the study by Azizah et al. (2023) which shows that online customer reviews do influence purchasing decisions. Purchasing decisions affect sales increases, which ultimately boost store profits (Ayu Purwati et al., 2019)

Store popularity can also be increased by utilizing promotions. However, the costs incurred for promotions do not necessarily result in an increase in buyers. Radella et al. (2021) researched about promotion costs and sales. The study concluded that spending on promotions does not guarantee an increase in sales, especially if the amount spent is substantial, as it may not yield proportional results.

Based on the issues presented, the researchers feel compelled to investigate further into "The Influence of Discount Vouchers, Online Customer Reviews, and Promotion Costs on the Net Profit of ShopeeFood Merchants." It is hoped that this research will yield the best results regarding the influence of discount vouchers, online customer reviews, promotion costs, and net profit.

2. Literature Review

2.1. Discount Voucher

A voucher can be defined as a promo code given to someone to get a discount on their next transaction (Nilakusmawati et al. (2024) When a buyer receives a price reduction from a seller, it is referred to as a discount. Discounts are applied to attract interest and encourage consumers to purchase certain products (Resta et al., 2023). Discount vouchers can be understood as price reductions used for specific products to attract buyers. Typically, vouchers can only be used once per transaction and have an expiration date. Discount vouchers are a marketing strategy implemented to entice and attract buyers, increase sales volume, and promote certain products (Nufus & Handayani, 2022). According to Resta et al. (2023), the indicators of discount vouchers are the discount amount, discount duration, and product variety.

2.2. Online Customer Reviews

An online customer review is a feature that allows consumers to freely comment or review, and provide their opinions online about services and products, which can significantly influence a visitor's purchasing decision (Elwalda et al., 2016). According to Latief & Ayustira (2020) an online customer review can be defined as a source of information that can help buyers

determine a product before purchase. Online customer reviews will make it easier for buyers to find comparisons of products sold by other stores and are expected to meet the initial expectations of prospective buyers (Rinaja et al., 2022). The indicators of online customer reviews according to Putri & Wandebori (2016) are perceived usefulness (level of trust), valence (positive and negative classification), and volume of reviews (number of reviews).

2.3. Promotional Costs

Promotion is a strategic action implemented by a company to introduce products to the public with the aim of attracting buyers (Abdul et al., 2022). Promotion costs are the expenses incurred by a company to carry out various promotional activities (Felicia & Gultom, 2018). The expenses sacrificed for promotion costs are expected to generate greater revenue so that the company can make a profit (Susilawati, 2019). The indicators of promotion used are promotion time, which is the duration of the promotion carried out by the company, target accuracy, which is the suitability of the target market, and promotion reach, which is the number of promotions conducted through the available promotional media.

2.4. Net Profit

Profit is the difference between revenue and expenses (Mutiara, 2022). Profit can also be used as an indicator of a company's performance, providing information about management and responsibility in managing resources (Koeswaedhana, 2020). Net profit is the excess of income after deducting income tax in a certain period or the difference between income and expenses (Muhajir, 2020). The indicators of profit, according to the conclusion drawn by Ginanjar (2020), include gross profit, operating expenses, and tax expenses.

The objectives of this research are: (1) Discount vouchers affect the net profit of ShopeeFood merchants. (2) Online customer reviews influence the net profit of ShopeeFood merchants. (3) Promotion costs affect the net profit of ShopeeFood merchants. (4) Discount vouchers, online customer reviews, and promotion costs simultaneously affect the net profit of ShopeeFood merchants in Surabaya.

3. Research Methods

Quantitative research data was employed for this study, utilizing a self-administered questionnaire developed from variables identified in the literature review. A total of 12 indicators were created to address the research objectives. The study utilized purposive sampling, determining the sample size using the Slovin formula. Data were collected from 120 respondents who were ShopeeFood merchants through social media platforms. The Likert scale, ranging from 1 = Strongly Disagree (SD) to 5 = Strongly Agree, was utilized for variable measurement. The validity and reliability of the questionnaire instruments were assessed using Pearson correlation (r) and Cronbach's alpha, confirming their validity and reliability. Data analysis was conducted using SPSS software.

4. Results and Discussion

4.1. Results

Descriptive Statistical Analysis

The mean provides an overview of how much respondents agree with statements representing each variable. The larger the mean value, the more respondents agree with that indicator, and the smaller the standard deviation value, the better the indicator is considered.

Table 1. Results of Descriptive Statistical Analysis

	N	Min	Max	Mean	Std. Deviation
Discount Amount (X1.1)	120	3	5	4.32	.610
Discount Duration (X1.2)	120	3	5	4.39	.626
Product Variety (X1.3)	120	3	5	4.34	.601
Perceived Usefulness (X2.1)	120	3	5	4.40	.614
Valence (X2.2)	120	3	5	4.24	.608
Volume of Reviews (X2.3)	120	3	5	4.38	.581
Promotion Time (X3.1)	120	3	5	4.38	.624
Target Accuracy (X3.2)	120	3	5	4.32	.650
Promotion Reach (X3.3)	120	3	5	4.25	.569
Gross Profit (Y1)	120	3	5	4.41	.692
Operating Expenses (Y2)	120	3	5	4.39	.598
Tax Expenses (Y3)	120	3	5	4.32	.608

Source: Primary data processed from SPSS

Based on Table 1, all mean values are ≈ 4 , indicating that ShopeeFood merchants agree and perceive discount vouchers, online customer reviews, promotion costs, and net profit are important and impactful.

Validity Test

Table 2. Validity Test

Variable	Indicator	<i>Pearson Correlation</i>	Sig.
Discount Voucher (X1)	X1.1	0,894	0,001
	X1.2	0,842	0,001
	X1.3	0,805	0,001
Online Customer Review (X2)	X2.1	0,842	0,001
	X2.2	0,851	0,001
	X2.3	0,760	0,001
Promotional Costs (X3)	X3.1	0,906	0,001
	X3.2	0,820	0,001
	X3.3	0,822	0,001
Net Profit (Y)	Y1	0,813	0,001
	Y2	0,738	0,001
	Y3	0,745	0,001

Source: Primary data processed from SPSS

Based on Table 2, the significance value (sig) for each item is 0.001, which is below 0.05 (<0.05), indicating that each item is valid.

Reliability Test

Table 3. Validity Test

Variable	Indicator	Cronbach's Alpha	Cronbach's Alpha if Item Deleted
Discount Voucher (X1)	X1.1	.805	.647
	X1.2		.746
	X1.3		.789
Online Customer Review (X2)	X2.1	.753	.647
	X2.2		.602
	X2.3		.744
Promotional Costs (X3)	X3.1	.807	.611
	X3.2		.796
	X3.3		.785
Net Profit (Y)	Y1	.642	.485
	Y2		.625
	Y3		.517

Source: Primary data processed from SPSS

All Cronbach's alpha values in Table 3 are greater than 0.60 (>0.60). Therefore, it is concluded that in this study, all variables are reliable.

Normality Test

Table 4. Normality Test

		Unstandardized Residual
N		120
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.18133843
Most Extreme Differences	Absolute	.068
	Positive	.034
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Primary data processed from SPSS

The significance value in Table 4 is 0.200, which is above 0.05 (>0.05), indicating that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Discount Voucher (X1)	.986	1.014
Online Customer Review (X2)	.858	1.165
Promotional Costs (X3)	.868	1.152

Source: Primary data processed from SPSS

All tolerance values for each variable in Table 5 are above 0.1 (>0.1), with VIF values below 10 (<10), indicating that there is no multicollinearity in this study.

Heteroskedasticity Test

Table 6. Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	605	.765		.790	.431
Discount Voucher (X1)	.042	.044	.091	.936	.351
Online Customer Review (X2)	-.020	.053	-.042	-.380	.705
Promotional Costs (X3)	.011	.051	.024	.222	.825

Source: Primary data processed from SPSS

Based on Table 6, all variables have significance values above 0.05 (>0.05). Therefore, there is no heteroskedasticity in the data in this study.

Multiple Linear Regression Analysis

Table 7. Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.269	1.941		4.261	.001
Discount Voucher (X1)	.201	.095	.193	2.124	.036

	Online Customer Review (X2)	.069	.108	.062	.640	.523
	Promotional Costs (X3)	.102	.106	.093	.964	.337

Source: Primary data processed from SPSS

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

$$Y = 8.269 + 0,201X_1 + 0,069X_2 + 0,102X_3$$

In the equation, the constant of 8.269 signifies that if the values of the Discount Voucher (X1), Online Customer Review (X2), and Promotion Costs (X3) variables are all zero, the Net Profit (Y) variable will remain at 8.269. The coefficient for the Discount Voucher (X1) is 0.201, indicating the degree of impact of this variable on Net Profit (Y). According to this coefficient and the regression equation, it can be inferred that each 1-point increase in the Discount Voucher (X1) variable leads to a 0.201 increase in Net Profit (Y), assuming other factors remain constant. Similarly, the coefficient for Online Customer Review (X2) is 0.069, reflecting its impact on Net Profit (Y). With each 1-point increase in the Online Customer Review (X2) variable, there is a 0.069 increase in Net Profit (Y), assuming other factors are unchanged. The coefficient for Promotion Costs (X3) is 0.102, indicating its influence on Net Profit (Y). A 1-point increase in Promotion Costs (X3) results in a 0.102 increase in Net Profit (Y), assuming other factors remain constant.

t-test

Table 8 Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.269	1.941		4.261	.001
Discount Voucher (X1)	.201	.095	.193	2.124	.036
Online Customer Review (X2)	.069	.108	.062	.640	.523
Promotional Costs (X3)	.102	.106	.093	.964	.337

Source: Primary data processed from SPSS

According to Table 8, the significance level of the discount voucher variable is 0.036, indicating it falls below 0.05 (<0.05). This implies that the Discount Voucher variable (X1) significantly influences the Net Profit variable (Y). Conversely, the significance levels for the online customer review variable and promotion costs variable are 0.523 and 0.337, respectively, indicating they are above 0.05 (>0.05). Therefore, Online Customer Review variable (X2) and Promotion Costs variable (X3) have an impact, they are not significant in influencing the Net Profit variable (Y).

F test

Table 9. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.730	3	4.243	3.600	,016 ^b
	Residual	136.728	116	1.179		
	Total	149.457	119			

Source: Primary data processed from SPSS

A significance value of 0.016 was obtained in Table 9. This value is below 0.05 (<0.05), indicating that the discount voucher variable (X1), online customer review (X2), and promotion costs (X3) collectively have a significant impact on the net profit variable (Y).

Coefficient of Determination Analysis (R²)

Table 10. Coefficient of Determination Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937 ^a	.877	.874	.22631

Source: Primary data processed from SPSS

Table 10 shows an R-squared value of 0.874, equivalent to 87.7%. This figure signifies that 87.7% of the fluctuations in the dependent variable, Net Profit (Y), can be clarified by the independent variables Discount Voucher (X1), Online Customer Review (X2), and Promotion Costs (X3). The remaining 12.3% encompasses various other elements that may impact the net profit of Shopeefood merchants.

4.2. Discussion

The Influence of Discount Vouchers on the Net Profit of Shopeefood Merchants

Based on the data analysis results, the significance value for the Discount Voucher variable is 0.036, which is below 0.05 (<0.05). This result indicates that the Discount Voucher variable has a significant impact on the Net Profit of Shopeefood Merchants. Based on this conclusion, discount vouchers still have a significant positive impact on increasing net profit for merchants, despite having other effects, such as the need to raise prices and pay commissions to Shopeefood.

This research supports the conclusion that discounts influence sales volume as mentioned by Fransiskho et al. (2021) Similar research was conducted by Nuryani & Desi Handayani (2022) who also concluded that the higher the discount, the higher the sales volume. With an increase in sales volume, net profit will also increase.

The Influence of Online Customer Reviews on the Net Profit of Shopeefood Merchants

Based on the analysis of the data, the significance value for the Online Customer Review variable is 0.523, exceeding 0.05 (>0.05). This finding implies that while the Online Customer Review variable does have an impact on the Net Profit of Shopeefood Merchants, it is not statistically significant. This suggests that an increase in customer reviews may lead to higher

sales volume and, consequently, an increase in net profit, although this effect is not considered significant.

This study aligns with the conclusions drawn by Fitriani & Rizal (2024) and Hawa et al. (2023) who assert that a greater variety and quality of online customer reviews positively influence purchasing decisions and subsequently lead to an increase in net profit.

The Influence of Promotion Costs on the Net Profit of Shopeefood Merchants

Based on the data analysis results, the significance value for the Promotion Costs variable is 0.337, which is above 0.05 (>0.05). This result indicates that the Promotion Costs variable has an impact but is not significant on the Net Profit of Shopeefood Merchants. Based on this conclusion, the costs incurred for promotions, whether on electronic media, product exhibitions, or sponsorships related to product promotion, will still have an impact but not a significant one.

This research supports the conclusions of Felicia & Gultom (2018) and Susilawati (2019) which state that promotion costs in a company have an impact on net profit.

The Influence of Discount Vouchers, Online Customer Reviews, and Promotion Costs on the Net Profit of Shopeefood Merchants

Based on the data analysis conducted, the significance value obtained is 0.001, which is below 0.05 (<0.05). This result indicates that the Discount Voucher, Online Customer Review, and Promotion Costs variables simultaneously influence Net Profit. It is concluded that the increase in net profit obtained by Shopeefood merchants is influenced by these factors.

The findings of this research align with the findings of Listyaningsih & Vika Launi (2024) who suggest that discounts, advertising through media, and online customer reviews collectively affect purchase intent, leading to an increase in the seller's profit.

5. Conclusion

Based on the previous discussions, the following conclusions can be drawn:

1. Discount vouchers have a significant and meaningful impact on the net profit of Shopeefood merchants.
2. Online customer reviews have an impact but are not significant on the net profit of Shopeefood merchants.
3. Promotion costs have an impact but are not significant on the net profit of Shopeefood merchants.
4. Discount vouchers, online customer reviews, and promotion costs collectively have an impact on the net profit of Shopeefood merchants.

Based on the data analysis and previous discussions, here are some suggestions that can be provided by the researcher:

For Shopeefood Merchants:

1. Shopeefood merchants need to be more careful before taking any actions, especially regarding expenses and income-related matters. Merchants can inquire thoroughly until they fully understand the systems and policies implemented by Shopee by consulting with fellow merchants or Shopee's customer service.

2. Shopee food merchants can explore other opportunities besides the discount vouchers provided by Shopee. There are various ways to attract buyers, such as raising prices and advertising significant discounts or creating their own store vouchers.
3. Shopee food merchants can remind buyers to always provide online reviews to maintain the store's existence, identity, and performance. Additionally, promotional costs can be considered to make the store more recognized across various media platforms.

For Future Researchers:

1. It is recommended for future researchers to develop other variables in assessing the increase in net profit for Shopee food merchants.
2. Future researchers are encouraged to better understand the merchant's perspective rather than the buyer's perspective because there are various aspects that buyers may view positively but are complained about by merchants.

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