THE INFLUENCES OF FLASH SALE PROMOTION ON SHOPPING ENJOYMENT AND IMPULSE BUYING OF SHOPEE CONSUMERS INDONESIA

Intan Nur Azizah[1]; Indrawati[2]
Universitas Telkom, Bandung[1,2]
Email : intanjije@gmail.com[1]; indrawati@telkomuniversity.ac.id[2]

ABSTRACT

In Indonesia, there is rivalry in e-commerce from not just domestic but also from a number of foreign businesses who promote their goods there. With their Flash Sale offer, Shopee Indonesia distinguishes themselves from the competition. There is no research on the characteristics of flash sales with perceived values and products involve and their implications on online shopping enjoyment and impulse buying. Research on flash sales often examines system faults and their effects on consumer purchases. This study aims to determine how flash sale aspects, such as the products they contain and the perceived values they represent, affect attitudes about them as well as how they affect consumers' enjoyment of online shopping and impulse buying. The study was conducted on flash sale users in Shopee consumers in Indonesia. On this research, data was from 275 respondents through a google form link that was spread using social media such as Whatsapp & Instagram. Data analysis is done through structural equation modelling using the Smart PLS 3 program. Based on the results, there are significant factors influencing the flash sale promotion. Product Involve and Perceived Values has a positive significant influence on Attitude toward Flash Sale. Attitude toward Flash Sale has a significant influence on Shopping Enjoyment and Impulse Buying. This research has implications for e-commerce management to maintain the characteristics of flash sale. The recommendation for further research is to research with other object with the same variables and in different times with up-to-date experts.

Keywords : *Flash Sale; Perceived Values; Product Involvement; Shopping Enjoyment; Impulsive Buying*

ABSTRAK

Persaingan e-commerce di Indonesia tidak hanya berprogres pada perusahaan lokal, tetapi juga beberapa perusahaan internasional yang menjual produknya di dalam negeri. Shopee Indonesia membedakan dirinya dari kompetitor lain dengan promosi flash sale. Studi tentang penjualan kilat di jurnal lain umumnya membahas kegagalan sistem dan dampaknya terhadap pembelian konsumen, tetapi perbedaan antara karakteristik penjualan kilat dengan nilai yang dirasakan dan partisipasi produk dan kegembiraan belanja online dan pengaruhnya terhadap pembelian impulsif. Tujuan dari makalah penelitian ini adalah untuk mengetahui pengaruh karakteristik flash sale, yaitu keterlibatan produk dan nilai yang dirasakan, pada sikap terhadap flash sale dan pada kesenangan belanja online dan pembelian impulsif. Survei dilakukan terhadap konsumen Shopee yang menggunakan flash sale di Indonesia. Berdasarkan hasil penelitian, terdapat faktor-faktor penting yang mempengaruhi promosi flash sale. Keterlibatan produk dan nilai yang dirasakan memiliki dampak positif yang besar pada sikap flash sale, yang berdampak besar pada kenikmatan berbelanja dan pembelian

impulsif. Investigasi ini berarti manajemen Shopee akan menyimpan properti flash sale tersebut. Usulan untuk penelitian lebih lanjut adalah penelitian oleh para ahli modern dan pada objek lain dengan variabel yang sama dan waktu yang berbeda.

Kata Kunci : Flash sale; Perceived Values; Product Involvement; shopping enjoyment; impulsive buying

INTRODUCTION

The existence of technology in the modern period has changed how people live their lives. The operation of a business and human lifestyle are also impacted by increasingly complex technology, particularly in the area of consumptive behavior. Nowadays, consumers would rather make purchases through a functional online system than in-person. As a result, more and more people are choosing to shop online. Currently, there are many strategies implemented by e-commerce in Indonesia to become the best choice for consumers to shop online, one of which is the Flash Sale promotion conducted by Shopee. This flash sale promotion is closely related to time limit, where time limit usually acts as a subjective urgency and anxiety that will be felt by customers (time pressure). According to Peng et al., (2019) Time limits are one of the causes of assumed time pressure, but in the context of customer purchasing decisions, time limits do not always result in time pressure. According to Vannisa et al., (2020) Limited-time promotions are more effective than time-free promotions because they reduce the likelihood that subjects will continue to seek better agreements. Flash Sale promotions make many consumers do impulse purchases. Some of consumers who were initially not interested in buying a product will still bought the product in a Flash sale session after knowing what the product involve and matching it to their perceived values and enjoys it that refers to shopping enjoyment.

In terms of Business, Shopee takes advantage of the opportunity to maximize sales by providing a secure platform for both buyers and sellers. With this flash sale promotion, Shopee wants to show its seriousness in supporting buyers to advertise their products (product involvement) and also to sellers to trigger impulse purchases or shopping Enjoyment. In terms of knowledge, this flash sale promotion phenomenon that relates time limit strategies when shopping is very useful to be learn and giving a new experiences to the consumer by adding new variables such as perceived values and product involvement. Knowing the factors that affect attitudes about flash sales is crucial, and the author's review indicates that no research have yet been done looking at

the effects of product involvement and perceived value on consumer attitudes toward flash sales. The study focused on Shopee customers in Indonesia who participated in flash sales.Data was taken from 275 respondents through a google form link that was spread using social media such as Whatsapp & Instagram. Data analysis is done through structural equation modelling using the Smart PLS 3.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Marketing

Kotler & Keller (2016) claim that the market is a group of buyers and sellers who deal in a specific product or product group (housing market or foodstuffs). Kotler & Keller (2016) assert that marketing is a social process by which individuals and communities can satisfy their wants and requirements by creating, offering, and freely exchanging valuable items. Numerous activities are involved in marketing. An organization or business can choose which target market segment to cater to first.

Sales Promotion

Kotler & Keller (2016) state that a variety of incentive techniques are used in sales promotion, the most of which are temporary and are designed to persuade consumers or businesses to buy a certain commodity or service more quickly and/or in larger quantities. Masa'deh et al. (2018) state that The effectiveness of the promotional mix is assessed based on the volume of communications and sales that can be discovered through sale reports, in-person observations, surveys, or data from distribution sources. Supported by Fred R & Forest R (2017), The effectiveness of various sales tools for consumer and industrial products varies.

E-Commerce

Electronic commerce (E-commerce) is a type of digital business that is more focused. All electronically mediated information exchanges between an organization and its external stakeholders are considered e-commerce (Chaffey & Chadwick, 2016). "A Web site is used to transact or assist the selling of products and services online in e-commerce." (Kotler & Keller, 2016). According to Laudon (2017) E-Commerce is the use of the internet and the online to conduct business. Digitally facilitated business interactions between organizations and individuals, in a more formal sense. "E-distinctive commerce's characteristics offer numerous new marketing and selling

opportunities – a powerful set of interactive, personalized, and rich messages are available for distribution to segmented, targeted audiences." (Laudon, 2017).

Business-to-Consumer (B2C)

Business interactions between businesses and consumers are referred to as B2C an organization and customers, according to Chaffey & Chadwick (2016). The B2B service might need to rely on advertising from B2B transactions to be viable. 2016 (Chaffey & Chadwick). B2C is a word used to describe selling products and services directly to the people who will utilize them in the end. Businesses that conduct direct commerce with customers are known as B2C businesses. (Kenton, 2019).

Online Flash sale and Time Pressure

A flash sale involves a defined limit, like a time or quantity limit, and different sorts of limits have distinct promotional strategies. A temporal limit is primarily meant to improve consumers' readiness to buy, whereas a quantitative limit frequently encourages consumers to regard a product as exceedingly uncommon, increasing their competitive purchase mentality. (Peng et al., 2019)

Consumer Perceived Values

The difference between a prospect's assessment of all the advantages and disadvantages of an offer and the perceived alternative is known as customer perceived value, or CPV. Total customer benefit is the estimated dollar amount of a variety of economic, practical (functional), and psychological advantages that consumers anticipate from a certain market offering as a result of its goods, services, personnel, and reputation. Consumer perceived value may be a pervasive shopping-related impact that permeates all facets of consumption for many people, according to Walsh et al. (2014). Aspects of economic values include price value, which also describes how satisfactory a product is in relation to the cost, time, or effort required to obtain it. According to Peng et al. (2019), a functional value of a product or service's quality, design, durability, appearance, and safety constitutes the major motivation for purchase. According to Walsh et al. (2014) Emotional value refers to a psychological needs of consumers and the utility they derive from the feelings or affective states that a product generates.

Product Involve

Product Involve, according to Schiffman & Wisenblit (2015), represents the degree of personal relevance a product has for its users. In the example, marketers categorize consumers into 3 groups based on their differing "background or history" with wine. Researchers discovered substantial disparities between these groups in terms of wine brand knowledge and wine purchases.According to Kotler & Keller (2016) Only consumers who have higher incomes and a greater stake in the product are willing to spend more for features, customer service, quality, additional convenience, and brand recognition. Product involvement, as defined by Peng et al. (2019), is the connection between a consumer's perception of the product and their internal desires, values, and interests. This relationship reveals the consumer's emphasis on the product or its relevance for that particular person. Individual consumer views of the importance and danger of the product vary depending on personal circumstances.

Consumer Attitudes

According to Schiffman & Wisenblit (2015), Consumer attitude is defined as a consumer's conduct when searching for, purchasing, using, evaluating, and spending things that they believe will meet their needs. Consumer attitudes, according to the above definition, are emotional actions displayed by customers when searching for, purchasing, using, assessing, and spending products or services that may or may not be useful to them. Attitudes can push consumers towards or away from a certain behavior. (Schiffman & Wisenblit, 2015)

Shopping Enjoyment

Shopping has been described as a joyful, enjoyable activity that causes sensations of "Joy," according to Hart et al. (2011). The pleasure experienced while shopping is referred to as shopping enjoyment.. Shopping enjoyment, as described by Beatty & Ferrell (2002), is the pleasure one has while shopping. Given that a customer may prefer particular environments for purchasing over others. Shopping has been linked to enjoyment in and of itself (Dennis, 2005).

Impulse Buying

According to Utami (2018), Impulsive buying is defined as a purchase made when a consumer sees a product or brand that appeals to them. According to Indrawati (2021), when making online purchases, not all buyers act rationally and logically, implying that the phenomena of impulse buying exists in e-commerce. According to

Sharma et al. (2010), Impulse buying relates to high emotional activation, low cognitive control, and spontaneous behavior in the proximity of an appealing object of attraction. Verhargen & Dolen (2011) state that impulse purchasing is characterized by two key factors. First, there is no cognitive deliberation or planning involved in the process. While shopping, the process is started by product interactions and doesn't result in the development of cognitively structured attitudes or goals. Second, the impulse purchase process is dominated by emotions. Impulsive purchasing does not limit information processing, but emotions are a crucial part of it.

Hypothesis

Therefore, the hypothesis built for this research are conducted as below:

H_1 : Product Involvement has a positive significant influence on consumer attitude towrd Flash Sale Promotion.

H_2 : Perceived Values has a positive significant influence on consumer attitude towards Flash Sale Promotion

H_3 : Attitude toward Flash Sale has a positive relationship with Shopping Enjoyment

H_4: Attitude toward Flash Sale has a positive relationship with Impulse Buying

H_5 : Attitude toward Flash Sale moderates the relationship between Product Involve and Shopping Enjoyment

H_6 : Attitude toward Flash Sale moderates the relationship between product Involve and Impulse Buying

H_7 : Attitude toward Flash Sale moderates the relationship between Perceived Values and Shopping Enjoyment

H_8 : Attitude toward Flash Sale moderates the relationship between Perceived Values and Impulse Buying

RESEARCH METHODOLOGY

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018).

Research Design

This study employed non-probability sampling techniques. Not every member of the population has an equal chance of being picked as a sample when non-probability sampling is used. Questionnaires are how this research is conducted. The data collection methods of this research are through online (Google Forms) towards 275 respondents. This research were collected the data collection process started in 10th march of 2022 – 24th march of 2022.

Structural Equation Modelling (SEM)

Covariance-based matrix structural equation modeling (CB-SEM) and variance-based matrix structural equation modeling (VB-SEM) are the two forms of structural equation models, respectively (Indrawati, 2015). This research conducting the VB-SEM using statistical software, Smart PLS.

Partial Least Square (PLS)

Several stages that are described are used to conduct partial least square (PLS) in this study utilizing the software SmartPLS (Indrawati, 2017). The steps are the evaluation of the measuring model (testing the outer model), the evaluation of the structural model (testing the inner model), and the evaluation of the impact of the moderating variables.

Descriptive Analysis

Descriptive analysis is the fundamental transformation of data into a form that describes fundamental characteristics including central tendency, distribution, and variability**.** This study aims to look into how product involvement and perceived values affect shopping pleasure and impulsive purchases during flash sales. This research uses five-interval Likert Scale represents the frequency distribution as strongly disagree, disagree, neutral, agree and strongly agree. Based on the independent variables, the linear continuum analysis was used in this research to describe the respondent's attitude toward flash sale.

Goodness of Fit Test

The Goodness-of-Fit (GoF) metric measures how well a computed table or value matrix matches a population- or predefined-table or matrix of the same size. (Zikmund et al., 2013).

The equation of Gof is as this follows:

$$GoF = \sqrt{AVE \times R^2} \qquad (1)$$

Where:

$\overline{AVE}$ = Average Variance Extracted

$\overline{R^2}$ = The R^2 model

The GoF ranges from 0 to 1, with 0.1 indicating a low GoF, 0.25 a moderate GoF, and 0.36 a high GoF.

RESULT AND DISCUSSION

Descriptive Analysis Result

Product Involve

The product Involve variable categorized as high on the sumps up of the assessment. One out of five variables are categorized as Good, which is on the item, namely P2 with the score is 81,16%. Items P2 also shows the lowest score, even though it still categorized as high or good. The highest value is on the item P1, with the score is 91,93%. Which means the respondents agree that the product on the Flash Sale promotion is important to them. (Table 1)

Perceived Values

The perceived values dimension is categorized as "Very Good" in the assessment summary. Based on the Table 4.7, all the items categorized as "Very Good". The highest value is on the item PV1, with a score 88,5%. Which means, the respondents are agree that they are saving money when they are shop on Shopee's Flash Sale. The lowest value is on the item EV2, with a score 84,6% but still classified as "Very Good". Respondents statements regarding the Perceived Values dimension got an overall total score of 13149 and a total average score 87%. (Table 2)

Consumer Attitude toward Flash Sale (AFS)

The consumers attitude variable is categorized as "Very Good" in the assessment summary. One of five items are categorized as "Good" and the rest is "Very Good. Based on Table 4.7, all of the items are categorized as "Very Good" with the highest percentage is on the item AFS 1 in a score 88,2%. Which means respondents are agree that they like the offer on Flash Sale promotion. Meanwhile, the AFS5 item shows the lowest value, with the score is 84% but still classified as "Good". Item AFS 5 explain respondents are agree that browsing flash sale is like a recreation for them. Respondents statements regarding the consumers attitude variable got an overall total score 5898 and total average score of 86%. (Table 3)

Shopping Enjoyment

According to the Table above, Shopping Enjoyment Variables are categorized as good. The table shows that there is one item that indicate as "Good". The item SE2 had a lowest score and is equivalent to 82,9% although is still indicate as "Good. The item SE3 had a highest score and is equivalent to 85,4%. This measures and described the respondents agree that they are often open Shopee's application even though they are not buy anything. Respondents statements on the Shopping Enjoyment variable received an overall total score of 5809 and a total average percentage of 84%. (Table 4)

Impulse Buying

According to the Table above, Impulse buying variables are categorized as "Good". It shows that all of the three items on Impulse Buying indicate as "Good". The IB2 items had a lowest score with 80%, where the IB3 had a highest score with 81%. The IB3 shows that the respondents agree before visiting the Shopee application, they usually don't intend to make a purchase on a Flash Sale. Respondents statements on the impulsive buying variable received an overall total score of 1110,3 with a total average percentage of 81%. (Table 5)

Outer Model Tests

In this study, the processed result of measurement model testing is shown in Figure. The purpose of measurement model testing is to evaluate the validity and reliability of questionnaire items. This research conduct two test, which are the validity and reliability test. (Figure 1)

Convergent Validity Test

According to Indrawati (2015), convergent validity is needed to measure the accuracy of items of a construct towards the object being measured. To test the convergent validity, there are two indicators called Factor Loading (FL) and Average Variance Extracted (AVE). Indrawati (2015) stated, the FL Value can be used to determine validity; if the FL value is more than 0.5, the item being tested is considered as valid. the Average Variance Extracted (AVE) also can be used to determine the convergent validity, AVE is valid if the value is greater than 0.5.

Based on table 6 we can concludes that in this study, all the items used are valid. All item can be used in further analysis.

Discriminant Validity

According to Indrawati (2015), variables are said to have discriminant validity if their AVE square root is greater than the correlation between two variables in the model. (Table 7)

The cross loading value shows the correlation value between each variable with the items is greater compared to the value of other construct. Table 8 below presents the cross-loading value that indicates a valid of discriminant validity.

Internal Consistency Reliability

Indrawati (2015) also stated that Cronbach's Alpha (CA) is the most well-known criterion for measuring internal consistency, composite reliability is an alternative to CA that may be employed (CR). CA and CR which are recommended as benchmarks are 0,7.

The following Table 9 presents the value of CA and CR in this research. It can be conclude that the questionnaire satisfies the Cronbach's Alpha and Composite Reliability criterion. As a result, the measurement model testing result in this study indicates a good research measuring instrument.

Inner Model Test (Figure 2)

The path coefficient and t-value in this research are shown in the table below. The path coefficient and t-value calculation results are shown in the Table 10.

A T-value more than 1.65 and a P-value less than 0.05 indicate a significant relationship between the independent and dependent variables in this study, which employs a significance level of 5% or 0.05. To determine the effect of mediation between the independent variables and the dependent variables, Based on the data listed in Table 10, it is explained that:

1. Attitude toward Flash sale has a positive relationship with Impulse Buying.
2. Attitude toward Flash Sale has a positive relationship with Shopping Enjoyment.
3. Perceived Value has a positive significant influence on Consumer's attitude toward flash sale.
4. Product Involve has a positive significant influence on Consumer's attitude toward Flash Sale.
5. Attitude toward Flash Sale moderates the relationship between Perceived Values and Impulse Buying.

6. Attitude toward Flash Sale moderates the relationship between Product Involve and Impulse Buying.
7. Attitude toward Flash Sale moderates the relationship between Perceived Values and Shopping Enjoyment.
8. Attitude toward Flash Sale moderates the relationship between Product Involve and Shopping Enjoyment.

The inner model required to determine the R^2 for endogenous latent variables; values of 0,67, 0,33, and 0,19 indicate a "Good," "Moderate," or "Weak" model.

Table of 11 above show that the calculation result of R Square in this research. Attitudes has an R^2 Value of 0.675, this shows that consumers attitude can be explained by the dimensions of Product Involve and Perceived Values (Independent Variables) and indicate the model is "Good".

Goodness Of Fit Test

Goodness of Fit Test is a metric for determining how well a model fits observed or sample data; the higher the value, the better the model. The GOF equation is as follows:

a. Repurchase Intention

$$GoF = \sqrt{\overline{AVE}\ x\ \overline{R^2}} \quad (1)$$

$$= \sqrt{0.7016\ x\ 0.347} \quad (2)$$

$$= 0.493 \quad (3)$$

where: $\overline{AVE}$ = Average Variance Extracted

$\overline{R^2} = R^2$ Model

Based on the GoF calculation above, the result of GoF is 0,493 and this research included in Large GoF category.

DISCUSSIONS

The influences of product Involve and Perceived Values on Attitude toward Flash sale

The t-value and p-value support the hypothesis's finding that attitudes regarding flash sales are positively and significantly influenced by product involvement and perceived values. This claim is further confirmed by the R2 score for attitudes, which is 0.674 or 67.4%, and is classified as "Good," indicating that the independent variable has an impact on the dependent variables.

The influence of attitude toward Flash Sale on Impulse Buying

According to the above-mentioned t-value and p-value hypothesis, it appears that Attitude toward flash sale marketing has a substantial beneficial impact. The impact of impulse buying on attitudes regarding flash sales can therefore be seen, and this assertion is also confirmed by the R2 value of impulse buying, which is 0.068 or 6.8% even though it is deemed to be "weak."

The influence of attitude toward Flash Sale on Shopping Enjoyment

Based on the t-value and p-value on the previous hypothesis, it indicates that Attitude toward flash sale promotion had a positive significant influence. As a result, it also can be seen that Shopping Enjoyment have an impact on attitude toward flash sale and supported by the R^2 value of Shopping enjoyment with a score 0,299 or 29,9%, although is also categorized as “weak”.

The influence of attitude toward flash sale mediated the relationship between Product Involve, Perceived Values, Shopping enjoyment and Impulse Buying

According to the result of indirect effect calculation, it shows that attitude toward flash sale mediates the relationship between Perceived Values and Shopping Enjoyment. It can be seen from the greatest path coefficient value of Perceived values with a score of 0,327 and t-value 5,147 where perceived values and shopping enjoyment has a positive influence mediated by attitude toward flash sale. Followed by Product Involve with greatest path coefficient value 0.083 and t-value of 2.656, it means that Product Involve also has a positive influence mediated by attitude toward flash sale on Shopping Enjoyment.

CONCLUSION

The following is the overall conclusion of the study and analysis conducted in this research:

a. Based on the result of descriptive analysis described on previous chapter, it shows that overall respondents agree with the statement on the questionnaire item in the Product Involve variable and means that the Product Involve toward Shopee Flash Sale is categorized as “Very Good.

b. Based on the result of descriptive analysis, overall respondents agreed with the statement on the items in the Perceived Values dimension. This shows that Perceived values on Shopee’s Flash sale promotion is in the “Very Good”.

c. The overall respondents agree with Consumer Attitude toward Flash sale of the item questionnaire statement variable according to descriptive analysis result. It shows that the Attitude toward Flash Sale is categorized as "Very Good".

d. Based on the results of descriptive analysis, overall respondents agreed with 5 statement on the item. It shows that the Shopping Enjoyment is categorized as "Very Good".

e. Based on the result of descriptive analysis, overall respondents stated that they agree with the statements on the item in the Impulse Buying dimension. It shows that the Impulse buying is categorized as "Good".

REFERENCES

Beatty, S. E., & Ferrell, M. E. (2002). Impulse buying: Modeling its precursors. *Journal of Retailing*, *74*(2), 169–191. https://doi.org/10.1016/S0022-4359(99)80092-X

Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing: Strategy Implementation and Pract* (Seventh Ed, Issue July). PEARSON.

Cresswell, J. ., & Poth, C. . (2018). *Qualitative Inquiry and Research Design Choosing Among Five Approaches* (4th editio). SAGE publications, INC.

Dianka, A. A. (2021). *Performa e-Commerce: Shopee, Si Paling Laris Tahun ini*. TrenAsia.

Fred R, D., & Forest R, D. (2017). Strategic Management: A competitive advantage approach, concepts and cases. In *Fortune* (16th editi). PEARSON.

Full Digital 2021: Global Overview Report. (2021). Hootsuite WeareSocial. https://datareportal.com/reports/digital-2021-global-overview-report

Ghozali, I., & Latan, H. (2012). *PLS Konsep, Teknik dan Aplikasi Menggunakkan Program Smart PLS 2.0*. Badan Penerbit Universitas Diponegoro.

Hart, C., Farrell, A. M., Stachow, G., Reed, G., & Cadogan, J. W. (2011). Enjoyment of the shopping experience: Impact on customers' repatronage intentions and gender influence. *Service Industries Journal*, *27*(5), 583–604. https://doi.org/10.1080/02642060701411757

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis*. PT REFIKA ADITAMA.

Indrawati. (2017). *Perilaku Konsumen Individu*. PT REFIKA ADITAMA.

Indrawati. (2021). *The Effects of Self-esteem , Hedonic , and Utilitarian Motives on Online Buying : The Mediating Roles of Impulsive and Intentional Buying Tendencies*.

IPrice. (2021). *E-commece competition in Indonesia*. Iprice Insights. https://iprice.co.id/insights/mapofecommerce/en/

Kaveh, A., Nazari, M., van der Rest, J. P., & Mira, S. A. (2021). Customer engagement in sales promotion. *Marketing Intelligence and Planning*, *39*(3), 424–437. https://doi.org/10.1108/MIP-11-2019-0582

Kotler, Philip & Amstrong, G. (2017). Principles of marketing. *New York: Pearson International.*

Kotler, P., & Keller, K. L. (2016). Marketing management. In *Soldering & Surface Mount Technology* (Vol. 14, Issue 3). PEARSON. https://doi.org/10.1108/ssmt.2001.21913cab.040

Laudon, K. C. (2017). *E-commerce 2017: business, technology, society*.

Leischnig, A., Schwertfeger, M., & Geigenmüller, A. (2011). Shopping events, shopping enjoyment, and consumers' attitudes toward retail brands-An empirical examination. *Journal of Retailing and Consumer Services*, *18*(3), 218–223. https://doi.org/10.1016/j.jretconser.2010.11.002

Masa'deh, R., Alananzeh, O., Tarhini, A., & Algudah, O. (2018). The effect of promotional mix on hotel performance during the political crisis in the Middle East. *Journal of Hospitality and Tourism Technology*, *9*(1), 32–47. https://doi.org/10.1108/JHTT-02-2017-0010

Norin, A., & Mike, D. (2014). Research Methods for Business Research Methods for Business. *The Global Management Series*, *2*(1), 1–9.

Peng, L., Zhang, W., Wang, X., & Liang, S. (2019). Moderating effects of time pressure on the relationship between perceived value and purchase intention in social E-commerce sales promotion: Considering the impact of product involvement. *Information and Management*, *56*(2), 317–328. https://doi.org/10.1016/j.im.2018.11.007

Riduwan. (2012). Belajar Mudah Penelitian untuk Guru-Karyawan dan Peneliti Pemula. *Alfabeta*.

Sarwono, J. (2012). *Path Analysis Teori, Aplikasi, Prosedur Analisis untuk Riset Skripsi, Tesis dan Disertasi*. PT Elex Media Komputindo.

Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior, 11th edition* (Issue 23). PEARSON.

Sekaran, U., & Bougie, R. (2016). Research Metholodgy for Business. In *WILEY* (7th editio). https://doi.org/10.1007/978-94-007-0753-5_102084

Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, *63*(3), 276–283. https://doi.org/10.1016/j.jbusres.2009.03.013

Shopee. (2021a). *Flash Sale Shopee Setiap hari*. Shopee Group. https://shopee.co.id/flash_sale

Shopee. (2021b). *Tentang Shopee*. https://careers.shopee.sg/about/

Utami, N. N. (2018). Economic Literacy Model for Teens: Does the Book based on e-book Picture Stories as a Strategy to Avoid Impulsive Purchase Decision? *Journal of Research in Educational Sciences (JRES)*, 9(11), 25–31.

Vannisa, D., Fansuri, A., & Ambon, I. M. (2020). The effect of flash sale program on shopping enjoyment and impulse buying on flash sale on C2C E-commerce. *International Journal of Scientific and Technology Research*, *9*(4), 2534–2539.

Walsh, G., Shiu, E., & Hassan, L. M. (2014). Replicating, validating, and reducing the length of the consumer perceived value scale. *Journal of Business Research*, *67*(3), 260–267. https://doi.org/10.1016/j.jbusres.2013.05.012

Zikmund, William G. Carr, Jon C. Babin, Barry Griffin, M. (2013). Business Research Methods. *8th Ed*, 668.

Zulkarnaen, W., Amin, N. N. (2018). *Pengaruh Strategi Penetapan Harga Terhadap Kepuasan Konsumen*. Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi), 2(1), 106-128.

FIGURES AND TABLES

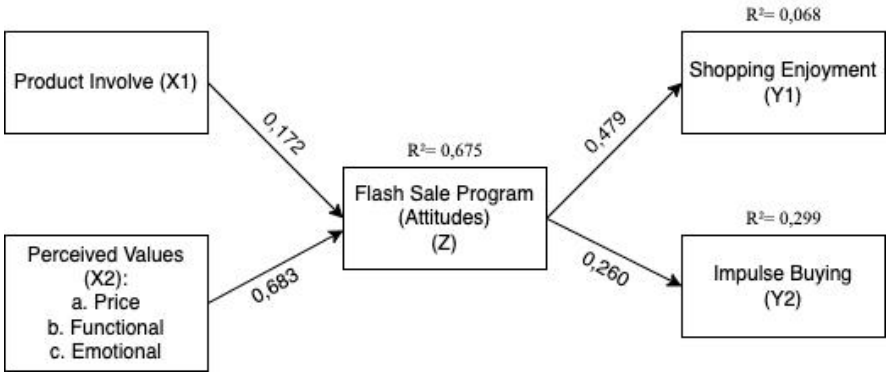

Figure 1. Research Framework
Source: Adapted from Cuong (2022)

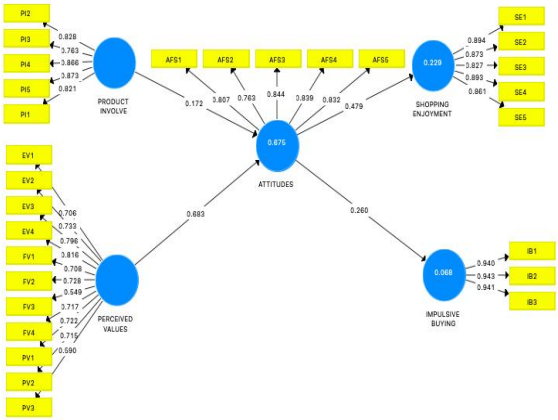

Figure 2. Outer Model Test

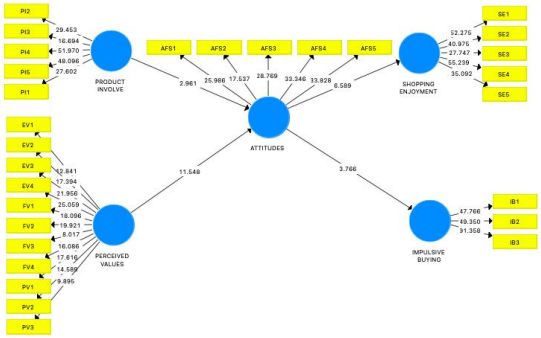

Figure 3. Inner Model Test

Table 1. Product Involve

Item		SD	D	N	A	SA	Total	Total SCORE	Ideal score	Category
		1	2	3	4	5				
P1	P	1	3	14	70	187	275	1264	1375	Very Good
	%	0,4	1,1	5,1	25,5	68	100%	91,93%		
P2	P	3	15	24	154	79	275	1116	1375	Good
	%	1,1	5,5	8,7	56	28,7	100%	81,16%		
P3	P	3	2	13	110	147	275	1221	1375	Very

	%	1,1	6,5	10,9	32,7	48,7	100%	88,8%		Good
P4	P	3	18	30	90	134	275	1159	1375	Very Good
	%	1,1	6,5	10,9	32,7	48,7	100%	84,2%		
P5	P	6	13	26	105	125	275	1155	1375	Very Good
	%	2,2	4,7	9,5	38,2	45,5	100%	84%		
Total Average Score									1183,3	Very Good
Total Average Percentage									86%	
Overall Total Score									5915	

Source: Processed Result

Table 2. Perceived Values

Item		SD	D	N	A	SA	Total	Total score	Ideal score	category
		1	2	3	4	5				
PV1	P	2	5	13	108	147	275	1218	1375	Very Good
	%	0,7	1,8	4,7	39,3	53,5	100%	88,5%		
PV2	P	2	4	11	137	121	275	1196	1375	Very Good
	%	0,7	1,5	4	49,8	44	100%	86,9%		
PV3	P	2	6	19	108	140	275	1203	1375	Very Good
	%	0,7	2,2	6,9	39,3	50,9	100%	87,4%		
FV1	P	1	4	26	111	133	275	1196	1375	Very Good
	%	0,4	1,5	9,5	40,4	48,4	100%	86,9%		
FV2	p	1	2	23	154	95	275	1165	1375	Very Good
	%	0,4	0,7	8,3	56	34,7	100%	84,7%		
FV3	p	1	1	20	127	126	275	1201	1375	Very Good
	%	0,4	0,4	7,2	46,4	46	100%	87,3%		
FV4	P	1	2	35	101	136	275	1194	1375	Very Good
	%	0,4	0,7	12,7	36,7	49,5	100%	86,8%		
EV1	P	3	4	15	116	137	275	1205	1375	Very Good
	%	1,1	1,5	5,5	42,2	49,8	100%	87,6%		
EV2	P	3	9	23	126	114	275	1164	1375	Very Good
	%	1,1	3,3	8,4	45,8	41,5	100%	84,6%		
EV3	P	3	6	11	124	131	275	1199	1375	Very Good
	%	1,1	2,2	4	45,1	47,6	100%	87,2%		
EV4	P	3	2	19	111	140	275	1208	1375	Very Good
	%	1,1	0,7	6,9	40,4	50,9	100%	87,8%		
Total Average Score									1195,3	Very Good
Total Average Percentage									87%	
Overall total score									13149	

Sources: Processed Result

Table 3. Consumer attitude toward Flash Sale

Item		SD	D	N	A	SA	Total	Total Score	Ideal score	category
		1	2	3	4	5				
AFS 1	P	2	5	14	111	143	275	1213	1375	Very Good
	%	0,7	1,8	5,1	40,4	52	100%	88,2%		
AFS 2	P	2	6	16	145	106	275	1172	1375	Very Good
	%	0,7	2,2	5,8	52,7	38,5	100%	85,2%		
AFS 3	P	2	7	19	109	138	275	1199	1375	Very Good
	%	0,7	2,5	6,9	39,6	50,2	100%	87,2%		
AFS 4	P	3	18	30	90	134	275	1159	1375	Very Good
	%	1,1	6,5	10,9	32,7	48,7	100%	84,2%		
AFS 5	P	6	13	26	105	125	275	1155	1375	Good
	%	2,2	4,7	9,5	38,2	45,5	100%	84%		
Total Average Score									1179,6	Very Good
Total Average Percentage									86%	

Overall Total Score	5898	

Source: Data Processed

Table 4. Shopping Enjoyment

Item		SD	D	N	A	SA	Total	Total Score	Ideal score	category
		1	2	3	4	5				
SE1	P	5	14	23	98	135	275	1169	1375	Very Good
	%	1,8	5,1	8,4	35,6	49,1	100%	85%		
SE2	P	5	16	20	127	107	275	1140	1375	Good
	%	1,8	5,8	7,3	46,2	38,9	100%	82,9%		
SE3	P	4	19	17	93	142	275	1175	1375	Very Good
	%	1,5	6,9	6,2	33,8	51,6	100%	85,4%		
SE4	P	4	15	25	105	126	275	1159	1375	Very Good
	%	1,5	5,5	9,1	38,2	45,8	100%	84,2%		
SE5	P	3	17	22	102	131	275	1166	1375	Very Good
	%	1,1	6,2	8	37,1	47,6	100%	84,8%		
Total Average Score									1452,2	Very Good
Total Average Percentage									84%	
Overall Total Score									5809	

Source: Data Processed

Table 5. Impulse Buying

Item		SD	D	N	A	SA	Total	Total Score	Ideal score	category
		1	2	3	4	5				
IB1	P	13	30	19	81	132	275	1114	1375	Good
	%	4,7	10,9	6,9	29,5	48	100%	81%		
IB2	P	11	36	16	88	124	275	1103	1375	Good
	%	4	13,1	5,8	32	45,1	100%	80%		
IB3	P	12	30	17	89	127	275	1114	1375	Good
	%	4,4	10,9	6,2	32,4	46,2	100%	81%		
Total Average Score									1110,3	Good
Total Average Percentage									81%	
Overall Total Score									3331	

Source: Data Processed

Table 6. Convergent Validity Test

Dimension	Item	Factor Loading	AVE	Conclusion
Product Involve	PI1	0,821	0,691	VALID
	PI2	0,828		
	PI3	0,763		
	PI4	0,866		
	PI5	0,873		
Perceived Values	PV1	0,722	0,506	VALID
	PV2	0,715		
	PV3	0,590		
	FV1	0,708		
	FV2	0,728		
	FV3	0,549		
	FV4	0,717		
	EV1	0,706		
	EV2	0,733		
	EV3	0,796		
	EV4	0,816		
Attitude toward Flash Sale	AFS1	0,807	0,668	VALID
	AFS2	0,763		

	AFS3	0,844		
	AFS4	0,839		
	AFS5	0,832		
Shopping Enjoyment	SE1	0,894	0,757	VALID
	SE2	0,873		
	SE3	0,827		
	SE4	0,893		
	SE5	0,861		
Impulsive Buying	IB1	0,940	0,886	VALID
	IB2	0,943		
	IB3	0,941		

Source: Processed Result

Table 7. Correlation Value between Variables

	Attitudes	Impulsive Buying	Perceived Values	Product Involve	Shopping Enjoyment
Attitudes	0,817				
Impulsive Buying	0,260	0,941			
Perceived Values	0,814	0,241	0,711		
Product Involve	0,690	0,235	0,758	0,831	
Shopping Enjoyment	0,479	0,109	0,527	0,411	0.870

Source: Processed Result

Table 9. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability	Conclusion
Attitudes	0,875	0,910	Reliable
Impulsive Buying	0,936	0,959	Reliable
Perceived Values	0,900	0,918	Reliable
Product Involve	0,887	0,918	Reliable
Shopping Enjoyment	0,919	0,940	Reliable

Sources: Data Processed

Table 10. Path Coefficient and T-Value

No.	Path Diagram	Path Coefficient	t-value	p-value	conclusion
1.	AFS -> IB	0,260	3,766	0,000	H1 accepted
2.	AFS -> SE	0,479	6,589	0,000	H1 accepted
3.	PV->AFS	0,683	11,548	0,000	H1 accepted
4.	PI-> AFS	0,172	2,961	0,002	H1 accepted
5,	PV->AFS->IB	0,178	3,294	0,001	H1 accepted
6.	PI->AFS->IB	0,045	2,191	0,014	H1 accepted
7.	PV->AFS->SE	0,327	5,147	0,000	H1 accepted
8.	PI->AFS->SE	0,083	2,656	0,004	H1 accepted

Source: Processed Result

Table 11. Result of R^2

Variable	R^2
Attitudes	0,675
Impulsive Buying	0,068
Shopping Enjoyment	0,299

Sources: Processed Result