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Research Article

THE EFFECT OF FLASH SALE, INFLUENCER MARKETING, AND DISCOUNTS ON IMPULSIVE BUYING ON SHOPEE E-COMMERCE AMONG STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, SUMBAWA UNIVERSITY OF TECHNOLOGY

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Abstract
This study investigates the influence of Flash Sale, Influencer Marketing, and Discount on Impulsive Buying behavior among students of the Faculty of Economics and Business at Sumbawa University of Technology who use Shopee e-commerce. Adopting a quantitative approach, the research collected primary data from 100 respondents through a structured questionnaire. The analysis utilized multiple linear regression to examine the partial and simultaneous effects of the independent variables on the dependent variable. The findings indicate that Flash Sale, Influencer Marketing, and Discount each have a positive and significant effect on impulsive buying. Furthermore, the study confirms that these three factors collectively and significantly influence impulsive buying behavior. The results highlight that these marketing strategies are highly effective in triggering unplanned purchases among students. Specifically, the combination of these three variables explains 70.5% of the variation in impulsive buying decisions, while the remaining 29.5% is attributed to other factors. This research contributes to a deeper understanding of digital consumer behavior and provides practical insights for e-commerce platforms to develop more effective and integrated promotional campaigns.

Keywords: Discount, E-commerce, Flash Sale, Impulsive Buying, Influencer Marketing, Shopee, Student

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INTRODUCTION

Digital Transformation and E-commerce Growth in Indonesia The increasing and diverse needs of society have driven a comprehensive shift in consumer behavior, leading to a transition from conventional shopping to the digital realm. This trend is particularly evident in Southeast Asia, where e-commerce has evolved from a mere alternative into a mainstream lifestyle for urban communities. In Indonesia, this digital transformation has been accelerating rapidly. A report by Google, Temasek, and Bain (2023) highlights that Indonesia's digital economy was valued at USD 82 billion in 2023 and is projected to surge to USD 109 billion by 2025. A key driver of this growth is the e-commerce sector, which continues to expand in line with changing consumer behavior and the widespread adoption of digital technology. Leading e-commerce platforms such as Shopee, Tokopedia, Lazada, Bukalapak, and Blibli are at the forefront of this digital shift, offering a wide range of products and services to meet consumer needs online.

Shopee's Dominance and the Rise of Impulsive Buying Among these platforms, Shopee has established a significant dominance in the Indonesian e-commerce industry, which can be attributed to its aggressive use of technology and digital marketing strategies. Shopee has managed to lead the competition through massive promotions, a simple user experience, efficient logistics, and appealing programs like free shipping and gamification. This dominance is reflected in its user base, with over 200 million active monthly users. As shopping becomes more convenient and accessible on digital platforms, a significant consequence is the phenomenon of "impulsive buying". Impulsive buying refers to unplanned purchases driven by momentary emotions or strong external stimuli. The real-time nature and responsive interface of the Shopee application accelerate the decision-making process, often without careful rational consideration. Therefore, it is crucial to understand the factors that trigger this behavior to develop more effective and consumer-centric marketing approaches.

The Role of Marketing Strategies as Triggers for Impulsive Buying The trend of impulsive buying is supported by statistical evidence. A report by We Are Social & Hootsuite (2024) indicates that 88.1% of internet users in Indonesia have made online purchases. Furthermore, 76% of them admitted to having made impulsive purchases after being exposed to promotions like flash sales or discounts. This data suggests that promotions are not merely functional in reducing prices but also possess an emotional power to create an arousing shopping experience that accelerates purchasing decisions. Shopee's common promotional strategies, such as flash sales and discounts, create a sense of urgency. Flash sales, which offer products at very low prices for a limited time, trigger a fear of missing out (FOMO) among consumers. The use of influencer marketing is another critical tool in Shopee's digital marketing communication strategy. Influencers, particularly those with an emotional connection to their audience, can subtly but powerfully influence consumer opinions and preferences.

Inconsistency in Previous Research Findings Although flash sales, influencer marketing, and discounts have been extensively studied individually, there is a limited number of studies that examine the simultaneous effect of all three on impulsive buying behavior on the Shopee platform. Previous studies often focus on one or two variables, failing to provide a comprehensive view of how these strategies interact and reinforce each other. For instance, a

study by Khalda (2024) explored flash sales without considering the social role of influencers, while Istiyanto's (2024) research highlighted only the discount factor. Furthermore, the findings from various studies show differences and even contradictions. Some research suggests that discounts are highly influential on impulsive purchases, while others indicate that discounts are less effective without emotional factors like social perception or influencer credibility.

Justification for an Integrative Research Approach Given these inconsistent findings, it is crucial to conduct comprehensive research that not only analyzes the influence of each variable separately but also assesses how all three dynamically interact. This research aims to provide a thorough understanding of the influence of flash sales, influencer marketing, and discounts on the impulsive buying behavior of Shopee users. From an academic perspective, this study will contribute conceptually to the understanding of digital consumer behavior, particularly in the unique Indonesian market. By synergizing three key marketing strategies commonly used by Shopee, this research is expected to enrich the digital marketing literature, especially within the context of developing economies in Southeast Asia.

Research Objectives and Practical Implications The primary objective of this study is to examine the influence of flash sales, influencer marketing, and discounts on the impulsive buying behavior of Shopee users. It also aims to test the simultaneous effect of all three factors on impulsive buying. The research findings are expected to provide strategic guidance for businesses, particularly in the e-commerce and digital marketing industries. The results can help industry players design more effective promotional campaigns that align with the psychological patterns of local consumers. In the increasingly competitive e-commerce landscape, understanding the motivations behind impulsive consumer purchases is key to gaining a competitive advantage. This study hopes to generate strategic recommendations that are not only practically relevant for businesses but also scientifically contribute to the evolving study of digital consumer behavior in Indonesia.

RESEARCH METHOD

This study adopts a quantitative research approach to investigate the relationships between variables. The specific design is an associative research, which aims to establish a cause-and-effect link between the independent and dependent variables. The research exclusively relies on numerical and measurable data, with statistical procedures serving as the primary method of analysis. The data utilized is primary in nature, collected directly from respondents through a survey questionnaire. The target population for this study comprises active users of the Shopee e-commerce platform who are students at the Faculty of Economics and Business, Sumbawa University of Technology. This group was selected for its relevance as "digital natives" who are highly engaged with technology and online shopping trends.

The sampling technique employed is *purposive sampling*, a non-probability method where participants are chosen based on specific, predefined criteria. The key criteria for inclusion were being a student at the aforementioned faculty and having prior experience with online purchases on Shopee. The sample size was determined using Paul Leedy's formula for an unknown population size. The calculation yielded a required sample of 96.04, which was rounded up to 100 respondents to ensure the research findings are representative and valid. This number was deemed sufficient for achieving robust results.

The research instrument was a questionnaire designed with a four-point Likert scale, deliberately omitting a neutral option to encourage respondents to take a definitive stance on the statements. Before the main data analysis, the instrument underwent rigorous validity and reliability testing. The validity test, using the *Product Moment* correlation method, confirmed that all questionnaire items were valid since their r-calculated values were greater than the r-table value of 0.196. The reliability test, using *Cronbach's Alpha*, showed that all variables were highly reliable with values exceeding the 0.60 threshold.

For data analysis, the study first performed a series of classic assumption tests. The normality test using the *One-Sample Kolmogorov-Smirnov* method confirmed that the data residuals were normally distributed, as the significance value was 0.200 (> 0.05). The multicollinearity test showed no correlation among the independent variables, as all VIF values were below 10 and Tolerance values were above 0.10. Similarly, the heteroscedasticity test using the Glejser method found no issues, as the significance values for all variables were greater than 0.05. The core of the analysis involved multiple linear regression to test the hypotheses. The T-test revealed that Flash Sale, Influencer Marketing, and Discount each had a positive and significant effect on impulsive buying. The F-test further demonstrated that these three variables, when considered simultaneously, had a positive and significant impact on impulsive buying. The study's final analysis of the coefficient of determination showed that the three independent variables collectively explain 70.5% of the variation in impulsive buying behavior.

RESULTS AND DISCUSSION

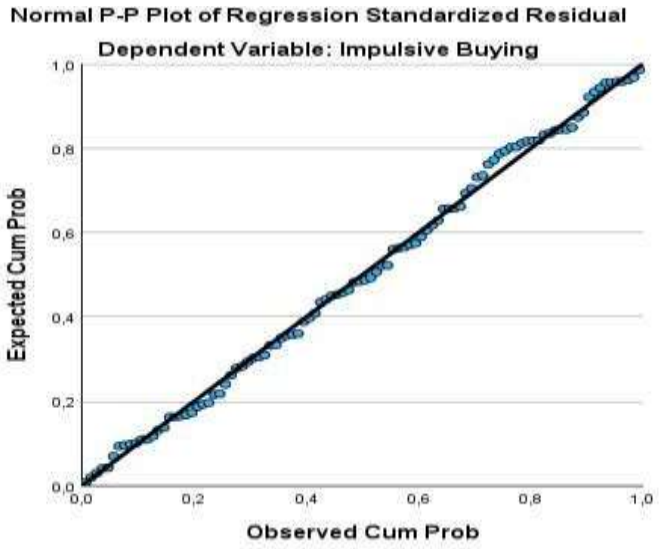
Results

Classical Assumption Test

1. Normality Test

Normality test is a test of the normality of data distribution. The normality test is useful to determine whether the collected data are normally distributed or originate from a normal population. The requirement for the normality test is that if the data are spread around the diagonal and follow the direction of the diagonal, then the regression model meets the normality assumption. Based on the results of the questionnaire administered to 60 respondents, the normality test results are as follows:

Figure 1. Results of Normality Test



Source: Processed data, 2025

Based on Figure 1, it can be seen that the points are scattered around the diagonal line and their spread does not deviate far from the diagonal. This indicates that the plot pattern is normally distributed, thus the regression model meets the normality assumption.

Figure 2. Results of Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		5,88212254
Most Extreme Differences	Absolute		,051
	Positive		,037
	Negative		-,051
Test Statistic			,051
Asymp. Sig. (2-tailed)[c]			,200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		,756
	99% Confidence Interval	Lower Bound	,745
		Upper Bound	,767

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Processed data, 2025

Based on figure 2, the One-Sample Kolmogorov-Smirnov test yielded a significance value of 0.200 > 0.05, indicating that the residuals are normally distributed.

2. Multicollinearity test

Multicollinearity test is an examination and assumption used to verify that the independent variables in a model are not correlated with each other.

Table 1. Multicollinearity Test Results

Model		Collinearity Statistics Tolerance	VIF
1	Flash Sale	,943	1,060
	Influencer Marketing	,989	1,011
	Discount	,951	1,051

Source: Processed data, 2025

Based on the analysis results presented in Table 1, it is evident that the model does not exhibit multicollinearity. This is indicated by the tolerance values being greater than 0.10 and the VIF values being less than 10..

3. Heteroscedasticity Test

The heteroscedasticity test aims to identify whether there are changes in the variance of the residuals from one observation period to another

Table 2. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,434	2,905		,149	,882
	Flash Sale	,044	,047	,096	,924	,358
	Influencer Marketing	,017	,044	,040	,400	,690
	Discount	,056	,050	,115	1,119	,266

Source: Processed data, 2025

Based on the analysis results presented in Table 2, it is evident that the model does not exhibit heteroscedasticity. This is indicated by the significance values of each variable being greater than 0.05 or 5%. Therefore, the test results confirm that there is no indication of heteroscedasticity..

4. Linear Regression Analysis

Multiple linear regression analysis aims to determine the influence between independent variables (X) and the dependent variable (Y). The results of the multiple linear regression analysis are as follows:

Table 3. Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,513	,515		-4,881	<,001
	Flash Sale	,252	,008	,393	30,055	<,001
	Influencer	,370	,008	,611	47,855	<,001
	Marketing Discount	,449	,009	,655	50,317	<,001

Source: Processed data, 2025

Based on the results of the multiple linear regression analysis in Table 4.9, the regression equation obtained is as follows:

$$Y = -2{,}513+0{,}252X_1+0{,}370X_2+0{,}449X_3$$

From the multiple linear regression equation above, the explanation is as follows:

a. Constant Value

The constant value (a) is negative at -2.513. This negative value indicates that Flash Sale, Influencer Marketing, Discounts, and Impulsive Buying reduce Impulsive Buying (Y). Thus, the decision decreases.

b. Flash Sale

The regression coefficient of the Flash Sale variable (X1) is 0.252. This means that if Flash Sale increases, assuming other variables remain constant, it can increase Impulsive Buying (Y).

c. Influencer Marketing

The regression coefficient of the Influencer Marketing variable (X2) is 0.370. This means that if Influencer Marketing increases, assuming other variables remain constant, it can increase Impulsive Buying (Y).

d. Discount

The regression coefficient of the Discount variable (X3) is 0.449. This means that if Discounts increase, assuming other variables remain constant, it can increase Impulsive Buying (Y).

Hypothesis Testing

1. Partial Test (t-test)

According to Ghozali (2014), in a study the acceptance or rejection of a hypothesis is determined by comparing the value of t-calculated (tcount) and t-table (ttable) with the following criteria:

H0= there is no significant effect

Ha = there is a significant effect

Explanation:

a. If tcount > ttable and sig < 0.05, then H0 is rejected and Ha is accepted. This means that there is a significant effect between the independent variable (X) and the dependent variable (Y).

b. If tcount < ttable and sig > 0.05, then H0 is accepted and Ha is rejected. This means that there is no significant effect between the independent variable (X) and the dependent variable (Y).

Table 4. T-test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,513	,515		-4,881	<,001
	Flash Sale	,252	,008	,393	30,055	<,001
	Influencer Marketing	,370	,008	,611	47,855	<,001
	Discount	,449	,009	,655	50,317	<,001

Source: Processed data, 2025

Based on Table 4 above, the influence of each independent variable on the dependent variable can be described as follows:

a. Flash Sale (X1) on Impulsive Buying (Y)

The hypothesis stating that Flash Sale has a partial effect on Impulsive Buying is accepted because the significance value of the Flash Sale variable (X1) is 0.01 < 0.05, and the t-count value of 30.055 is greater than the t-table value of 0.677.

b. Influencer Marketing (X2) on Impulsive Buying (Y)

The hypothesis stating that Influencer Marketing has a partial effect on Impulsive Buying is accepted because the significance value of the Influencer Marketing variable (X2) is 0.01 < 0.05, and the t-count value of 47.855 is greater than the t-table value of 0.677.

c. Discount (X3) on Impulsive Buying (Y)

The hypothesis stating that Discounts have a partial effect on Impulsive Buying is accepted because the significance value of the Discount variable (X3) is 0.01 < 0.05, and the t-count value of 50.317 is greater than the t-table value of 0.677.

2. F-test

The F-test is used to examine the significance level of the simultaneous effect of independent variables on the dependent variable. The F-table is determined at a significance level of 0.05, with df = a; n – k or 5; 60 – 5 = 55, resulting in an F-table value of 2.38. The results of the F-test can be seen as follows:

Table 5. F-test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2224,663	3	741,554	79,904	<,001[b]
	Residual	890,930	96	9,281		
	Total	3115,593	99			

a. Dependent Variable: T
b. Predictors: (Constant), Discount, Influencer Marketing, Flash Sale

Source: Processed data, 2025

H1: Flash Sale (X1), Influencer Marketing (X2), and Discount (X3) simultaneously influence Impulsive Buying (Y).

Using multiple linear regression analysis as shown in Table 5, it can be observed that the calculated F-value of 79.904 is greater than the F-table value of 2.47. The significance value of 0.01 is less than 0.05; therefore, Ha is accepted. This means that the independent variables—Flash Sale, Influencer Marketing, and Discount—simultaneously have a positive and significant effect on the dependent variable, Impulsive Buying.

3. Coefficient of Determination Test (R^2)

The coefficient of determination is used to measure the extent or percentage contribution of the independent variables Promotion, Price, Brand Image, Product Quality, and Service Quality toward Purchase Decision as the dependent variable. The results of the coefficient of determination are as follows:

Table 6. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,845[a]	,714	,705	3,04640

a. Predictors: (Constant), Discount, Influencer Marketing, Flash Sale

Source: Processed data, 2025

Based on Table 6, the SPSS output shows that the Adjusted R-Square (R^2) value is 0.705. This indicates that the variable Impulsive Buying can be explained by 70.5% through the independent variables Flash Sale, Influencer Marketing, and Discount, while the remaining 29.5% of the variation in Impulsive Buying decisions is explained by other variables.

Results

1. The Effect of Flash Sale on Impulsive Buying

Based on the hypothesis testing results, Flash Sale (X1) shows a positive and significant effect on Impulsive Buying (Y). The significance value of Flash Sale (X1) is 0.01 < 0.05, and the t-count value of 30.055 is greater than the t-table value of 2.47. This indicates that the regression coefficient of Flash Sale partially has a positive and significant influence. This finding is also supported by the respondents' answers, who agreed that flash sales influence impulsive buying. This occurs because companies often provide limited-time offers with attractive prices, which trigger spontaneous purchase decisions. These results

are consistent with the applied theory that flash sales can affect impulsive buying behavior, as well as with the findings of [researcher and year], which demonstrated a positive and significant influence of flash sales on impulsive buying.

2. The Effect of Influencer Marketing on Impulsive Buying

   Based on the hypothesis testing results, Influencer Marketing (X2) shows a positive and significant effect on Impulsive Buying (Y). The significance value of Influencer Marketing (X2) is 0.01 < 0.05, and the t-count value of 47.855 is greater than the t-table value of 2.47. This indicates that the regression coefficient of Influencer Marketing partially has a positive and significant influence.

   This finding is also supported by the respondents' answers, who agreed that influencer marketing affects impulsive buying. This is because influencers are able to build trust and influence the emotions of their audience, thereby encouraging quick purchase decisions without much consideration. These results align with the theory that social influence from public figures can increase impulsive purchases, as well as with the findings of [researcher and year], which also demonstrated a positive and significant effect of influencer marketing on impulsive buying.

3. The Effect of Discounts on Impulsive Buying

   Based on the hypothesis testing results, Discounts (X3) show a positive and significant effect on Impulsive Buying (Y). The significance value of Discounts (X3) is 0.01 < 0.05, and the t-count value of 50.317 is greater than the t-table value of 2.47. This indicates that the regression coefficient of Discounts partially has a positive and significant influence. This finding is also supported by the respondents' answers, who agreed that discounts affect impulsive buying. Discounts provide consumers with the perception of greater benefits, which encourages unplanned purchases. This finding is consistent with the theory that price promotions can drive impulsive behavior, as well as with the study of [researcher and year], which confirmed the positive and significant influence of discounts on impulsive buying.

4. The Effect of Flash Sale, Influencer Marketing, and Discounts on Impulsive Buying

   The results of the multiple linear regression analysis through the F-test on hypothesis (H4) indicate that Flash Sale, Influencer Marketing, and Discounts simultaneously have a positive and significant effect on Impulsive Buying. The significance value of 0.01 < 0.05 and the F-count value greater than the F-table value of 2.47 confirm this. Flash sales, influencer marketing, and discounts are crucial factors in marketing strategies; therefore, companies need to maintain and enhance attractive flash sale programs, leverage influencers relevant to their target market, and provide well-targeted discounts to stimulate impulsive purchases.

These results are consistent with the studies conducted by Sri et al. (2023), Madiawati et al. (2022), and Mukti Ali et al. (2024), which also found a positive and significant influence of these variables on impulsive buying.

CONCLUSION

Based on the results of data analysis and discussion, this study concludes that Flash Sale, Influencer Marketing, and Discounts have a positive and significant influence on the impulsive buying behavior of students at the Faculty of Economics and Business, Sumbawa University of Technology.

Individually, all three independent variables contribute to the increase in impulsive buying. Influencer Marketing is proven to have the most dominant effect, indicating that visual appeal, lifestyle representation, and the emotional connection built by influencers are able to foster trust and trigger unplanned purchase decisions. Discounts provide a positive

impact through consumers' perception of economic benefits and emotional satisfaction, although the urgency of limited-time discounts is not always the dominant factor. Meanwhile, Flash Sales drive impulsive buying behavior through urgency and time limitation effects, especially supported by the ease of accessing promotional information across platforms.

Simultaneously, the combination of Flash Sale, Influencer Marketing, and Discounts explains 70.5% of the variation in impulsive buying behavior, while the remaining 29.5% is influenced by other factors outside the scope of this research model. The synergy among these three variables creates strong psychological and social impulses, ranging from time pressure and public figure influence to price incentives that stimulate spontaneous purchases.

These findings emphasize that integrated and well-targeted digital marketing strategies are highly effective in increasing impulsive buying behavior among the student segment. The results of this study not only contribute to the development of consumer behavior literature but also provide practical insights for e-commerce platforms such as Shopee in designing promotional strategies that maximize the potential of the student market, while also serving as a basis for consumers to enhance their literacy in making wiser shopping decisions in the digital era.

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