

**ANALYSIS OF THE EFFECT OF FLASH SALES, LIFESTYLE, RATING
PRODUCT, AND INFLUENCER ENDORSE ON CONSUMER PURCHASE
DECISIONS IN THE TIKTOKSHOP APPLICATION**



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Abstract

The Tiktokshop platform is currently very popular among Indonesians as a reference for online shopping. This is because Tiktokshop has developed product marketing creativity in the form of videos, live streaming, and holding price discounts (flash sales) to enable sales on Tiktokshop to use endorsed influencer services in introducing and promoting their products. This study aims to analyze the influence of flash sales, lifestyle, and product ratings, and endorse influencers on consumer purchasing decisions in the Tiktokshop application. The method used for data collection in research is through questionnaires. The number of samples taken was 100 respondents. This study used a non-probability sampling method, namely purposive sampling. Test data analysis using the SPSS program. The results of this study indicate that flash-sale and endorsed influencers have no significant effect on consumer purchasing decisions in the Tiktokshop application, but lifestyle and product ratings have a significant effect on consumer purchasing decisions in the Tiktokshop application.

Keywords: Flash Sale, Lifestyle, Product Rating, Endorse Influencer, Purchase Decision

INTRODUCTION

In the current era of modernization, the development of social media is increasing rapidly, because many Indonesian people use social media for work, education, and business development. Social media is a normal thing for Indonesian people. During the COVID-19 period, all Indonesian people were prohibited from leaving their homes and all activities had to be carried out from home. As a result of this, many people use e-commerce platforms such as Shopee, Tokopedia, and Lazada as a means of shopping for the community. This makes buying and selling transactions easier and the business will continue to run. Currently, the Tiktok platform is very popular among Indonesian people, around 99.1 million active users of TikTok come from Indonesia. platforms Tiktok is carrying out an innovation, namely presenting the Tiktokshop e-commerce service, just like other online shopping e-commerce, Tiktokshop has product rating features, a cash on delivery system and m-banking. By using the Tiktok platform, business actors can develop creativity in marketing their products in the form of videos, live streaming and holding price discounts or flash sales that are held every month. Business actors can use endorse influencer services to introduce and promote products. Product ratings are needed to make it easier and increase consumer confidence in buying these products and the lifestyle of people who always use social media in their daily lives, one of which is the Tiktok media platform so that it becomes a place for business people to develop and market products.

Currently flash sales are a marketing tactic for business actors in selling their products. The term Flash sale is the same thing as a discount, namely a discount. Flash sales are often used by e-commerce online shopping, this is always done every month according to the number of dates and months. Usually, flash sales are valid for only 24 hours, this is a strategy for business actors and e-commerce in attracting consumer decisions and purchasing power.

As time goes by, people's lifestyles are getting more advanced, be it in terms of fashion, social, technology, or even buying and selling transactions, they become an inherent need in society. Currently, buying and selling transactions are not only carried out in person, but can be done online, one of which is through the Tiktokshop e-commerce. Product ratings are a forum for customer reviews from consumers to provide criticism or suggestions to the marketplace in Tiktokshop in improving their quality and service

because the better the product rating the marketplace has, the more attractive consumers' purchasing power is.

One of the uses of social media is for business actors, namely promoting the products they produce, people's lives cannot be separated from social media, this is a strategy for business actors. Currently, celebrities or influencers are in the spotlight of social media users, making business people want to cooperate in the service sector to promote or introduce products through social media, one of which is e-commerce Tiktok.

The purpose of this study is to analyze the magnitude of the influence of flash sales, lifestyle, product rating, and endorse influencers on consumer purchasing decisions in the tiktokshop application.

REVIEW OF LITERATURE

Flash Sale

Flash sale is a promotional tactic carried out by *a marketplace* or *e-commerce* in a short time and has a limited capacity. Generally, the price discounts contained in flash sales are very attractive and product promotions are also more significant than regular discounts or promotions (Firmansyah, 2018). There is a very limited timeframe and capacity that makes consumers more interested in buying the products offered right away (Sabila & Amalina, 2019)

A flash sale according to Agrawal and Sareen in (Nurchoiriah dkk., 2022) is a short sale or flash sale, which is part of a sales promotion that gives customers special offers or discounts on certain products for a limited time. In this study the dimensions used to measure flash sale variables were developed by Belch & Belch in (Nastiti, 2020), namely:

1. Big discount or discount during the promo
2. Frequency of flash sale promos
3. Flash sale promo duration
4. The number of products available during the flash sale
5. Attractive flash sale promotions.

Life Style

Lifestyle is a person's lifestyle that distinguishes himself from others, be it in behavior, fashion style, spending time and using money (Simanjorang et al., 2019) . This is the emergence of a person's attitude and needs, in today's development, many people follow and even create their own lifestyle. Lifestyle namely some of the segmentation of psychographics. The lifestyle of a customer (consumer) is a very important target and is considered by manufacturers. Because lifestyle includes the lifestyle of a consumer in choosing products and the consumer's daily consumption (Yulianti & Deliana, 2018).

Lifestyle research is described by the following dimensions (Yulinar, 2023):

1. Activities (Activities) is a way of life that is identified by how people spend their time.
2. Interest is what they consider important in their environment.
3. Opinion is what they think about themselves and the world around them

Rating Product

Rating Product is a review from a consumer provided by e-commers, this aims to provide an assessment as well as the quality of the products produced by the online shop (Sewaka et al., 2022) . Product ratings are also a consideration for a consumer in buying the product, if a product has a good rating then consumers will not hesitate to buy the product (Sabila & Amalina, 2019).

Li, N. and Zhang in the (Kurniawan, 2021) rating journal is part of a review that uses symbols in expressing opinions from customers. Rating can be interpreted as an assessment from users on the preference of a product for consumer experience referring to the psychological and emotional state that is experienced when interacting with the product.

Filieri added that the star shape in the rating is given as an assessment of product ratings or only an assessment of certain features in a product. As part of an online review, rating can also be seen as a form of consumer assessment of a product that is experienced based on their experience which refers to the psychological and emotional state of consumers when using the product. The online rating feature found on product pages in an e-commerce platform is one way for consumers to measure the quality of the product. While the number of stars obtained will affect the quality of the product produced (Latief & Ayustira, 2020).

According to Lackermir and Georg (Riyanjaya & Andarini, 2022), online customer rating is part of a customer review. Opinions given by consumers are expressed in the form of a star scale. Based on these assumptions, it can be concluded that the online customer rating indicator is the same as the online customer review, including:

1. Source Credibility
2. Argument Quality (Quality Opinion)
3. Valence Review (Combined Reviews)
4. Perceived Usefulness
5. Quantity of Reviews

Endorse

Endorse is a service in a product. This service is mostly performed by celebrities and influencers. Influencer is a term that is currently familiar to the public, especially in the digital world. An influencer is someone with a large number of followers or followers on social media and has a big influence on the audience (Saputra & et al, 2020). An influencer has the ability to influence, change opinions and behavior online. Influencers will usually get promotions with endorsements. Endorsement is a form of advertising or promotion carried out by public figures, including influencers. The benefits of influencers in business are to increase brand awareness, and sales according to targets set by the company or business person who invites you to work together (Kholida Qothrunnada, 2022).

Endorsement is a digital marketing method that is in great demand by business people, endorsement is also a popular term in marketing through social media, namely endorsement. Endorsement or endorsement is a form of promotion that uses the services of someone (influencer) who has many followers so that it is hoped that an influencer can attract buying interest from his followers (Hilman Kosasih, 2022).

According to Shimp & Craig in the article, the (Prameshti, 2021) endorse influencer indicator consists above:

1. Attractiveness
2. Expertise (Skills)
3. Trustworthiness (Trustworthy)

Purchase Decision

Purchase decision is a situation where usually a consumer will consider something in making a transaction, be it in buying a product or even a service. Considerations made by a consumer in buying a product very much, be it quality, price, and the services provided. Consumer purchasing decisions are the final result of various considerations that have been thought of and even accepted by a consumer.

According to Schiffman and Kanuk in (Herawati dkk. 2019) defines a purchase decision as the act of choosing from two or more alternative option. Purchase decision too influenced by several factors, including type product, product quality, product design, product pricing, service, promotion, motivation, and another. This drives the business to excellence and differ in their products and require business to keep abreast of market developments and factors that influence consumer purchases decision made.

According to Ningsih (KS et al., 2022), purchase decision is a cycle in which the buyer goes through five phases, specifically problem recognition, data search, evaluation of alternatives, purchase choices, and post-purchase behavior which begins long before the actual purchase is made and has a long-term effect. brand decisions, sales choices, purchase quantities, purchase timing and payment techniques.

According to Thompson & Peteraf in (Winasis dkk., 2022) there are 4 indicators in purchasing decisions, namely:

1. According to needs, a customer makes a purchase because the product offered is as needed and the goods needed are easy to obtain.
2. Product benefit is any positive impact that an item has on the consumer experience.
3. Accuracy in buying is a product whose price is in accordance with the quality of the product and in accordance with the wishes of consumers.
4. Repurchase is a situation where consumers are satisfied with previous transactions so that they intend to always make transactions in the future.

The hypothesis in this study is stated in the form of a statement sentence (Sugiyono in Riska Oktaviani, 2022), Based on the elaboration above, hypothesis Which put forward by researcher that is as following:

1. It is suspected that there is a significant positive effect on the flash sale variable (X_1) on the consumer purchase decision variable (Y) in the Tiktokshop application.

2. It is suspected that there is a significant positive effect on the life style variable (X_2) on the consumer purchasing decision variable (Y) in the Tiktokshop application .
3. It is suspected that there is a significant positive effect on the product rating variable (X_3) on the consumer purchasing decision variable (Y) in the Tiktokshop application.
4. It is suspected that there is a significant positive influence on the endors influencer variable (X_4) on the consumer purchase decision variable (Y) in the Tiktokshop application.
5. Allegedly together, there is a significant positive effect on flash sale variables (X_1), life style (X_2), product rating (X_3) and endorse influencer (X_4) on consumer purchasing decision variables (Y) in the Tiktokshop application.

RESEARCH METHOD

This research was conducted in the Aek Kelurahan, Batu City, using the media google form (online questionnaire) and a Likert scale. The Likert scale is a type of quantitative data measurement scale that is obtained or often found in questionnaires when conducting certain surveys regarding what will be studied, such as: strongly agree, agree, disagree, disagree, and strongly disagree (Lubis, 2021) . In data collection, as well as the data method used is the quantitative descriptive method. According to Sugiyono, (Simanjorang, 2020), quantitative descriptive research is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses.

According to Handayani in (Yustisia & Setyarini, 2022), population is the totality of each element to be studied which has the same characteristics, it can be individuals from a group, events, or something to be studied. The sample is part of the number and characteristics possessed by the population, or a small part of the population taken according to certain procedures so that it can represent the population (Siyoto & Sodik, 2015). The population taken was specifically in the Aek Village, Batu City. According to Wibisono in (Simanjorang, 2020), the formula for calculating samples in an unknown population is as follows:

$$N = \left\{ \frac{\left(\frac{Z\alpha}{2} \right) \cdot \delta}{e} \right\}^2$$

$$N = \left\{ \frac{(1,96) \cdot (0,25)}{0,05} \right\}^2 = 96.04$$

Information:

n = number of samples

Zα = 95% confidence level

δ = standard deviation of 0.25

ε = margin error

From the formula above, the sample from this study is 96 which is rounded up to 100. The sampling method used was non - probability sampling because the samples were not chosen randomly but by screening questions first, and the sampling technique to be used was purposive sampling. Purposive sampling is a sampling technique with certain considerations.

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test Results

Variable	Items	R count	R table	Sig. Value	Information
Flash Sales (X1)	X1.1	0.764	0.195	0.000	Valid
	X1.2	0.572	0.195	0.000	Valid
	X1.3	0.782	0.195	0.000	Valid
	X1.4	0.789	0.195	0.000	Valid
	X1.5	0.757	0.195	0.000	Valid
	X1.6	0.819	0.195	0.000	Valid
	X1.7	0.877	0.195	0.000	Valid
	X1.8	0.711	0.195	0.000	Valid
	X1.9	0.761	0.195	0.000	Valid
	X1.10	0.761	0.195	0.000	Valid
Lifestyle	X2.1	0.783	0.195	0.000	Valid

(X2)	X2.2	0.676	0.195	0.000	Valid
	X2.3	0.759	0.195	0.000	Valid
	X2.4	0.752	0.195	0.000	Valid
	X2.5	0811	0.195	0.000	Valid
	X2.6	0.786	0.195	0.000	Valid
Product Ratings (X3)	X3.1	0.888	0.195	0.000	Valid
	X3.2	0.888	0.195	0.000	Valid
	X3.3	0.877	0.195	0.000	Valid
	X3.4	0.906	0.195	0.000	Valid
	X3.5	0.905	0.195	0.000	Valid
	X3.6	0.901	0.195	0.000	Valid
	X3.7	0912	0.195	0.000	Valid
	X3.8	0.884	0.195	0.000	Valid
	X3.9	0.925	0.195	0.000	Valid
	X3.10	0.796	0.195	0.000	Valid
Endorsement of influencers (X4)	X4.1	0.800	0.195	0.000	Valid
	X4.2	0.841	0.195	0.000	Valid
	X4.3	0.671	0.195	0.000	Valid
	X4.4	0.863	0.195	0.000	Valid
	X4.5	0.854	0.195	0.000	Valid
	X4.6	0867	0.195	0.000	Valid
Purchase Decision (Y)	Y. 1	0.747	0.195	0.000	Valid
	Y.2	0.714	0.195	0.000	Valid
	Y.3	0.774	0.195	0.000	Valid
	Y.4	0.813	0.195	0.000	Valid
	Y.5	0.794	0.195	0.000	Valid
	Y.6	0.846	0.195	0.000	Valid
	Y.7	0.740	0.195	0.000	Valid
	Y. 8	0.772	0.195	0.000	Valid

Source: Processed Data (2023)

Based on the results of the validity test above, it is known that all statement items of the variables display the results of the R count which is greater than the R table. Thus, the statement items above are declared valid.

Reliability Test

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	Alpha Value	Information
Flash Sales (X ₁)	0.918 _	0.60	Reliable
Lifestyle (X ₂)	0.846 _	0.60	Reliable
Product Ratings (X ₃)	0.969 _	0.60	Reliable
Endorse Influencers (X ₄)	0.900 _	0.60	Reliable
Purchasing Decision (Y)	0.904	0.60	Reliable

Source: Processed Data (2023)

Based on the results of the reliability test above, it is known that statement items on flash sale variables, lifestyle, product ratings, endorse influencers and purchasing decisions have a Cronbach's alpha value that is greater than the alpha value. Thus, the results of the reliability test above are stated to be reliable.

Normality Test

Table 3.
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters ^{a,b}	Means	.0000000
	std. Deviation	3.39523979
Most Extreme Differences	absolute	.066
	Positive	.066
	Negative	-.057
Test Statistics		.066

asypm. Sig. (2-tailed)	.200 ^{c,d}
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- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Processed Data (2023)

Based on the results of the Kolmogorov Smirnov test above, it is known that the sig value of 0.200 is greater than the critical value of 0.05. Thus, the results of the normality test above are declared normal.

Multicollinearity Test

Table 4.
Multicollinearity Test Results

Model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
Flash Sales	.528	1895
Lifestyle	.394	2,537
Product Ratings	.515	1943
Endorse Influencers	.572	1,748

Source: Processed Data (2023)

Based on the Multicollinearity Test above, it is known that the VIF value of the four variables is less than 10 and the tolerance value of the four variables is greater than 0.10. Thus, the results of the Multicollinearity Test stated above do not occur multicollinearity.

Heteroscedasticity Test

Table 5.
Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	7,248	1,521		4,764	.000
	Flash Sales	.054	.042	.162	1,284	.202
	Lifestyle	-.227	.074	-.447	-3,058	.303
	Product Ratings	-.012	.038	-.041	-.323	.747
	Endorse Influencers	-.045	.060	-.091	-.753	.453

a. Dependent Variable: ABS_RES

Source: Processed Data (2023)

Based on the results of the heteroscedasticity test using the Glejser test, it is known that the sig value of each variable is 0.202 for the flash sale variable, 0.303 for the lifestyle variable, 0.747 for the product rating variable and 0.453 for the endorse influencer variable. From these results it can be concluded that the Glejser test results did not experience heteroscedasticity. This is because the sig value of each variable is greater than the critical value of 0.05.

Multiple Linear Regression Analysis

Table 6.
Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	10,868	2,615		4.156	.000
	X1	.022	.072	.029	.306	.760
	X2	.519	.128	.439	4,069	.000

X3	.276	.065	.400	4,244	.000
X4	-.067	.103	-.058	-.648	.519

a. Dependent Variable: Y

Source: Processed Data (2023)

From the results of the multiple linear regression analysis above, it can be explained about the multiple regression equation in this study. The formula for the multiple regression equation in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 10.868 + 0.22 X_1 + 0.519 X_2 + 0.276 X_3 - 0.067 X_4 + e$$

From the multiple regression equation above, the conclusions that can be explained are as follows:

1. The constant value (α) is 10,868 with a positive sign stating that if the flash sale, lifestyle, product rating and endorse influencer variables are said to be constant then the Y value is 10,868.
2. The value of the flash sale variable (X_1) is 0.22 with a positive sign indicating that if the flash sale increases by one unit assuming the other variables are constant, then the purchase decision will increase.
3. The value of the lifestyle variable (X_2) is 0.519 with a positive sign stating that if the lifestyle increases by one unit assuming the other variables are constant, the decision will increase.
4. The value of the product rating variable (X_3) is 0.276 with a positive sign indicating that if the product rating increases by one unit assuming the other variables are constant, the decision will increase.
5. The value of the endorse influencer variable (X_4) is -0.067 with a negative sign indicating that if the endorsement influencer increases by one unit, assuming the other variables are constant, then the purchase decision will decrease.

Partial Test (T Test)

Table 7.
T Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	std. Error	Betas		
1	(Constant)	10,868	2,615		4.156	.000
	Flash Sales	.022	.072	.029	.306	.760
	Lifestyle	.519	.128	.439	4,069	.000
	Product Ratings	.276	.065	.400	4,244	.000
	Endorse Influencers	-.067	.103	-.058	-.648	.519

Dependent Variable: Purchase Decision

Source: Processed Data (2023)

T table is obtained using the formula: $Df = nk = 100 - 5 = 95$

Description n:

Df = degree off freedom

n = number of respondents or sample

k = research variable

then T table is 1.98

Based on the results of the partial regression test T test, it can be seen that the values of the flash sale variables, lifestyle, product ratings and influencer endors are as follows:

1. Flash sale variable (X_1) has a T count value of $0.306 < T$ table 1.98 with a sig value of $0.760 > 0.05$. Thus, the flash sale variable does not significantly influence the purchase decision variable (Y).
2. Lifestyle variable (X_2) has a calculated T value of $4.069 > T$ table of 1.98 with a sig value of $0.00 < 0.005$. Thus, the value of the lifestyle variable has a positive and significant effect on the purchasing decision variable (Y).

3. Product rating variable (X_3) has a T count of 4,244 > T table 1.98 with a sig value of 0.000 < 0.05. Thus, the value of the product rating variable has a positive and significant effect on the purchasing decision variable (Y).
4. Endorse influencer variable (X_4) has a T count value of 0.648 < T table 1.98 with a sig value of 0.519 > 0.05. Thus, the value of the endorse influencer variable does not significantly influence the purchase decision variable (Y).

Simultaneous Test Results (Test F)

Table 7.

F Test Results

ANOVA^a

Model		Sum of Squares	df	Means Square	F	Sig.
1	Regression	1481,272	4	370,318	30,826	.000 ^b
	residual	1141238	95	12013		
	Total	2622510	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Endorse Influencer, Product Rating, Flash Sale, Lifestyle

Source: Processed Data (2023)

F table is obtained through: $Df\ 1 = k-1$. $Df\ 2 = nk$

$Df\ 1 = 5-1 = 4$, $Df\ 2 = 100-4 = 96$, then the F table can be seen in No. 96 the 4th, and the result is 2.47

Based on the results of the simultaneous regression test F test it is known that F count is 30,826 > F table 2. 47 and the sig value is 0.000 < 0.05. Thus, the results of the F test flash sale variables, lifestyle, product ratings, and influencer endorsements together have a positive and significant effect on the purchasing decision variable.

Result Coefficient of Determination (R²)

Table 9.
Test Results for the Coefficient of Determination
Summary Models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.752 ^a	.565	.547	3.46598

a. Predictors: (Constant), X4, X3, X1, X2

Source: Processed Data (2023)

Based on the results of the calculation of the coefficient of determination in the table above, the value of the coefficient of determination (Adj R²) is 0.547, which means this indicates that the contribution of the independent variables (independent) namely flash sales, lifestyle, product ratings and endorse influencers to the purchasing decision variable (dependent) is 54.7%, while the remaining 55.3% is influenced by other variables that have not been studied or not included in the regression in this study, for example shipping costs, payment methods, cashback.

CONCLUSION

From the results of the research and analysis above, the researchers concluded that flash sales what is done by the sellers at Tiktokshop does not influence the purchase decision. Even though lifestyle remains the basis for a consumer to make a purchasing decision, product ratings also change a brand is the strongest reason for a consumer to make a purchase decision. As for endorse influencers what is done to attract consumers turns out to be less effective in encouraging purchasing decisions by consumers. Researchers hope that the results of this study can add knowledge and insight related to consumer purchasing decisions. And further research can be carried out by developing more varied variables, for example cashback variables, postage deductions, payment systems and so forth.

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