

# THE INFLUENCE OF FLASH SALE MARKETING COMMUNICATION, FREE SHIPPING TAGLINE, PRICE DISCOUNTS, AND HEDONIC SHOPPING MOTIVATION ON IMPULSIVE PURCHASE DECISIONS IN THE SHOPEE MARKETPLACE

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**ABSTRACT :** This study explores the influence of flash sales, free shipping taglines, discounts, and hedonic shopping motivation on impulsive buying decisions on Shopee. The subjects of the research are students of Universitas Muhammadiyah Purwokerto. The sample was collected using a purposive sampling method, with a total sample size of 100 individuals. Data analysis was conducted using multiple linear regression. The results of the study indicate that 1) flash sales do not have a significant influence on impulsive buying, 2) the "free shipping" tagline has a significant positive influence on impulsive buying, 3) price discounts do not have a significant influence on impulsive buying, and 4) hedonic shopping motivation has a significant positive influence on impulsive buying.

**Keywords** - Flash Sale, "Free Shipping" Tagline, Price Discounts, Hedonic Shopping Motivation

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## 1. INTRODUCTION

The digital era has led to the development of online businesses, especially in the online market type. Currently, in Indonesia, many shops use online markets with different marketing schemes, such as Shopee, Tokopedia, Blibli, Bukalapak, Lazada, Ralali, Zarola, and others. Shopee was the most visited e-commerce site in 2023 (Ahidayat, 2023).

From January to March 2023, the Shopee marketplace site received an average of 157.9 million monthly visits, more than its competitors. Meanwhile, the Tokopedia site received an average of 117 million visitors, the Lazada site 83.2 million visitors, the Blibli site 25.4 million visitors, and the Bukalapak site 18.1 million visitors (Ahidayat 2023). This definition means that Shopee e-commerce can enter the online market and leave its competitors behind. Business people make Shopee the destination for marketing their products so that they are distributed to consumers.

This is demonstrated by student behavior when shopping online. It is common to see students shopping online in their chosen market. Many shopping centers offer different strategies, such as Shopee, Tokopedia, Bligli, Bukalapak, Lazada, Ralali, Zarola, etc. However, the most popular marketplace for students to shop is Shopee. It is not without reason that they chose it because Shopee is the most visited marketplace in 2023.

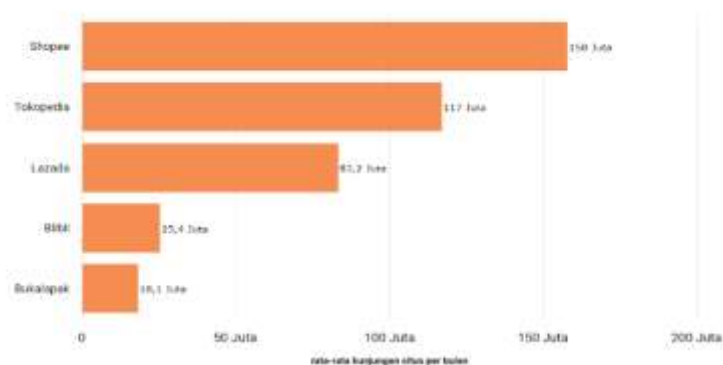


Figure 1: 5 E-Commerce with the Most Visitors in the First Quarter of 2023  
Source: databoks.katadata.co.id

The many online shopping places make it easier for consumers to conduct transactions without time limits. Students make purchases to support their lifestyle, thus influencing them to make impulsive purchases. Utami 2017 (Hasim & Lestari, 2022) define an impulsive purchasing decision as a consumer's desire to buy an item as quickly as possible. In other words, impulsive buying is based on a strong will and a firm passion for what the consumer wants without planning the purchase or unplanned buying. Personal purchases unplanned buying This happens very often, especially among students who are spontaneous when making purchases. Shopee's strategy to encourage consumers to purchase includes flash sales, free shipping taglines, and discounts. This strategy triggers students to make impulse purchases.

## 2. LITERATURE RIVIEW AND HYPOTHESES

### 2.1 Flash Sale

Strategies implemented by business people within e-commerce, namely making fast sales or what we know as flash sales. Kotler 2021 (Dinova & Suharyati, 2023) define flash sales as offering products with a short time limit, limiting one customer until the goods delivered are sold out. Apart from that, according to Susanto 2022 (Dinova & Suharyati, 2023), flash sales are a form of sales method within a limited and relatively short period. From the statement above, consumers are very interested in the offer of flash sales, which can encourage consumers to make impulsive purchases. According to research results (Arestrias and Wijanarko 2021), flash sales positively and significantly affect impulsive purchasing decisions. This is also supported by research from (Anggraini et al., 2023), which shows that flash sales positively and significantly affect impulsive buying. Different results were shown by research (Hilmi et al., 2023), which showed flash sales had no positive impact on impulsive buying. Flash sale offers have a big influence on impulsive buying; other things, such as the use of taglines, have no less effect on impulsive buying decisions.

### 2.2 Tagline "Free Shipping"

Tagline is the application of slogans in promotional media to attract consumers to make impulsive purchases. According to Do Thi 2018 (Syauqi et al., 2022), a tagline is a short sentence representing a product or brand. Prisgunanto 2006 (Syauqi et al., 2022) said a tagline is something that can represent a product or something that is a symbol of a product. Tagline What Shopee uses is "Free Shipping", which means that every consumer who makes a purchase will get free shipping throughout Indonesia with certain terms and conditions. Usually, every month, Shopee offers free shipping, especially on twin numbers such as 1.1, 2.2, 3.3, and 12.12. In this way, this offer has proven to be effective in influencing consumer decision-making because they are often hesitant to make a purchase and are hampered by the belief that shipping costs are more expensive than the nominal value of the goods purchased. Therefore, free shipping is an offer that consumers are looking forward to to save on their expenses so that it can make an impression in consumers' minds. Research by (Rohmatillah, 2022) states

that the tagline "Free Shipping" positively affects impulse buying. This statement is strengthened by research (Anggraini et al., 2023), which states that the tagline "free shipping" positively affects purchasing decisions. However, different results are shown from research (Rusni & Solihin, 2022), which states that free shipping does not affect impulsive purchasing decisions. Tagline Shopee's "Free Shipping" does influence impulsive purchasing decisions. Free shipping is almost the same as a discount; the only striking difference lies in cutting distribution costs in the tagline and product prices in the discount.

### **2.3 Price Discount**

A discount is a price reduction from the original higher nominal value and is given to consumers. Discount strategies are often found in offline and online stores. According to Kotler & Armstrong (2008), discounts are direct price reductions on purchases made by consumers during a specific time period. Business actors often offer discounts to increase their sales. This has proven effective in attracting consumers to impulsive purchases of goods or services. According to (Rusni & Solihin, 2022), their research shows that price discounts positively and significantly affect impulsive purchasing decisions. This statement is strengthened by research (Kusnawan et al. 2019), which shows that discounts positively affect impulsive purchasing decisions. However, this differs from research results (Kristiawan et al., 2018), which state that discounts do not positively affect impulsive buyer decisions. If we discuss discounts, of course, we will assume that a cheap price can provide benefits if we buy it. This feeling will have a considerable effect, especially for consumers with hedonic shopping motivation.

### **2.4 Hedonic Shopping Motivation**

Hedonic shopping motivation and purchasing satisfaction are pleasures that arise from the findings. Scarpi 2020 (Hasim & Lestari, 2022) define hedonic shopping motivation as a trait that is more related to shopping feelings that are fun, cheerful, and lively shopping condition, giving rise to feelings of curiosity, escape, satisfaction, and pleasure. Therefore, hedonic shopping motivation encourages consumers to make impulsive purchasing decisions. This statement is proven by research conducted by (Sahara et al. 2023), which states that hedonic shopping motivation positively affects impulsive purchasing decisions. The research results (Arij & Suwitho, 2021) strengthen that hedonic shopping motivation positively affects impulsive purchasing decisions. However, the opposite results are stated by research from (Rusni & Solihin, 2022), which shows that hedonism does not affect impulsive purchasing decisions. Based on the phenomena and differences in research results, this research aims to prove the relationship between flash sales, the tagline "free shipping", price discounts, and hedonism in impulsive purchasing decisions. Therefore, researchers try to retest using the same variables but using different studies. To find out the relationship between an independent variable and the dependent variable, a hypothesis and framework of thought are created as follows:

### **2.5 Hypothesis**

- H1: Flash sales have a positive and significant effect on impulsive buying.
- H2: The tagline "free shipping" positively and significantly affects impulsive buying.
- H3: Price discounts have a positive and significant effect on impulsive buying.
- H4: Hedonic shopping motivation has a positive and significant effect on impulsive buying

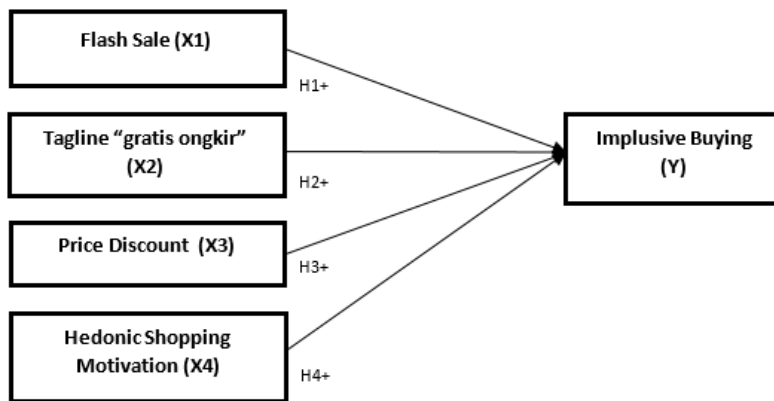


Figure 1. Conceptual Framework

### 3. RESEARCH METHODS AND SAMPLES

In this research, researchers used quantitative methods based on the philosophy of positivism. The population of this research is students at Muhammadiyah University, Purwokerto. The sampling technique uses purposive sampling with the criteria of students who have made an impulsive purchase on the Shopee marketplace at least once. According to Roscoe, the number of students who will be sampled is  $5 \times 20 = 100$ , which is considered sufficient to represent the sample based on calculations. The questionnaire will be distributed in the online form (google form) to students who are active Shopee users at Muhammadiyah University, Purwokerto. In this research, variable measurement uses a Likert scale where each question about the variable is given 1-5 points as a measure. Each variable includes a statement formed from indicators as a benchmark for each question item. The variables used in this research include flash sales, free shipping taglines, price discounts, and hedonic shopping motivation as the dependent variable and impulsive buying as the independent variable. The analytical tool researchers use is multiple linear regression analysis with the IBM SPSS Statistics 23 program.

### 4. RESULTS AND DISCUSSION

Based on data obtained by researchers through distributing questionnaires, the percentage of women was 69.4%, while for male respondents, it was 30.6%, meaning that women filled most questionnaires. The number of respondents was 100 students at Purwokerto Muhammadiyah University. The percentage results of the questionnaire collection show that the fashion goods category is 56.5%, beauty 19.4%, food 19.4%, and automotive 5.6%. This percentage represents items that they often buy without planning. That way, all respondents meet the criteria, and the data obtained can be processed.

#### 4.1 Validity Test and Reliability Test

According to Ferdinan 2002 (Dukalang et al., 2022), the validity test is the ability to construct indicators (building indicators) that are used to measure a questionnaire's accuracy level. This means whether the questionnaire that has been created is accurate or not. If it is correct, then the questionnaire can be continued, but if it is not, then it needs to be retested. If  $r\text{-count} > r\text{-table}$  (0.195), then the questionnaire can be said to be valid. Ferdinan 2002 (Dukalang et al., 2022) reliability testing shows the extent to which a measuring instrument can provide relatively the same results when measuring again on the same subject. According to Ghozali (2011) (Dukalang et al., 2022), if Cronbach's Alpha value is  $> 0.6$ , then the research instrument is reliable. If the Cronbach's Alpha value is  $< 0.6$ , then the research instrument is unreliable. Therefore, the researcher tested the validity and reliability of the measurement instrument using IBM SPSS, which is summarized in the following table.

Table 1. Overall data for each respondent's answer

Item	Correlation Total	Sig.	Cronbach's Alpha
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Flash Sale (X1)		0,000	0,876
X1.1	0,806	0,000	
X1.2	0,842	0,000	
X1.3	0,807	0,000	
X1.4	0,805	0,000	
X1.5	0,789	0,000	
Tagline (X2)		0,000	0,813
X2.1	0,698	0,000	
X2.2	0,732	0,000	
X2.3	0,829	0,000	
X2.4	0,730	0,000	
X2.5	0,796	0,000	
Diskon (X3)		0,000	0,877
X3.1	0,909	0,000	
X3.2	0,887	0,000	
X3.3	0,892	0,000	
Hedonist (X4)		0,000	0,794
X4..	0,528	0,000	
X4.2	0,772	0,000	
X4.3	0,699	0,000	
X4.4	0,820	0,000	
X4.5	0,864	0,000	
Impulsive Buying (Y)		0,000	0,868
Y.1	0,726	0,000	
Y.2	0,846	0,000	
Y.3	0,796	0,000	
Y.4	0,641	0,000	
Y.5	0,874	0,000	
Y.6	0,718	0,000	
Y.7	0,641	0,000	

Source: Data processed by researchers (2023)

The table shows that the measurement instrument in a questionnaire is declared valid and reliable. Therefore, questionnaires can be used to obtain data and continue further testing.

## 4.2 Classic assumption test

### 4.2.1 Normality test

This tests the normal distribution relationship between the dependent and independent variables. According to Ghozali 2016 (Dukalang et al., 2022), the normality test aims to determine whether the data is usually distributed. Data can be normally distributed if the value obtained is  $>0.05$ , while data is abnormally distributed if the value obtained is  $<0.05$ . Researchers used the non-parametric Kolmogorov-Smirnov (K-S) statistical test in this study.

**Table 2. Normality test  
One-Sample Kolmogorov-Smirnov Test**

	Standardized Residual
N	100

Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,97958969
Most Extreme Differences	Absolute	,058
	Positive	,043
	Negative	-,058
Test Statistic		,058
Asymp. Sig. (2-tailed).		,200 <sup>c,d</sup>

Source: Data processed by researchers (2023)

Table 2 output shows the results of the Kolmogorov-Smirnov normality test, with a statistical test value of 0.058 and a significance value of 0.200. Therefore, with a significance value of 0.200 greater than 0.05, it can be concluded that the regression model in this study has a normal distribution.

#### 4.2.2 Heteroscedasticity Test

According to Ghazali in 2016 (Alghifari & Rahayu, 2021), data can be free from elements of heteroscedasticity if the data has a probability value  $> \alpha$  value of 0.05.

**Table 3. Heteroscedasticity Test  
Coefficients<sup>a</sup>**

t	Sig.
0,703	0,484
-1,028	0,307
-1,138	0,258
1,006	0,317

Source: Data processed by researchers (2023)

From the GletJser test results, all variables have sig values.  $> 0.05$  so it can be said that the regression model used in this research does not have heteroscedasticity.

#### 4.2.3 Multicollinearity Test

The multicollinearity test looked at the variance inflation factor (VIF) value. According to Ghazali 2016 in (Alghifari & Rahayu, 2021), the value that can be used to see multicollinearity in data is the tolerance value  $\leq 0.10$  or  $VIF \geq 10$ .

**Table 4. Multicollinearity Test  
Collinearity Statistics**

Tolerance	VIF
0,686	1,458
0,593	1,686
0,499	2,004
0,561	1,786

Source: Data processed by the author (2023)

From the output of the table above, the tolerance value for flash sales is 0.686 with a VIF value of 1.458, for tagline tolerance, it is 0.593 with a VIF value of 1.686, for price discount tolerance, it is 0.499 with a VIF value of 2.004, and for hedonic tolerance, it is 0.561 with a value VIF is 1.786. Because the tolerance value for each

variable is > 0.1 and the VIF value is < 10, it can be concluded that the data used in this study does not experience multicollinearity.

#### 4.2.4 Multiple Linear Regression Test

This test is carried out if more than one variable X is used, and the output data results can be arranged in a linear regression equation as follows:

**Table 5. Multiple Linear Regression Test**

Model	Unstandardized Coefficients.		Standardized Coefficients.		sig.
	B	Std. Error	Beta	t	
(Constant)	1,596	1,993		0,802	0,425
Flash Sale	-0,152	0,096	-0,106	-1,583	0,117
Tagline	0,298	0,123	0,176	2,432	0,017
Price	-0,148	0,167	-0,889		
Discount				-0,889	0,376
Hedonic Shopping Motivation	1,156	0,104	0,822		
				11,070	0,000
<b>adjusted R square</b>	<b>F</b>				
	0,707	57,175	Sig. 0,000		

Source: Data processed by the author (2023)

$$Y = 1,596 - 0,152X_1 + 0,298X_2 - 0,167X_3 + 1,156X_4 + \dots (1)$$

Based on the table above, the coefficient of X2 is 0.298, which means that every one-unit increase in the "free shipping" tagline results in a 0.298 increase in impulsive buying tendency. Meanwhile, X4 has a value of 1.156, indicating that every one-unit increase in hedonic shopping motivation leads to a 1.156 increase in impulsive buying tendency. These results show that only the variables "free shipping" tagline and hedonic shopping motivation support the hypothesis or H1, while the other variables support H0.

#### 4.3 Hypothesis Testing

H1= For flash sales, the calculated t value is -1.583, smaller than the t table value of 1.660. The significance value of 0.117 is greater than 0.05. Therefore, hypothesis one is rejected.

H2= For the tagline, the calculated t value is 2.432, greater than the t table value of 1.660, and the significance value of 0.017 is smaller than 0.05. This means that hypothesis two is accepted.

H3= For price discounts, the calculated t value is -0.889, smaller than the t table value of 1.660. The significance value of 0.376 is greater than 0.05. Therefore, hypothesis three is also rejected.

H4= For hedonic shopping motivation, the calculated t value is 11.070, greater than the t table value of 1.660, and the significance value of 0.000 is smaller than 0.05. Thus, hypothesis four is accepted.

#### 4.4 The Effect of Flash Sales on Impulsive Buying

The results of H1 show that flash sales have a negative and insignificant effect on impulsive buying because of the sig value.  $0.062 > \text{acceptance limit } 0.05$ . In short, flash sales cannot fully influence consumers' impulsive purchasing decisions on the Shopee marketplace. Previous research also shows similar results, namely research conducted by (Hilmi et al., 2023), which states that flash sales do not significantly affect purchasing decisions. However, this research differs from (Arestrias & Wijanarko, 2021), which states that flash sales positively and significantly affect impulsive purchasing decisions.

#### **4.5 The influence of the tagline "Free Shipping" on Impulsive Buying**

The results of H2 show that the tagline "free shipping" has a significant positive effect on impulsive buying because of the sig value.  $0.017 < \text{acceptance limit } 0.05$ . From these figures, it is clear that the tagline "free shipping" can influence consumers' impulsive purchasing decisions because, with free shipping, consumers assume that the burden they have to bear on shipping services is reduced. The costs that should be spent on shipping services can be used to buy other goods. Previous research (Anggraini et al., 2023) supports this research, where the tagline "free shipping" has a positive and significant effect on impulsive purchasing decisions. Other research conducted by (Rusni & Solihin, 2022) shows that the results differ in the tagline "free shipping" does not significantly affect impulsive purchasing decisions.

#### **4.6 The effect of price discounts on impulsive buying**

The results of H3 show that price discounts have a positive and insignificant effect on impulsive buying because of the sig value.  $0.629 > \text{acceptance limit } 0.05$ . From the results of H3, it can also be interpreted that price discounts only sometimes influence impulsive buying on the Shopee marketplace. Previous research (Kristiawan et al., 2018) stated that discounts did not significantly affect impulsive buyers' decisions. Research conducted by (Kusnawan et al., 2019) shows different results by showing that price discounts have a positive and significant effect on impulsive purchasing decisions.

#### **4.7 The Influence of Hedonic Shopping Motivation on Impulsive Buying**

The results of H4 show that hedonic shopping motivation has a positive and significant impact on impulse buying because the significance value of 0.000 is smaller than the acceptance limit of 0.05. In contrast to other hypotheses, these findings imply that hedonic shopping motivation can influence impulse purchasing decisions on the Shopee platform. Previous research by Arij & Suwitho (2021) supports this finding by confirming that hedonic shopping motivation significantly impacts impulse buying decisions. This research contradicts the findings of (Rusni & Solihin, 2022), which show that hedonic shopping motivation does not considerably influence impulsive purchasing decisions.

## **5. CONCLUSION**

The data analysis results show that out of all the variables studied, only the "free shipping" tagline and hedonic shopping motivation positively and significantly influence impulsive buying. Other variables, such as flash sales and price discounts, do not impact substantially impulsive buying. This may be due to factors that should have been investigated or directly analyzed within the framework of this study.

Thus, this research's findings indicate that the "free shipping" tagline and hedonic shopping motivation are essential in influencing impulsive buying, especially among students of Universitas Muhammadiyah Purwokerto. Although popular online business practices like flash sales and price discounts are not significantly affected by other variables in this study.

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