



THE INFLUENCE OF DIGITAL MARKETING DISCOUNTS AND VIDEO COMMERCE ON PURCHASES DECISIONS AMONG STUDENTS OF MUHAMMADIYAH UNIVERSITY OF BENGKULU

Herdias Juliansyah¹, Andi Azhar²

¹Departement of Management University of Muhammadiyah Bengkulu, Indonesia

Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Herdias Juliansyah herdiasjuliansyah87@gmail.com Department of Management University of Muhammadiyah Bengkulu</p>	<p>This article aims to analyze the impact of digital marketing discounts and video commerce on purchasing decisions among students at the University of Muhammadiyah Bengkulu. Using quantitative methods, data were collected through questionnaires distributed to students. The results of the analysis show that digital marketing discounts have a specific impact on purchasing decisions. Likewise, video commerce has been shown to increase students' interest and purchasing decisions. The combination of these two strategies can be used as an effective approach increasing sales among students. This study provides insight for businesspeople and marketers in designing more attractive and effective digital marketing strategies.</p> <p>Keywords: <i>Digital Marketing Discount, Video Commerce, Purchasing Decision, Students, Muhammadiyah University of Bengkulu, Digital Marketing Strategy</i></p>
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INTRODUCTION

Digital transformation not only makes it easier for consumers to access information but also opens new opportunities for businesses to reach a wider market. One marketing strategy that is increasingly popular in the digital era is digital marketing and video commerce (Irena Dinar Vania Sasikirana et al., 2024). These two strategies are considered capable of directly influencing consumer behavior, including in the purchasing decision-making process.

Digital marketing includes various strategies designed to promote products or services through social media, email, websites, and mobile applications. One of the main elements often used in digital marketing is discounting (Ranjani et al., 2024). Discounts, in this context, it is not just a price reduction, but also an effective persuasion tool to attract consumers' attention. Previous research shows that consumers tend to be more interested in products offered at a discount, especially in digital platforms that allow instant price comparison (Adhitya et al., 2024).

Among college students, discount digital marketing has its own appeal (Adolph, 2016). Students, as a demographic group with limited purchasing power, are often looking for ways to maximize their purchases with the available budget. Discounts provided through digital platforms not only help them get products at more affordable prices but also increase loyalty to certain brands (Felix & Rembulan, 2023). However, the question that arises is the extent to which discounts in digital marketing influence student purchasing decisions at Universitas Muhammadiyah Bengkulu.

In addition to discounts, video commerce has become one of the latest innovations in digital marketing. Video commerce, or video-based commerce, integrates audiovisual elements to promote products or services to consumers. Platforms such as YouTube, Instagram Reels, and TikTok have become the main medium for video commerce, allowing consumers to view products more interactively before making a purchase decision (Nurmalasari, 2024).

Students, as active users of social media, are often exposed to video content promoting various products. The advantage of video commerce lies in its ability to deliver a more immersive buying experience. Consumers not only see products in the form of static images, but also understand how to use, quality, and additional features through video demonstrations. This phenomenon influences students' perceptions and preferences towards a product, which ultimately impacts their purchasing decisions (Soraya et al., 2023).

Universitas Muhammadiyah Bengkulu (UMB) is one of the higher education institutions that has a population of students with diverse social and economic backgrounds. Students at this university often utilize digital technology to fulfill their daily needs, including in purchasing products or services. In recent years, the consumptive behavior of UMB students has been increasingly influenced by digital marketing and video commerce trends (Ilmiah et al., 2024).

However, there is a research gap regarding how the combination of digital marketing discounts and video commerce affects UMB students' purchasing decisions. Do both have a significant influence simultaneously, or is one of these factors more dominant? This question is relevant given importance of understanding consumer behavior of younger generation in digital era, especially in campus environment (Hidayat & Riofita, 2024).

Seeing this phenomenon, this study aims to analyze the effect of digital marketing discounts and video commerce on student purchasing decisions at Universitas Muhammadiyah Bengkulu. This research is important to provide insight to local businesses, especially those that make students their main target market. By understanding the factors that influence purchasing decisions, businesses can design marketing strategies that are more effective and relevant to needs of young consumers (Syaripudin et al., n.d.).

This research also contributes to the academic literature in the field of digital marketing, particularly in understanding the relationship between discounts, video commerce, and purchasing decisions (Radhin Fauzan Abdillah, 2024). Thus, the results of this study are expected to be a reference for academics, businesspeople, and policy makers in facing the challenges and opportunities offered by the digital era.

Digital marketing trends are increasingly in demand by companies because of their ability to reach consumers widely, quickly, and effectively. One strategy that is often used in digital marketing is discounts promoted through digital media. These discounts are often

the main attraction for consumers, including students who have limited purchasing power (Salsabilla et al., 2023).

On the other hand, technological developments also allow for new innovations in marketing, one of which is video commerce. Video commerce, which combines visual content and interactive elements, is considered to provide a more engaging and convincing shopping experience than traditional marketing media. With this method, consumers can obtain detailed and in-depth product information, which can help them make purchasing decisions (Darmawan, 2023).

However, although digital marketing discounts and video commerce have become popular strategies, their influence on the purchasing decisions of Universitas Muhammadiyah Bengkulu students is still not fully understood. Some students may be influenced by the discounts offered, while others are more interested in the visual experience displayed through video commerce. This raises some important questions regarding the effectiveness of both strategies, especially in the context of university students as a specific consumer segment. Based on this background, some of the issues that this article aims to address are: How influence of digital marketing discounts on purchasing decisions of Bengkulu Muhammadiyah University students and how video commerce influence purchasing decisions of Bengkulu Muhammadiyah University students?

Based on literature reviews as follows:

Discounts in digital marketing

Discounts are a commonly used marketing strategy to persuade consumers to buy. According to Kotler and Keller (2016), discounts are price reductions provided by companies to increase sales. In the context of digital marketing, discounts are often promoted through digital platforms such as social media, marketplaces, and email marketing (Agustina & Anasrulloh, 2024). The effectiveness of discounts in digital marketing depends on factors such as the discount percentage, the duration of the promotion, and the clarity of the information conveyed. Discounts can increase purchase intent because they create a perception of greater value to consumers. Among students, discounts are often a major factor in purchasing decisions due to their limited purchasing power (Deza & Honeyta Lubis, 2020).

Video commerce as a digital marketing trend

Video commerce is the use of video as a promotional medium to sell products or services online. According to Leong et al. (2020), video commerce has become popular due to its ability to convey product information in an interactive and engaging way. Videos allow consumers to see product demonstrations, which can increase trust and purchase decisions (Riang Anggun Hermalia, 2023). In the context of university students, video commerce attracts attention because of the combination of visual, audio, and storytelling elements that make promotions more engaging. Platforms such as TikTok, Instagram Reels, and YouTube are the main channels for effective video commerce to reach young audiences (Riang Anggun Hermalia, 2023).

Consumer purchase decision

Purchasing decisions are the mental and emotional processes that consumers go through before deciding to buy a product or service (Witjaksono, 2023). Factors that influence purchasing decisions include 1) Personal factors, income, lifestyle, and individual

preferences; 2) Psychological factors, motivation, perception, learning, and attitude; and 3) Social factors, group influence, family and public opinion.

Digital marketing and video commerce discounts are included in the marketing stimulus that affects the information search and alternative evaluation stages (Kotler & Keller, 2016).

The relationship between discounts, video commerce, and purchasing decisions

Digital marketing and video commerce discounts can act as a stimulus that influences the consumer decision-making process. According to a study by Kim and Ko (2012), The combination of price promotions (discounts) and attractive visual content (video commerce) can increase purchase interest (Hidayat & Riofita, 2024). Among students, discounts are the main attraction due to budget constraints. Meanwhile, video commerce strengthens the appeal by providing an experience close to that of offline shopping. These two elements complement each other in creating perceived value and increasing purchase intent.

Students as a digital market segment

College students are one of the key market segments in digital marketing. Their characteristics include a high level of technology adoption, openness to new trends, and preference for the convenience of online shopping (Nisa' & Abidin, 2024). The study by Putra and Rahmawati (2022) shows that university students are more responsive to promotions that use digital media than conventional promotions. Discounts and video commerce are relevant strategies because they match their preferences for time efficiency, visual information, and affordable prices.

Some related studies that support this topic are Suryani et al. (2021), analyzed that discounts have a significant influence on purchasing decisions on e-commerce platforms among the younger generation; Wijaya and Santoso (2020), showed that video commerce increases consumer engagement and purchase intention on fashion products; Pratama and Wibowo (2022), proved that students prefer discounts and video promotions over other marketing strategies.

Frame of mind based on theory and previous research, the relationship between digital marketing discounts, video commerce, and purchasing decisions can be explained through the stimulus-response (S-R) model. Discounts and video commerce as a stimulus influence consumer response in the form of purchasing decisions.

Analysis Framework uses Basic Concepts of Digital marketing and Video Commerce. Digital marketing refers to various marketing activities conducted through social media, email and websites. Video commerce, as part of digital marketing, uses video content to promote and sell products or services. Both concepts have become important tools in modern marketing strategies (Shelby Dhoz Basnet & Anisatul Auliya, 2022). Effect of Discount Digital marketing as follows:

1. Attracting Consumer Attention: Discounts are one of the most effective strategies in attracting consumer attention; Offering discounts through digital media can increase interest and attraction to products.
2. Increase Customer Loyalty: Discounts can encourage repeat purchases and increase customer loyalty; Consumers tend to feel valued and more attached to brands that offer discounts consistently.
3. Increase Sales Volume: Discounts can motivate consumers to make purchases faster;

Special offers such as flash sales or time-limited discounts often boost sales volume significantly.

Influence of Video Commerce as follows:

1. Increasing Consumer Engagement: Videos provide a more interactive and engaging way to convey product information; Consumers can see live product demonstrations, which helps them make better purchasing decisions.
2. Increase Trust in the Product: Videos featuring reviews or testimonials from other consumers can increase trust in the product; Consumers tend to feel more trusting when they see the product being used in real situations.
3. Accelerate the Purchase Decision Process: Informative and engaging videos can speed up the buying decision process; Consumers can quickly understand product benefits and features through clear visualizations.

Student Purchasing Decision as follows:

1. Factors that Influence: Product prices and discount offers play an important role in students' purchasing decisions; Interesting and informative video content can influence students' perception and interest in the product.
2. Consumer Behavior among College Students: Students tend to be more responsive to offers delivered through digital media; The preference for online shopping is increasing among college students due to the ease and convenience it offers.

Effective Marketing Strategy as follows:

1. Combining Discount and Video Commerce: Combining discounts with video commerce can increase the effectiveness of marketing campaigns; Videos featuring discount information can attract the attention of consumers and encourage them to buy immediately.
2. Content Personalization: Tailoring content to consumer preferences and needs can increase engagement and conversions; Personalizing discounts and videos relevant to the target audience can increase marketing impact.

METHOD

This research uses descriptive quantitative method with a case study on students of Universitas Muhammadiyah Bengkulu. The quantitative approach was chosen because it allows objective measurement through statistical data analysis. Meanwhile, case studies are used to describe certain phenomena related to student purchasing decisions that are influenced by digital marketing and video commerce discounts. This research design is survey research, which uses a questionnaire as the main instrument for data collection. Sampling in this study were students of Universitas Muhammadiyah Bengkulu who had purchased products through digital media. Due to the large population, this study used purposive sampling technique with criteria: Active student of Universitas Muhammadiyah Bengkulu; Ever purchased a product through digital media (e-commerce, video commerce, or social media); At least one time get a discount from transaction. The instrument used in this study was a questionnaire with a Likert scale of 1-5. The questionnaire was divided into three parts: Part A, demographic information (age, gender, study program, semester level); Part B, the effect of digital marketing discounts on purchasing decisions (6 questions); Part C, the influence of video commerce on purchasing decisions (6 questions). Data were collected through an online questionnaire using Google Form which was

distributed through the WhatsApp group of students of Universitas Muhammadiyah Bengkulu. The research was conducted over a 1-month period, from January to February 2025. The data obtained were analyzed using descriptive and inferential statistical methods with the help of the latest version of SPSS software. Descriptive analysis was used to explain respondent profiles and data distribution.

Multiple linear regression analysis. This analysis technique is used to analyze the effect of independent variables (discount digital marketing and video commerce) on the dependent variable (purchase decision). The regression model used is:

Where:

- Y : Purchase decision
- A : Constant
- β_1, β_2 : Regression coefficient
- X1 : Digital marketing discount
- X2 : Video commerce
- e : Error term

The results of the analysis are interpreted to answer research questions and provide conclusions and recommendations regarding the effect of digital marketing discounts and video commerce on purchasing decisions of Bengkulu Muhammadiyah University students

RESULT AND DISCUSSION

Finding

Respondent demographic data.

To find out the characteristics of respondents, demographic data was collected, including gender, age, study program, and frequency of online purchases. The following is the distribution of respondents:

Table 1. Respondent Characteristics

No.	Characteristics	Category	Frequency	Percentage (%)
1	Gender	Male	60	40%
		Female	90	60%
2	Age	18-20 years	50	33,3%
		21-23 years old	75	50%
		>23 years old	25	16,7%
3	Study Program	Economy	50	33,3%
		Technology Information	50	33,3%
		Miscellaneous	50	33,3%
4	Purchase Frequency	1-2 times per month	60	40%
		3-5 times per month	50	33,3%
		>5 times per month	40	26,7%

The following outline can be drawn based on the data above: Most respondents were female (60%). The dominant age ranged from 21-23 years old (50%) Respondents were evenly distributed across the three main study programs, namely Economics, Information Technology, and others. Most respondents make online purchases 1-2 times per month (40%).

The Relationship between Digital marketing Discounts and Purchasing Decisions

Digital marketing discounts proven to influence purchasing decisions through relevant discounts. This research is in line with the theory that discounts increase product attractiveness (Kotler & Keller, 2020).

Discounts provide added value for students as a consumer segment that tends to be price sensitive. However, the clarity of information about promos is important so that consumers do not feel confused or deceived.

The effect of digital marketing discounts on purchasing decisions

Digital marketing discounts are analyzed using a Likert scale (1-5). The following are the results of the average score of digital marketing discounts on purchasing decisions:

Table 2. Digital marketing discount analysis

Discount Aspect	Average Score	Interpretation
Promo Relevance	4,2	Very good
Price Cut	4,5	Very good
Clarity of Information	4,1	Very good
Influence on Interest	4,3	Very good

Results show that discounts have the highest score (4.5) indicating that students tend to be influenced by significant discounts. Other factors such as promo relevance and information clarity also contribute to purchasing decisions.

Correlation of Video Commerce with Purchase Decision

Video commerce has a significant role in influencing purchasing decisions, especially through the aspect of product demonstration. This result supports previous research which states that product visualization helps consumers understand product features and benefits better (Chaffey, 2022). The overall quality of the video, narration and product demonstration created an interactive shopping experience, increasing students' trust in the products offered.

CONCLUSION

Based on the results of research on the effect of digital marketing discounts and video commerce on purchasing decisions among students of Universitas Muhammadiyah Bengkulu, it can be concluded that:

Digital marketing discount: Discounts provided through digital platforms have a significant influence on student purchasing decisions. This shows that students as young consumers are very responsive to competitive price offers, especially in a digital environment. Discounts provide an additional attraction that drives their interest in making a purchase, especially when combined with attractive promotions and limited time.

Video commerce: Video commerce has proven to be an effective tool in influencing purchasing decisions. Product presentation through video, which combines visual elements and interactive narration, can provide a deeper understanding of the product. This helps students evaluate the product before making a purchase, thus increasing the level of trust in the product offered.

Purchase decision: Students' purchasing decisions influenced by a combination of

both factors. Digital marketing discounts influence the emotional aspect of buyers, while video commerce contributes to the rational aspect through more comprehensive information about the product. Thus, digital marketing and video commerce discounts have a strong synergy in shaping purchasing decisions, especially among students at Universitas Muhammadiyah Bengkulu.

Based on the findings of this study, some suggestions that can be made are as follows: For companies or digital businesses by increased utilization of digital discounts: Companies need to continue to optimize discount strategies on digital platforms to attract shoppers, especially students. Structured discount promotions, such as seasonal or loyalty-based discounts, can increase consumer engagement. Develop creative video commerce content: Businesses need to create promotional videos that are engaging, informative and relevant to the target audience. The use of interactive elements, such as customer reviews or product demos, can enhance the appeal of the video.

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