

## FLASH SALE ON CONSUMER PURCHASING ON E-COMMERCE PLATFORMS

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### Abstract

This research aims to investigate the effect of flash sales on consumer purchasing decisions on e-commerce platforms. Flash sales have become a popular marketing strategy in the E-commerce industry, offering huge discounts for a limited time to attract consumers. The research method used is an online survey of respondents who are active users of E-commerce platforms who often participate in flash sales. Data analysis was carried out using regression techniques to test the relationship between flash sale variables and consumer purchasing decisions, as well as other control variables such as price, product quality and consumer trust in the platform. The research results show that flash sales have a significant  $0,000 < 0,01$  positive influence on consumer purchasing decisions on E-commerce platforms. These findings show the importance of flash sale strategies in influencing consumer behavior and increasing sales on E-commerce platforms. The practical implication of this research is the importance of E-commerce platforms to continue to pay attention to and improve their flash sale strategies in order to maintain and increase their market share amidst increasingly fierce competition.

Keywords: Flash sales, Consumer purchasing decisions, E-commerce platforms, Marketing strategies, Big discounts, Consumer behavior, Sales.

### 1. INTRODUCTION

Technological advances have been rapid and rapid will drive life to become digital. Indonesia is a country with great potential for the development of digital technology. The presence of digital technology also has a significant influence on everyday life, it is almost certain that every individual now depends on technology.

Technology has become an important need in carrying out our daily activities. Various fields of technology provide significant benefits for everyday life, including in the fields of politics, banking, and economic education, trade which of course can fulfill human life. One form of technological development that exists in society is the innovation of digitalization of trade in goods or services through online media, better known as e-commerce, has had a revolutionary impact on the way we shop and do business.

E-commerce has experienced significant growth in Indonesia and its prospects are predicted to continue to grow in the coming years. The potential of the E-commerce industry in Indonesia cannot be underestimated. According to data from the Ministry of Communication and Information, Indonesia is ranked 10th in E-commerce growth with a growth of 78%. In addition, Indonesia is also ranked second in growth with a value of 59%. The data also shows that Indonesia has reached 82 million internet users, placing it as the eighth country in the world in this regard. (Septriana Tangkary, 2019)

Flash Sale offers limited-time offers to create a sensation of immediate need and increase the urgency of purchasing (Rizki & Afdhal, 2024;11).

Flash sales can be an opportunity to stimulate the online market (Lamis et al., 2022)

Flash sale is a sales practice where products are offered at a fairly large discount and only last for a limited time. Special offers are given to customers for certain products during a predetermined period of time (Saputri et al., 2022;322-323).

Flash Sale is a program where certain product offers that have been approved by the seller can be sold at a cheaper price and for a limited time (Widianto1 & Octavian, 2020; 38)

Flash sales are usually only valid for 24 hours. This is a strategy that must be carried out by business actors and e-commerce to capture consumer decision making and purchasing power (Septiarani Pasaribu et al., 2023)

Flash sale is selling products in large quantities at relatively low prices (Ostapenko, 2013)

Sales made in Flash sales will of course cut prices to a minimum, even Flash sales are also called "warehouse sales" because they do release items that have not been sold for a long time (Agrawal & Sareen, 2016)

Purchasing decisions are customer activities to decide whether or not to buy a product. Of the several factors that influence customers when purchasing a service or product, consumers generally consider quality, price and products that are known to the public. (Lestari & Aslami, 2022)

This research method uses a quantitative approach involving data in the form of numbers. According to (Sugiyono, 2022)

## 2. METHODOLOGY

Researchers will use a quantitative research approach by collecting primary data directly through filling out questionnaires by respondents. This research focuses on four variables that emphasize the "Flash sale" variable.

The sample for this research is consumers who have made purchases via e-commerce platforms and participated in flash sales in the last 6 months. The sampling technique used is non-probability sampling with a purposive sampling method.

The data obtained from the questionnaire was then analyzed using multiple linear regression analysis to test the research hypothesis. Multiple linear regression analysis is used to determine the effect of the independent variable (flash sale) on the dependent variable (purchase decision).

## 3. RESULTS

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 <sup>a</sup>	.365	.357	8.035

a. Predictors: (Constant), FS

The summary model above shows a coefficient of determination (R2) score of 0.365, which means flash sales have a 36.5% influence on purchasing decisions and the remaining 63.5% is influenced by other variables.

Model	COEFFICIENTS <sup>A</sup>					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta			
	(Constant) 41.335	4.432			9.326	,000
1	FS .508	.073	.604		6.945	,000

a. Dependent Variable: KP

Constant 41.335, the regression coefficient of the flash sale variable on purchasing decisions is 0.508, as shown in table 4.10. The regression equation formed is  $Y = 41.335 + 0.508X_1$ . If the flash sale is worth , then the purchase decision is worth 41,335. The coefficient is (+), meaning that the flash sale variable on purchasing decisions has a positive influence.

The regressive coefficient of the flash sale variable ( $X_1$ ) on purchasing decisions ( $Y$ ) is 0.321. If each flash sale variable is added with 1 point of fixed transaction ease, then purchasing decisions will increase by 0.321. Based on the coefficient table, it is known that the self-perception variable has tcount 5.768 > ttable 2.372 and the significance probability score for the flash sale variable is 0.000 < 0.01, so it can be stated that flash sales have a positive and significant influence on purchasing decisions.

## 4. CONCLUSIONS

Flash sales ( $X_1$ ) have a positive and significant effect on purchasing decisions ( $Y$ ). From the results of the flash sale regression significance coefficient on purchasing decisions, it has  $Sig.t_1 = 0.000 < 0.01$  and the tcount value is 5.768 > ttable 2.372. So this research succeeded in proving that  $H_0$  was rejected and  $H_1$  was accepted, which states that flash sales have a positive and significant effect on purchasing decisions on the Shopee e-commerce application.

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