

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM (Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan¹, Adnan², Rusydi Abubakar³, Hamdiah⁴

^{1,2,3,4} Universitas Malikussaleh, Indonesia.

Corresponding Author: adnan@unimal.ac.id

Received: 04/07/2026 | **Revised:** 15/07/2026 | **Accepted:** 05/08/2026 | **Published:** 22/08/2026

Abstract

This study aims to examine the influence of Flash Sale, Free Shipping, and Shopee Live on purchasing decisions for Jiniso fashion products on the Shopee platform among students of the Faculty of Economics and Business, Malikussaleh University. This research employed a quantitative approach, with data collected through questionnaires distributed to 114 respondents. The sampling technique used was the Hair formula, while the data were analyzed using multiple linear regression with the assistance of the Statistical Package for the Social Sciences (SPSS) version 27. The results of the study indicate that, partially, the Flash Sale variable has a positive and significant effect on purchasing decisions, with a significant value of $0.001 < 0.05$ and a t-value of $7.797 > t\text{-table of } 1.658$. The Free Shipping variable also has a positive and significant effect on purchasing decisions, with a significance value of $0.001 < 0.05$ and a t-value of $24.339 > t\text{-table of } 1.658$. Furthermore, the Shopee Live variable has a positive and significant effect on purchasing decisions, with a significance value of $0.001 < 0.05$ and a t-value of $18.375 > t\text{-table of } 1.658$. The R Square value of 0.971 indicates that the Flash Sale, Free Shipping, and Shopee Live variables are able to explain 97.1% of the variation in purchasing decisions, while the remaining 2.9% is explained by other variables not examined in this study.

Keywords: Flash Sale, Free Shipping, Shopee Live, Purchasing Decisions

INTRODUCTION

The increasingly modern era has made it easier to fulfill people's daily needs. Advances in communication, technology, and information have contributed to changes in human behavior in fulfilling their needs and desires (Kotler & Keller, 2021). Easy internet access that can be used anytime and anywhere is a major driving factor for this change. Based on the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2025, the level of internet access in Indonesia has reached 80.66% with a total of 229.42 million users connected to the internet. This figure shows an increase compared to the previous year, which was 79.5% in 2024. The increase in the number of internet users has had a significant impact on various aspects of life, including sales activities.

Previously, trading activities were conducted conventionally, requiring consumers to visit stores to view, select, and purchase their desired products. However, with the development of internet technology, the transaction process has undergone a *transformation*. Consumers can now make purchases without having to meet the seller face-to-face, but rather through an internet connection that connects both parties. This phenomenon has given rise to various innovations, one of which is the development of online marketing activities. While initially used solely as a means of communication and information, the internet has now evolved into a primary channel for conducting sales transactions (Nugroho Himawan et al., 2024). Trading activities that utilize the internet are known as *electronic commerce* or *e-commerce* (Melfaliza & Nizam, 2022). *E-commerce* is an activity related to the transaction process for goods or services conducted through electronic systems. These transactions involve the exchange of value, such

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

as payment for products or services offered, without the constraints of time and space. Furthermore, *e-commerce* allows consumers to compare products more objectively, thus making purchasing decisions more aligned with their needs and preferences (Marpaung & Lubis, 2022). Based on research conducted by Yilmaz & Kocoglu (2022), *E-commerce* covers all business transaction activities carried out online and functions as a connecting medium between companies, consumers and the wider community. One of the most widely used *e-commerce platforms in Indonesia is Shopee*. Shopee is a company specializing in online product sales, offering a wide variety of goods and services. Shopee is known as an *e-commerce platform* that makes it easy for people to shop for products they want without being limited by distance or time (Juhria et al., 2021). Shopee, an *e-commerce company* under the auspices of the *SEA Group*, was first introduced in Singapore in 2015, followed by Malaysia, the Philippines, Taiwan, Thailand, Vietnam, and Indonesia (Melfaliza & Nizam, 2022).



Figure 1. E-commerce Platforms Frequently Accessed by Indonesians in 2025

Source: goodstats.id (2025)

According to data from goodstats.id, the majority of Indonesians choose Shopee for online buying and selling transactions. Shopee ranks first in the online shopping pages frequently accessed by Indonesians and second place is occupied by the TikTok page. The data shows that Shopee is the *e-commerce page* most often chosen by Indonesians for online purchases. Jiniso *Official Shop* is one of the stores on the Shopee *e-commerce platform* that is engaged in selling *fashion products* and has succeeded in gaining considerable attention from consumers. Jiniso is a local *fashion brand* originating from North Jakarta and was founded by Dian Fiona in 2018. Furthermore, Jiniso began marketing its products through the Shopee *platform* since 2019 as an effort to expand market share through digital marketing. Utilization of Shopee as a marketing and sales medium is carried out optimally, which is reflected in the high level of consumer *engagement* on the official Shopee account @jiniso.id which now has more than 5 million followers. By carrying the concept of *active jeans*, Jiniso focuses its products on denim clothing, such as jeans, denim jackets, and other casual clothing designed to support modern lifestyles and daily activity needs.

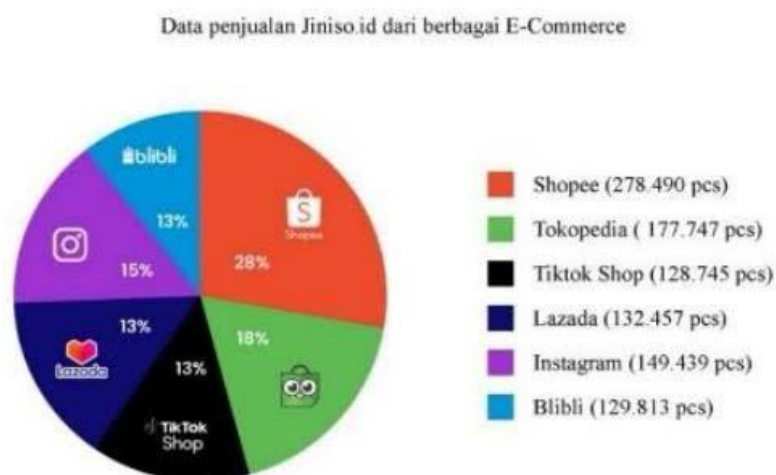


Figure 1Jiniso 2023 Sales Data

Source: datapinter.com

Figure 1.2 shows that Jiniso ranks first as the most popular local fashion brand on social media. This popularity is inseparable from its effective digital marketing strategy and the brand's closeness to consumers. Currently, Jiniso has a significant number of followers, namely around 761 thousand followers on Instagram, 3.3 million followers on TikTok, and 5.7 million followers on the Shopee marketplace platform. This high number of followers reflects the high level of consumer interest and trust in the products offered by Jiniso. One interesting phenomenon to study in the current digital era is the increasing intensity of promotions carried out by Shopee in an effort to attract consumer interest, especially among students who have a tendency to seek products at affordable prices while still following trends. Shopee utilizes various promotional strategies such as *flash sales*, free shipping, and the *Shopee Live feature*. The *flash sale* program, for example, offers products at significant discounts for a very limited period. This mechanism creates a *scarcity effect* or perception of scarcity, thereby stimulating consumers' emotional urge to make an immediate purchase to avoid running out of products. This phenomenon is clearly visible in major promotional campaigns such as *Shopee 9.9 Super Shopping Day*, *10.10 Brands Festival*, and *11.11 Big Sale*.

Furthermore, free shipping programs are a form of promotion that has a strong appeal for consumers, especially students. Free shipping is a promotional strategy that eliminates shipping costs so that consumers feel more benefited and encouraged to make online purchases (Dahlan Ramdhani & Rahma Maulina, 2023). Shipping costs, which were previously often a barrier to online purchases, are no longer considered a problem, as Shopee provides free shipping vouchers almost daily. This phenomenon creates the perception that online shopping activities are more efficient and economical than buying directly in *brick-and-mortar stores*. Based on observed phenomena, many students prefer to shop through Shopee because the free shipping facility is considered to be able to reduce purchase prices. Free shipping promotions can create a perception of added value in the eyes of consumers because they feel they are getting more benefits without paying additional shipping costs (Minarta Nagara Tasrif et al., 2025). Free shipping promotional programs are generally offered with terms and conditions that are easy for consumers to understand. The amount of the discount will increase along with the increase in the total transaction value made by consumers (Istikomah & Hartono, 2022).

Furthermore, the *Shopee Live feature* also contributes significantly to influencing consumer purchasing decisions. Through this feature, sellers and *influencers* can broadcast live to display product details in *real-time*, offer special discounts during *the live stream*, and build direct interactions with potential buyers. This phenomenon can increase consumer confidence in the products offered, because they can witness the product being used directly. *Shopee Live* also creates a more engaging, interactive shopping experience and is able to increase consumer engagement, thus tending to trigger *impulsive buying*, especially among students who actively follow the latest trends. *Impulsive buying* is a consumer behavior characterized by a strong emotional urge to buy suddenly without planning and without considering long-term needs or benefits (Shofia & Rafsanjani, 2024). However, not all students impulsively *make purchases* only because they are attracted to promotions. Some of them still consider other factors, such as actual needs, product quality, and the ability to manage personal finances. This phenomenon is interesting to analyze in more depth to determine the extent to which these three forms of promotional strategies influence

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

purchasing decisions for Jiniso brand fashion products on the Shopee *platform* , especially among students who are active users of the local e-commerce-based *fashion market* . Previous research conducted by Edo Indrawan Purwoko et al (2025), explained that *flash sales and free shipping have a significant influence on e-commerce* product purchasing decisions among Generation Z in Salatiga. Research conducted by Todo Bandardo Sinaga & Melati Mediana Tobing (2024), showed a positive influence, *live Shopee* on the purchase decision of Erigo products on the *e-commerce* Shopee. Meanwhile, research conducted by Ateh M. J (2025), stated that *flash sales and live streaming* do not have a significant effect on purchase intention and purchase decisions. Research conducted by Moh Fali et al (2021), *Online customer reviews* have a significant influence, free shipping and *flash sales* are not significant in the context of TikTok Shop users in Malang.

To support this research, researchers conducted a pre-survey of 30 students from the Faculty of Economics and Business at Malikussaleh University who had previously purchased Jiniso products on the Shopee *platform* . The pre-survey was conducted online by distributing a questionnaire via a Google Form link shared via WhatsApp. The survey aimed to gauge their perceptions of the influence of *Flash Sales* , Free Shipping, and *Shopee Live* on purchasing decisions. The following are the results of the pre-survey.

Table 1 Pre-survey of students from the Faculty of Economics and Business, Malikussaleh University, who use the Jiniso fashion brand on the Shopee platform.

No	Question	Yes	No
1	I made a purchase of Jiniso brand fashion products because of the Flash Sale program on Shopee which offered big discounts.	20	10
2	I am interested in buying Jiniso products because the stock is limited and the Flash Sale time is short, which makes me want to buy quickly.	18	12
3	The Free Shipping program makes me buy Jiniso products more often than other fashion brands.	14	16
4	I made a purchase of Jiniso products because of the Free Shipping promotion from Shopee.	21	9
5	I am interested in buying Jiniso products after watching Shopee Live which displays the products directly.	19	11
6	The Shopee Live feature helps me understand the details of Jiniso products before deciding to buy.	15	15

A preliminary survey of several consumers regarding *flash sales* revealed that their decision to purchase Jiniso brand *fashion products* was influenced by the *flash sale program* . This indicates that providing significant discounts for a limited period is considered beneficial and can create a sense of urgency in consumers to immediately make a purchase. Furthermore, some consumers also stated that the *flash sale program* provides an opportunity to obtain products at lower prices than normal prices, thus resulting in higher satisfaction with the purchase decision that has been made. Furthermore, a preliminary survey regarding free shipping indicated that the decision to purchase Jiniso brand *fashion products* was influenced by the free shipping promotion. This promotion is considered to be able to help consumers save additional costs during the transaction process. Most consumers also stated that the free shipping facility is a major consideration in online shopping activities, especially for products shipped from outside the city. This condition provides economic benefits for consumers because they do not have to bear shipping costs, thus encouraging an increase in the frequency of purchasing Jiniso products through the Shopee *platform* . Furthermore, initial observations of Shopee Live found that consumers believe their interest in purchasing Jiniso brand products is due to watching *Shopee Live*. This feature is considered effective in providing real-time product images, thereby increasing consumer confidence in the quality of the products they purchase. Respondents also found *Shopee Live* to provide more detailed information about materials, sizes, and how products look in use.

LITERATURE REVIEW

The Relationship between Flash Sales and Purchasing Decisions

A flash sale program is a form of digital promotional strategy designed to attract consumer interest in a relatively short period of time by offering highly competitive prices with a specific time limit. According to (Devica, 2020), the implementation of flash sales programs has been proven to significantly increase purchasing decisions because it creates the perception of lower prices and provides exclusive opportunities not always available under normal conditions. From the perspective of consumer behavior theory, flash sales programs influence the alternative evaluation and final decision-making stages. At this stage, consumers who generally compare products will be encouraged to make an immediate purchase due to the fear of missing out on the product at a special price. This phenomenon is known as *the fear of missing out (FOMO)*, which is the fear of missing out on an opportunity that drives individuals to act immediately. (P. R. Sari et al., 2025) Research conducted by (Afifah & Abadi, 2025) [The text of the original text Altria Lutfiansyah & Syihabuddin, (2026)] ... In addition, research conducted by (Asadiyah & Vania, 2024) confirms that the high intensity of flash sale promotions held by Shopee can trigger *impulsive buying behavior*, namely a condition when consumers make purchases without rationally or deeply considering the need for the product being offered.

The Relationship Between Free Shipping and Purchasing Decisions

In the context of *e-commerce*, shipping costs are a significant factor that often hinders consumers from completing the purchase process. Therefore, implementing a free shipping program is an effective promotional strategy to overcome this obstacle and encourage increased purchase transactions. According to the free Nurul istikomah & budi hartono, (2022) shipping policy, consumers perceive a financial benefit as they no longer have to bear additional costs beyond the price of the purchased product. Free shipping programs directly impact consumers' perceived value. When shipping costs are eliminated, consumers' perceptions of a product's value increase, leading to an emotional impulse to purchase. Research conducted by Putra Pamungkas & Anggarini, (2024) shows that implementing a free shipping program can increase interest and purchasing decisions for fashion products by up to 55% on the Shopee platform, as consumers perceive they are receiving a more efficient and profitable total price. Furthermore, research conducted by (Ningsih amalia, 2021) found that free shipping programs significantly impact consumer satisfaction and loyalty. Consumers who benefit from free shipping promotions tend to experience a more positive and enjoyable shopping experience, thus encouraging them to make repeat purchases at the same store. This shows that free shipping not only plays a role in increasing initial purchasing decisions, but also in building long-term relationships between consumers and sellers.

Shopee Live's Relationship to Purchasing Decisions

Shopee *Live* is an innovative interactive promotion that utilizes *live streaming technology* to connect sellers and potential buyers directly on the Shopee platform. Through this feature, consumers can view products in real-time, ask questions directly, receive *exclusive discounts*, and interact with hosts or influencers *promoting* the products (Dewantara et al., 2025). Shopee *Live* serves as an effective two-way communication medium in increasing consumer trust in products and sellers, as it provides a more transparent and interactive shopping experience. Research conducted by Rachmawati and Hidayah (2023) shows that Shopee *Live* has a significant influence on purchasing decisions, as it builds trust *and* increases consumer purchase intention. Through this feature, consumers feel more confident in the quality of the products offered because they can see live product demonstrations, assess materials, sizes, and product details, thereby reducing concerns about the risk of fraud in online transactions. Research conducted by Pratiwi and Handoko (2022) revealed that the use of Shopee *Live* can increase purchasing decisions by up to 60%, especially in the *fashion product category*, because direct *visual interaction* creates an emotional drive for consumers to own the displayed products. Furthermore, Shopee *Live* also plays a role in creating social proof, namely positive comments and interactions from other viewers that can increase the confidence of potential buyers. Based on marketing communications theory, social proof is a crucial factor influencing consumer decision-making in the digital environment (Suryani, 2022).

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

Conceptual Framework

The conceptual framework used in this study consists of independent variables, namely *Flash Sale*, Free Shipping, and *Shopee Live*, and a dependent variable, namely purchasing decisions. Thus, the conceptual framework developed in this study is as follows:

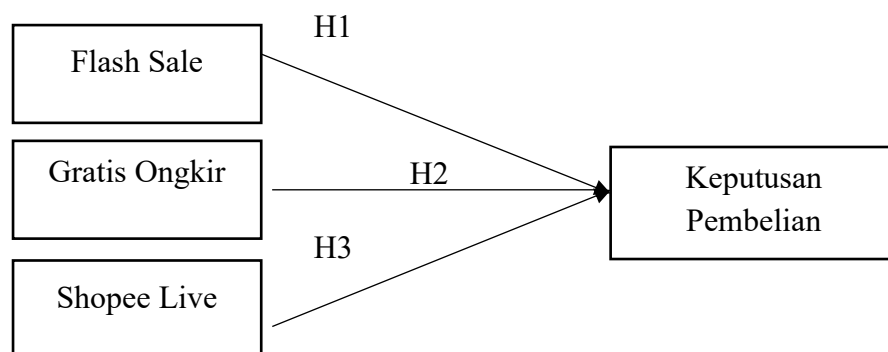


Figure 3 Conceptual Framework

Research Hypothesis

According to Yam & Taufik (2021) the theory, a hypothesis is a tentative statement formulated based on theoretical foundations and scientific reasoning, the truth of which needs to be verified through testing using empirical data. Therefore, the research hypothesis is as follows:

- H1: Flash Sale has a positive and significant influence on purchasing decisions for Jiniso brand fashion products on the *Shopee platform* among Malikussaleh University students.
- H2: Free shipping has a positive and significant effect on purchasing decisions for Jiniso brand fashion products on the *Shopee platform* among Malikussaleh University students.
- H3: Shopee Live has a positive and significant influence on purchasing decisions for Jiniso brand fashion products on the *Shopee platform* among Malikussaleh University students.

METHOD

The research objects used in this study are *Flash Sale*, Free Shipping, *Shopee Live*, Purchase Decisions for Jiniso brand fashion products among students. This research was conducted at the Faculty of Economics and Business, Malikussaleh University, with student respondents who had purchased Jiniso brand fashion products on the *Shopee platform* at least 2 times. Students of the Faculty of Economics and Business were chosen as research respondents because they are included in the Generation Z group which has a high level of e-commerce use and adequate digital literacy, so it is considered relevant to study online purchasing behavior. According to Creswell (2022) a population is a group of individuals or objects that have similar characteristics that can be analyzed in a study. The population is the entire element that is the focus of the research from which researchers will later draw samples for further analysis (Dewi et al., 2025). The population in this study is all active students of the Faculty of Economics and Business, Malikussaleh University with a total of 3,173 students.

According to Ferdinand (2020), a sample is a subject from a population consisting of several members. Meanwhile, according to Neuman (2019), a sample is a collection of elements taken from a population with the aim of providing information that can be used as a basis for generalizing to a broader population. In this study, the sampling technique used was *nonprobability sampling*. According to Taherdoost (2020), non-probability sampling is a sample selection method that does not provide a measurable opportunity for each element of the population to be part of the sample, so that the sample selection process is determined through considerations, assessments, or criteria set by the researcher. The sampling method used in this study is *purposive sampling*. *Purposive sampling* is a sampling technique based on certain criteria. Therefore, the selected sample is deliberately determined based on certain criteria determined by the author to obtain a *representative sample*. The respondent criteria determined as a sample in this study are active students of the Faculty of Economics and Business, Malikussaleh University who have

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

experience purchasing Jiniso brand fashion products through the Shopee platform at least twice. Hair et al. (2019), suggested that determining the sample size should consider the number of parameters to be estimated, where it is recommended that there are at least 5 to 10 observations for each parameter. The formula proposed by Hair to calculate the sample size is as follows:

$$n = (5 \text{ to } 10) \times k$$

Information:

n = Sample size

k = Number of indicators used

So the calculation of the number of samples to be used in this study is:

$$\text{Sample} = (6 \times 19) = 114 \text{ Respondents}$$

Based on this formula, the number of samples to be taken in this study is 114 student respondents from the Faculty of Economics and Business, Malikussaleh University.

The data collection method used in this study is primary data, namely a questionnaire. A questionnaire is a data collection technique carried out by submitting a series of written questions or statements to respondents to obtain answers relevant to the research objectives (Sugiyono, 2021). In this study, the questionnaire was distributed online using *Google Forms* where respondents will receive a link or invitation via WhatsApp message and ask for the respondent's availability to complete the questionnaire. The results of the questionnaire will be processed using a computer program called *the Statistical Package for the Social Sciences* (SPSS). SPSS is a program that enables statistical calculations using a computer.

RESULTS AND DISCUSSION

Validity Test

Table 2 Validity Test

Variables	Statement	rhitung	rtable	Information
Flash Sale (X1)	X1.1	0.726	0.184	Valid
	X1.2	0.791	0.184	Valid
	X1.3	0.801	0.184	Valid
	X1.4	0.777	0.184	Valid
	X1.5	0.783	0.184	Valid
Free Shipping (X2)	X2.1	0.798	0.184	Valid
	X2.2	0.883	0.184	Valid
	X2.3	0.834	0.184	Valid
	X2.4	0.819	0.184	Valid
Shopee Live (X3)	X3.1	0.755	0.184	Valid
	X3.2	0.843	0.184	Valid
	X3.3	0.832	0.184	Valid
	X3.4	0.777	0.184	Valid
	X3.5	0.661	0.184	Valid
Purchase Decision (Y)	Y1.1	0.613	0.184	Valid
	Y1.2	0.846	0.184	Valid
	Y1.3	0.789	0.184	Valid
	Y1.4	0.797	0.184	Valid
	Y1.5	0.730	0.184	Valid

Source: Primary Data Processed 2026

Based on Table 2, it is known that all statement items in each variable have a calculated r value > r table (0.184). Thus, it can be concluded that each statement item is declared valid and therefore suitable for use as a tool to obtain research data.

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

Reliability Test

Table 3 Reliability Test

Indicator	Cronbach Alpha	Information
Flash Sale (X1),	0.832	Reliable
Free Shipping (X2)	0.850	Reliable
Shopee Live (X3)	0.835	Reliable
Purchase Decision (Y)	0.811	Reliable

Source: Primary Data Processed 2026

Based on Table 3, it is known that the Cronbach's Alpha value for variable X1 (*Flash Sale*) is 0.832, variable X2 (Free Shipping) is 0.850, variable X3 (Shopee Live) is 0.835, and variable Y (Purchase Decision) is 0.811. These results indicate that all variables have a Cronbach's Alpha value > 0.60 so they can be declared reliable or consistent. This means that each question item used is able to produce consistent data. Reliability also shows that if the questionnaire is answered by the same respondent at different times, the answers given will remain the same or relatively comparable. Thus, the measurement results in this study are reliable and not easily influenced by undesirable factors.

Normality Test

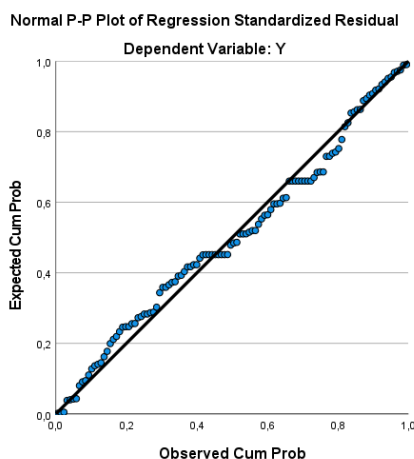


Figure 4 PP Plot of Regression Standardized Residual Normality Test Results

Source: Primary Data Processed 2026

Based on Figure 4, the results of the normality test in this study indicate that the data points are spread around the diagonal line and follow the direction of the diagonal line. The residual model can be said to be normally distributed if the data distribution on the normal probability plot graph is around the diagonal line. Furthermore, the data is also considered normal if the significance value in the Kolmogorov-Smirnov test is greater than the α value (0.05) used.

Multicollinearity Test

Table 4 Multicollinearity Test Results

		<i>Colinearity Statistics</i>	
Model		<i>Tolerance</i>	VIF
1	(Constant)		
	Flash Sale	0.457	2,191
	Free Shipping	0.345	2,898
	Shopee Live	0.497	2,010
a. Dependent Variable: Buying decision			

Source: Primary Data Processed 2026

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

Based on Table 4, it can be concluded that all variables have a VIF value ≤ 10 and a tolerance value ≥ 0.10 . This indicates that this study does not experience symptoms of multicollinearity, so the regression model is suitable for use in this study.

Heteroscedasticity Test

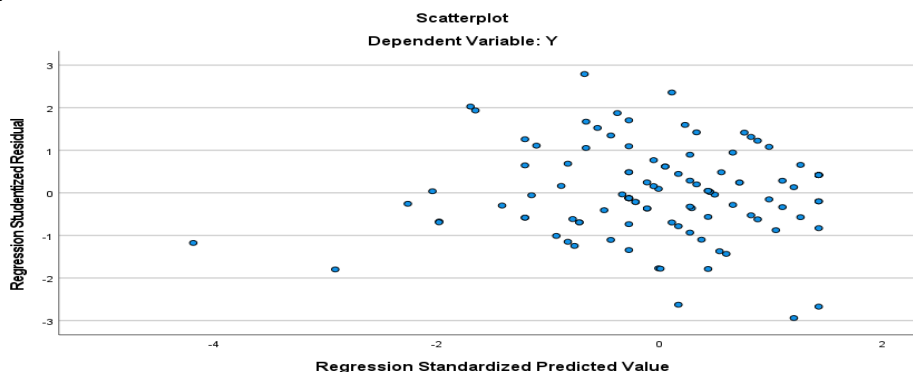


Figure 5 Heteroscedasticity Test Results

Source: Primary Data Processed 2026

Based on Figure 5, it can be seen that the points on the scatterplot graph are spread randomly and do not form a particular pattern, and are spread above and below the number 0 on the Y axis. Thus, it can be concluded that the regression model in this study does not experience symptoms of heteroscedasticity so it is suitable for use in research.

Multiple Linear Regression Analysis

Table 5 Multiple Linear Regression

Coefficients					
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t
1	(Constant)	0.362	0.069		5,280
	Flash Sale	0.171	0.022	0.133	7,797
	Free Shipping	0.386	0.016	0.572	24,339
	Shopee Live	0.350	0.019	0.445	18,375
					<0.001

a. *Dependent Variable* : Purchasing Decision

Source: Primary Data Processed 2026

Based on table 5, the following regression equation is obtained:

$$Y = 0.362 + 0.171$$

The regression equation can be explained as follows:

1. The constant value (a) of 0.362 indicates that if the variables *Flash Sale* (X_1), *Free Shipping* (X_2), and *Shopee Live* (X_3) are considered constant or do not change, then the value of the *Purchase Decision* variable (Y) is 0.362.
2. The regression coefficient value of the *Flash Sale* variable (X_1) of 0.171 indicates that *Flash Sales* have a positive effect on *Purchasing Decisions*. This means that every 1 unit increase in the *Flash Sale* variable will increase *Purchasing Decisions* by 0.171, assuming other variables remain constant.
3. The regression coefficient value for the *Free Shipping* variable (X_2) of 0.386 indicates that *Free Shipping* has a positive effect on *Purchasing Decisions*. This means that every 1 unit increase in the *Free Shipping* variable will increase *Purchasing Decisions* by 0.386, assuming other variables remain constant.
4. The regression coefficient value of the *Shopee Live* variable (X_3) of 0.350 indicates that *Shopee Live* has a positive effect on *purchasing decisions*. This means that every 1-unit increase in the *Shopee Live* variable will increase *purchasing decisions* by 0.350, assuming other variables remain constant.

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

Table 6 Partial Test (t-Test)

Variables	t	Sig
Constanta	5,280	0.001
Flash Sale	7,797	0.001
Free Shipping	24,339	0.001
Shopee Live	18,375	0.001

Source: Primary Data Processed 2026

Based on table 6 it can be seen that:

1. The significance value of the influence of X_1 on Y is $0.001 < 0.05$ with a calculated t value of $7.797 > t$ table 1.658. Thus, H_a is accepted and H_0 is rejected. This shows that the variable X_1 (Flash Sale) influences the purchasing decision of Jiniso brand fashion products on the Shopee platform.
2. The significance value of the influence of X_2 on Y is $0.001 < 0.05$ and the calculated t value is $24.339 > t$ table 1.658. Therefore, H_a is accepted and H_0 is rejected. This means that the variable X_2 (Free Shipping) influences the purchasing decision of Jiniso brand fashion products on the Shopee platform.
3. The significance value of the influence of X_3 on Y is $0.001 < 0.05$ with a calculated t value of $18.375 > t$ table 1.658. Therefore, H_a is accepted and H_0 is rejected. This means that the variable X_3 (Shopee Live/Free Shipping) influences the purchasing decision of Jiniso brand fashion products on the Shopee platform.

Coefficient of Determination (R^2)

According to Ghozali (2019), the coefficient of determination (R^2) test is used to measure the extent to which a model can explain variation in the dependent variable. The R^2 value ranges from $0\% < R^2 < 1$ (100%). The smaller the R^2 value, the lower the independent variable's ability to explain variation in the dependent variable.

Table 4.16 1of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.985	0.971	0.970	0.02197

Source: Primary Data Processed 2026

Based on table 4.16, it is known that the R Square value is 0.971. This shows that variables X_1 , (*Flash Sale*), X_2 (Free Shipping), and X_3 (Shopee Live) are able to influence variable Y (purchase decisions) by 97.1%, while the remaining ($100\% - 97.1\% = 2.9\%$) is explained by other variables not examined in this study.

Discussion

The Significant Influence of *Flash Sales* on Purchasing Decisions for Jiniso Brand Fashion Products on the Platform Shopee

Based on the results of data analysis in Table 6, it is known that the significance value of the influence of X_1 on Y is $0.001 < 0.05$ and the calculated t value is $7.797 > t$ table 1.658. Thus, it can be concluded that H_a is accepted and H_0 is rejected. This means that the variable X_1 (Flash Sale) has a significant effect on the variable Y (Purchase Decision). The results of this study indicate that the flash sale program provided by the Shopee platform is able to provide a real influence on purchasing decisions for Jiniso brand fashion products, especially for students of the Faculty of Economics and Business, Malikussaleh University who are interested in limited-time price promotions. Flash sales provide a special attraction for consumers because they offer large discounts with a certain time limit, thus encouraging consumers to immediately make purchases. This condition creates a sense of urgency and fear of missing out (FOMO), which ultimately influences consumer purchasing decisions. The findings of this study are in line with the research of Vivi et al. (2025) stated that flash sales programs have a positive and significant effect on purchasing decisions on e-commerce platforms because they can increase consumer purchasing interest through attractive and limited price offers. Furthermore, research by Rahmawati et al. (2023) shows that flash sales can create spontaneous purchasing impulses because consumers feel compelled to make a decision quickly before the promotion ends. Another study by Haryani et al. (2023) also found that flash sales strategies on marketplaces can increase purchasing decisions because consumers tend to be attracted to discounted prices and the ease of transactions offered.

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

The Significant Influence of Free Shipping on Purchasing Decisions of Jiniso Brand *Fashion Products on the Shopee Platform*

Based on the results of the data analysis in Table 6, it is known that the significance value of the influence of X_2 on Y is $0.001 < 0.05$ and the calculated t value is $24.339 > t_{table} 1.658$. Thus, H_a is accepted and H_o is rejected. This means that there is a positive and significant influence between variable X_2 (Free Shipping) on variable Y (Purchase Decision). The results of this study indicate that the free shipping program has an important role in influencing the purchasing decisions of Jiniso brand fashion products among students of the Faculty of Economics and Business, Malikussaleh University. The existence of free shipping facilities makes consumers feel more economical in making online *transactions*, thereby increasing the desire to purchase the desired *fashion products*. The results of this study are in line with research conducted by Alyasinta & Amron (2021) which stated that the free shipping program has a positive and significant influence on purchasing decisions on e-commerce platforms because it is able to reduce transaction barriers and increase consumer interest in online shopping.

Another study by Pamungkas and Anggarini (2024) also showed that free shipping has a positive influence on consumer purchasing decisions on the Shopee marketplace. Consumers tend to be more interested in making purchases when shipping costs can be minimized, thus reducing total expenses. Furthermore, Febria's (2022) study explains that free shipping promotions significantly influence purchasing decisions for fashion products on the Shopee marketplace. The free shipping program is considered capable of increasing consumer interest because it provides direct economic benefits when shopping for fashion products online. Furthermore, research by Niswaningtyas & Hadi (2022) also proves that free shipping has a significant influence on purchasing decisions on the Shopee platform. Consumers feel more confident making transactions due to the reduction in additional costs, which are usually considered before purchasing a product. Research by Anggraeni (2024) further supports this finding by stating that free shipping is a factor influencing purchasing decisions on the Shopee e-commerce platform. This program provides added value for consumers, thereby increasing their tendency to buy products online.

The Significant Influence of Shopee Live on Purchasing Decisions of Jiniso Brand *Fashion Products on the Shopee Platform*

Based on the results of data analysis in Table 6, it is known that the significance value of the influence of variable X_3 on Y is $0.001 < 0.05$ and the calculated t value is $18.375 > t_{table} 1.660$. Thus, it can be concluded that H_a is accepted and H_o is rejected. This means that the Shopee Live variable (X_3) has a significant effect on the Purchase Decision (Y) of Jiniso brand fashion products on the Shopee platform for students of the Faculty of Economics and Business, Malikussaleh University. The results of this study indicate that the Shopee Live feature is able to provide a strong influence on consumer purchasing decisions. Through Shopee Live, sellers can display Jiniso fashion products directly, providing detailed explanations regarding product quality, materials, sizes, and clothing models used. In addition, the two-way interaction between sellers and consumers makes it easier for students to obtain product information quickly and convincingly before making a purchase.

The findings of this study align with research by Surianto & Utami (2021), which states that the *Shopee Live feature* on e-commerce platforms can improve purchasing decisions because consumers can view products directly and obtain more transparent information. The study also explains that interactive communication during live broadcasts can increase consumer trust in the products offered. Furthermore, research by Maulana et al. (2026) explains that Shopee Live has a positive influence on fashion product purchasing decisions because it creates a more engaging and interactive shopping experience. Consumers feel more confident purchasing products when sellers provide live product demonstrations and answer consumer questions in real-time.

CONCLUSION

Based on the results of the data analysis carried out in the previous chapter, the following conclusions can be drawn:

1. *Flash Sales* (X_1) have been shown to significantly influence purchasing decisions for Jiniso fashion products on the Shopee platform. These results indicate that the more attractive the flash sale program, the higher the consumer's likelihood of making a purchase. This indicates that limited-time discount offers can create a sense of urgency and encourage consumers to make immediate purchasing decisions to avoid missing out on the opportunity to obtain lower prices.
2. Free shipping (X_2) has been shown to significantly influence purchasing decisions for Jiniso brand fashion products on the Shopee platform. These results indicate that the greater the benefits of the free shipping program perceived by consumers, the higher their likelihood of making a purchase. This indicates that

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

waiving shipping costs can reduce total consumer spending, making the product more attractive. For consumers, especially students who tend to be sensitive to additional costs, free shipping can increase interest and encourage purchasing decisions.

3. Shopee *Live* (X_3) has been shown to significantly influence purchasing decisions for Jiniso brand fashion products on the Shopee platform. These results indicate that the more effective the Shopee Live feature is used, the higher the consumer's likelihood of making a purchase. This condition indicates that direct interaction between sellers and consumers through real-time communication can increase consumer trust and provide clearer and more convincing product information. Furthermore, consumers can see live product demonstrations, receive quick responses to questions, and enjoy various special offers during the live session, which can encourage purchasing decisions.

REFERENCES

- Adnan, A., & Abubakar, R. (2021). *Manajemen Pemasaran (Dari Legacy Marketing Ke New Wave Marketing)*. Sefa Bumi Persada Aceh.
- Adnan & Rusydi, (2023). *Manajemen Inovasi Dan Kreatifitas*. Raja Grafinda Persada, Depok.
- Adnan, (2021). *Perilaku Konsumen*. Sefa Bumi Persada, Lhokseumawe
- Adnan, A. (2019). Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Susu Morinaga Di Kota Kota E Lhokseumawe *Jurnal Visioner & Srategis* 7/2).
- Afifah, P. N., & Abadi, Moh. D. (2025). Pengaruh Harga dan Flash Sale terhadap Keputusan Pembelian pada Pengguna E-Commerce Shopee dengan Kepuasan Konsumen sebagai Variabel Moderasi. *Jurnal Bisnis Mahasiswa*, 5(1), 387–407. <https://doi.org/10.60036/jbm.v5i1.432>
- Altria Lutfiansyah, G., & Syihabuddin, M. (2026). *Pengaruh flash sale, rating, dan gratis ongkir terhadap keputusan pembelian Gen Z di Solo Raya The influence of flash sales, ratings, and free shipping on Gen Z purchasing decisions in Solo Raya*. <https://doi.org/10.60036/jbm.1004>
- Asadiyah, E., & Vania, A. (2024). Flash sale characteristics and attitude as determinant of impulse buying behavior. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 257–275. <https://doi.org/10.37631/ebisma.v5i2.1165>
- Ateh, M. J. (2025). *PENGARUH FITUR FLASH SALE, LIVE STREAMING SHOPPING DAN CUSTOMER REVIEW TERHADAP NIAT BELI DAN KEPUTUSAN PEMBELIAN PADA PLATFORM E COMMERCE SHOPEE* (Doctoral Dissertation, Universitas Bakrie).
- Ayu, A., Sari, P., Alhada, M., & Habib, F. (2023). Strategi Pemasaran Menggunakan Fitur Shopee Live Streaming Sebagai Media Promosi Untuk Meningkatkan Daya Tarik Konsumen (Studi Kasus Thrift Shop di Kabupaten Tulungagung). *Jurnal Ilmiah Wahana Pendidikan*, 9(17), 41–58. <https://doi.org/10.5281/zenodo.8280759>
- Bisnis, B., Indrawan Purwoko, E., Zusrony, E., Hargyatni, T., Manajemen, P., Tinggi Ilmu Ekonomi Studi Ekonomi Modern, S., Bisnis, P., & Sains dan Teknologi Komputer, U. (2025). Pengaruh promo flash sale dan gratis ongkir shopee terhadap keputusan pembelian pada gen z di kota salatiga.
- Budhy Scorita, K., Suhud, U., Widyastuti, U., Wibowo, A., Universitas, P., & jakarta, n. (2023). Faktor yang mempengaruhi purchase decision produk kosmetik halal indonesia.
- Dahlan ramdhani, & rahma maulina. (2023). The effect of Price and Free Shipping on Purchasing Decisions in E-Commerce Shopee on Students of The Faculty of Economics Pasim National University. *International Journal of Integrative Sciences*, 2(9), 1349–1368. <https://doi.org/10.55927/ijis.v2i9.5967>
- Darwanto, A., Lestari, D., & Nurhidayah, O. (2022). Online consumer behavior dalam keputusan pembelian pada aplikasi e-commerce. 1(2), 133–146. <https://doi.org/10.1234/jdbim.v1i2.50501>
- Devica, S. (2020). Persepsi konsumen terhadap flash sale belanja online dan pengaruhnya pada keputusan pembelian. *Jurnal bisnis terapan*, 4(1), 47–56. <https://doi.org/10.24123/jbt.v4i1.2276>
- Dewantara, R. Y., Fera, N., Kurnia, I., Penulis, N., Rizki, :, & Dewantara, Y. (2025). Pengaruh live-streamer credibility pada penjualan online produk fesyen di shopee live terhadap purchase intention melalui consumer trust sebagai pemediasi.
- Dewi, i., khotimah, h., nasution, r., hariyati, t., & rusli, a. (2025). Teori populasi dan pengambilan sampel. <https://doi.org/10.47783/literasiologi.v9i4>
- Dila Anggraini1), H. A. A. N. F. H. H. F. A. S. (2023). *Pengaruh Flash Sale dan Tagline “Gratis Ongkir” Shopee Terhadap Impulsive Buying Secara Online dengan Muslim Self-Control Sebagai Variabel Moderating (Kajian Perspektif Ekonomi Islam)*.

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

- Effendi Handi Prasetya¹ Siti Asiyah² Kartika Rose Rachmadi³. (2024). Pengaruh Flash Sale, Online Customer Review, Dan Gratis Ongkos Kirim, Terhadap Keputusan Pembelian Produk Umkm Erigo Pada Marketplace Shopee (Studi Kasus Konsumen Erigo Kota Malang).
- Ekonomi, F., Unisma, B., Jannah, M., Wahono, B., & Khalikussabir,). (2022). Pengaruh Diskon Flash Sale, Rating Dan Gratis Ongkos Kirim Terhadap Keputusan Pembelian Pada Marketplace Shopee. www.indotelko.com
- Evillia Dwi Anggraini. (2024). Pengaruh kualitas produk, kualitas pelayanan, dan persepsi harga terhadap keputusan pembelian pada deli bakery banyuwangi.
- Fananny, F., Septin, T., Rahayu, M., Miftahuddin, M. A., & Zamakhsyari, L. (2025). Pengaruh online customer rievew, e-service quality, live streaming terhadap minat beli produk fashion di e-commerce shopee.
- Faradiba, B., & Syarifuddin, M. (2021). Covid-19: pengaruh live streaming video promotion dan electronic word of mouth terhadap buying purchasing.
- Ferdinand, A. (2020). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen* (6th ed.). Badan Penerbit Universitas Diponegoro.
- Girsang, D. C., & Aprinawati, A. (2024). Pengaruh Content Marketing terhadap Keputusan Pembelian Pakaian di Shopee Live. *AL-MIKRAJ Jurnal Studi Islam Dan Humaniora (E-ISSN 2745-4584)*, 4(02), 968–973. <https://doi.org/10.37680/almikraj.v4i02.4985>
- hadi_mulyani_2023*. (n.d.).
- Hafizah, N., & Roberto Simangunsong, S. (2024). The Effect Of Discount Prices And Brand Image On Purchasing Decisions At Sports Station The Effect Of Discount Prices And Brand Image On Purchasing Decisions.At.Sports.Station.Banda Aceh. *Jurnal Ekonomi*, 13, 2024. <https://doi.org/10.54209/ekonomi.v13i02>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Hidayat, & Widodo. (2020). Perkembangan fashion dalam era digital sebagai representasi identitas sosial dan gaya hidup JO-Jurnal Ilmu Komunikasi. *Nama Jurnal Di Sini, Volume(Issue)*, Halaman awal-Halaman akhir.
- Hokil, V., Lallo Pakiding, D., & Urbanus Bubun, U. (2025). *Pengaruh Flash Sale E-Commerce Shopee Terhadap Keputusan Pembelian*.
- Husniyyah, T., Pantjolo, D. S. W., & Pitoyo, B. S. (2024). Pengaruh Diskon, Flash Sale, dan Live Shopping terhadap Keputusan Pembelian pada Brand The Originote di Shopee (Studi pada Mahasiswa Prodi Manajemen Angkatan 2020 Universitas Bhayangkara Jakarta Raya). *JURNAL ECONOMINA*, 3(2), 314–328. <https://doi.org/10.55681/economina.v3i2.1203>
- Indah Wulandari, M. Syahril, Naifa Aulia Husna, & Natasya Azahara. (2024). Strategi Pemasaran Menggunakan Fitur Shopee Live streaming Sebagai Media Promosi Untuk Meningkatkan Daya Tarik Konsumen. *PENG: Jurnal Ekonomi Dan Manajemen*, 2(2), 2111–2119. <https://doi.org/10.62710/9xvmk971>
- Istiqomah, M., & Marlana, N. (2020). Pengaruh promo gratis ongkos kirim dan online customer rating terhadap keputusan pembelian produk fashion. *Jurnal manajemen*, 12(2), 288–298. [Http://journal.feb.unmul.ac.id/index.php/jurnalmanajemen](http://journal.feb.unmul.ac.id/index.php/jurnalmanajemen)
- Jonathan, J. (2025). Strategi pemasaran flash sale dalam meningkatkan efektivitas digital marketing (Vol. 1, Number 2). <https://journal.dinamikapublika.id/index.php/mosaic>
- Juhria, A., Meinitasari, N., Iqbal Fauzi, F., Yusuf, A., & Ekonomi Bisnis Universitas Singaperbangsa, F. (2021). Pengaruh e-service quality terhadap kepuasan pelanggan di aplikasi e-commerce shopee. *JURNALMANAJEMEN*, 13(1). <https://kominfo.go.id>,
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th Global Edition, Ed.). Pearson.
- Lestari, S. D., & Haris, H. (2022). Pengaruh sosial,gaya hidup,dan pengendalian diri terhadap perilaku konsumtif pembelian melalui shopee paylater pada mahasiswa febi uin raden mas said surakarta. <https://doi.org/10.30651/jms.v9i1.21574>
- Marlana, N. (2020). Pengaruh promo gratis ongkos kirim dan online customer rating terhadap keputusan pembelian produk fashion. *JURNAL MANAJEMEN*, 12(2), 288–298. <http://journal.feb.unmul.ac.id/index.php/JURNALMANAJEMEN>
- Maulida, V. W., Mariana, S. D., Akbar, M. F., Suri, B. S. J., & Redjeki, F. (2025). Integrating E-Business with Marketing: Strategies for Sustainable Growth in the Digital Era. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(2), 3241–3245. <https://doi.org/10.31004/riggs.v4i2.995>
- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. Cambridge, MA: MIT Press.

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

- Minarta Nagara Tasrif, T., Josua Montolalu, S., Michael, A., Muchtar, M., Studi Manajemen, P., & Ciputra Makassar, S. (2025). *Halaman | 314 PENGARUH DISKON TANGGAL KEMBAR DAN GRATIS ONGKIR SHOPEE TERHADAP KEPUTUSAN PEMBELIAN MAHASISWA STIE CIPUTRA MAKASSAR*. <https://ejurnal.nobel.ac.id/index.php/jbk>
- Nadhif Fuad, M., Hidayatullah, S., Dwi Yunianto, A., & Rachma Kamila, E. (2026a). *Pengaruh Flash Sale dan Limited-Time Offers terhadap Impulsive buying behavior pada Pengguna Shopee*. 3(1), 481–488. <https://doi.org/10.61722/jrme.v3i1.8378>
- Nadhif Fuad, M., Hidayatullah, S., Dwi Yunianto, A., & Rachma Kamila, E. (2026b). *Pengaruh Flash Sale dan Limited-Time Offers terhadap Impulsive buying behavior pada Pengguna Shopee*. 3(1), 481–488. <https://doi.org/10.61722/jrme.v3i1.8378>
- ningsih amalia 2021. (n.d.).
- Nugroho Himawan, E., Djuwaini, A., & Darmawan Putra, A. (2024). Adoption Of E-Commerce In Small And Medium Sized Enterprises In Bogor District. In *International Journal of Science*. <http://ijstm.inarah.co.id>
- Nurul istikomah,budi hartono. (2022). Analisis Persepsi Promosi Gratis Ongkos Kirim (Ongkir) Shopee Terhadap Keputusan Pembelian.
- Pamungkas, R. P. Pengaruh Program Flash Sale, Cashback, Dan Gratis Ongkos Kirim Terhadap Perilaku Impulse Buying Pada Pengguna Aplikasi Shopee Di Kabupaten Pematang.
- Pengaruh Gratis Ongkir, Online Costumer Review Dan Flash Sale Terhadap Keputusan Pembelian Marketplace Tiktok Shop (Studi Pengguna Tiktok Shop di Kota Malang). (2021).
- Pengaruh Harga dan Kualitas Fitur Shopee Live Terhadap Keputusan Pembelian Konsumen Shopee*. (2023).
- Primus Timanta Tarigan1, D. S. T. P. (2022). Pengaruh affiliate marketing dan layanan program gratis ongkir terhadap keputusan pembelian di aplikasi tiktok pada di aplikasi tiktok pada mahasiswa fakultas ekonomi dan bisnis universitas medan area.
- Putra Pamungkas, F., & Anggarini, D. R. (2024). Pengaruh Diskon dan Free Ongkir terhadap Keputusan Pembelian melalui E-Commerce (Studi Kasus Shopee) di Bandar Lampung. *Jurnal Ekonomi Efektif*, 6(4). <https://doi.org/10.32493/JEE.v6i4.43302>
- Putri Agusti Damanik, R., Abdurahman, A., Permana, H., Sekar Pratiwi, L., & Purwani Setyaningrum, R. (2024). *Global : Jurnal Lentera BITEP Pengaruh Live Streaming Selling Dan Online Customer Review Terhadap Kepercayaan Konsumen Untuk Meningkatkan Keputusan Pembelian Universitas Pelita Bangsa*. <https://lenteranusa.id/>
- Rahmawati, E. P., Nugroho, A. D., & Kusmayati, N. K. (2025). Pengaruh Promosi, Kualitas Pelayanan, dan Live Streaming terhadap Keputusan Pembelian Casha Beanbag. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 554–565. <https://doi.org/10.31004/riggs.v4i3.2028>
- Rismanto, M., Swadaya, U., & Jati, G. (2025). The Influence of Digital Customer Experience on Customer Satisfaction in E-Commerce in Indonesia. In *Journal of Digital Marketing and Economic Analysis* (Vol. 1, Number 1).
- Rizkita, N., Putri Mulyaditha, R., Sadat, A. M., Dewi, A., & Pratama, S.). (2026). Gaya pengambilan keputusan pembelian pakaian shopee live menggunakan consumer style inventory (studi generasi z di jakarta) (Vol. 4, Number 1). <http://jurnal.kolibi.org/index.php/>
- samuel, puli. (2024). Faktor-faktor yang mempengaruhi keputusan pembelian online: a systematic review (vol. 24, number 1).
- Sari, P., Palah, J. M., & Ambarwati, P. (2023). Keputusan Pembelian Pengguna E-commerce Tiktok Shop: Daya Tarik Konten, Gratis Ongkos Kirim dan Harga Flash Sale sebagai Pemicu. *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 4(01), 85–100. <https://doi.org/10.37366/ekomabis.v4i01.260>
- Sari, P. R., Handayani, A., Email, K., & Kunci, K. (2025). Pengaruh Online Customer Review, Fear of Missing Out, dan Influencer Marketing terhadap Keputusan Pembelian Produk Glad2Glow pada platform Tiktokshop by Tokopedia. *Issues*, 9.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Edisi ke-3). Alfabeta.
- Untari, S., Isyanto, P., & Sumarni, N. (2024). Analisis Pengaruh Flash Sale dan Tagline “Gratis Ongkir” Terhadap Keputusan Pembelian pada Shopee. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(9). <https://doi.org/10.47467/alkharaj.v6i9.2738>
- Widjanarko, W., Saputra, F., & Hadita, H. (2023). Analisis keputusan pembelian dan loyalitas pelanggan terhadap voucher gratis ongkos kirim e-commerce Shopee Indonesia. *Jurnal Ilmu Manajemen Terapan*, 4(5), 678–685.

THE EFFECT OF FLASH SALES, FREE SHIPPING, AND SHOPEE LIVE ON PURCHASE DECISIONS FOR FASHION BRAND PRODUCTS JINISO ON THE SHOPEE PLATFORM

(Case Study on Students of the Faculty of Economics and Business, Universitas Malikussaleh)

Khalida Zia Siallagan et al

-
- Widyariini, L. A., Lilihata, C. F., & Agrippina, Y. R. (2025). FOMO Pada E-Commerce: Pengaruh Limited Quantity, Limited Time, Discount, Free Shipping Terhadap Arousal Dan Impulse Buying. *Business, Economics and Entrepreneurship*, 7(1), 31–47. <https://doi.org/10.46229/bee.v7i1.1018>
- Wuryan, S., Amel, D. A., & Baskara, I. (2026). Pengaruh flash sale, paylater, dan fomo terhadap perilaku impulse buying pada platform e-commerce di wilayah jakarta dan bekasi. *Jurnal lentera bisnis*, 15(1), 830–847. <https://doi.org/10.34127/jrlab.v15i1.2032>
- Yam, J. H., & Taufik, R. (2021). *Hipotesis Penelitian Kuantitatif*. 3(2).
- Yilmaz, R., & Kocoglu, D. (2022). E-Commerce Adoption and Its Impact on Business Performance. *Journal of Business and Management Research*, 8(1), 12–24. <https://dergipark.org.tr/en/download/article-file/1638252>