

## BAB V

### PENUTUP

Pada bab ini berisikan mengenai kesimpulan dari penelitian yang telah dilakukan pada bab sebelumnya, selain itu juga terdapat implikasi manajerial, lalu keterbatasan penelitian, dan saran penelitian.

#### 5.1 Kesimpulan

Berdasarkan hasil dari analisis data yang sudah diperoleh, maka dapat ditarik kesimpulan sebagai berikut:

1. Persepsi keterbatasan waktu mempengaruhi sikap terhadap *flash sale*.
2. Persepsi kelangkaan tidak mempengaruhi sikap terhadap *flash sale*.
3. Sikap terhadap *flash sale* mempengaruhi kenikmatan belanja *online*.
4. Sikap terhadap *flash sale* mempengaruhi pembelian impulsif *online*.

#### 5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, implikasi pada Shopee yang dapat penulis berikan adalah sebagai berikut:

1. Pihak Shopee harus mempertahankan persepsi keterbatasan waktu saat program *flash sale* berlangsung karena hasil dalam penelitian ini persepsi keterbatasan waktu ini berpengaruh signifikan terhadap sikap seseorang terhadap *flash sale*. Dengan cara dapat mempertahankan pemberitahuan durasi kepada pembeli mengenai produk yang diminati saat sedang *flash sale* karena berdasarkan dari indikator-indikator pertanyaan kuesioner variabel persepsi keterbatasan waktu menunjukkan pembeli sadar bahwa terdapat waktu yang terbatas saat transaksi.
2. Berdasarkan hasil penelitian yang sudah dilakukan yaitu sikap terhadap *flash sale* mempengaruhi kenikmatan berbelanja *online*, maka pihak manajemen Shopee harus memperhatikan situs *web* ataupun aplikasi dari Shopee sendiri. Pembeli merasa bahwa pada saat berbelanja atau hanya

mengunjungi situs *web* atau aplikasi Shopee merupakan suatu kegiatan yang menyenangkan dan menjadi hiburan.

3. Melihat dari hasil penelitian ini dimana sikap terhadap *flash sale* mempengaruhi pembelian impulsif *online*, sebaiknya pihak Shopee menyediakan beragam produk *flash sale* yang menarik. Berdasarkan dari indikator-indikator pertanyaan variabel pembelian impulsif *online*, sebelumnya pembeli tidak memiliki niat untuk melakukan pembelian *flash sale*. Namun setelah mengunjungi dan melihat-lihat produk yang tersedia pada program *flash sale* terjadi pembelian yang tidak direncanakan atau spontan.

### 5.3 Keterbatasan Penelitian

Penelitian ini terdapat beberapa kekurangan dalam penulisannya, berikut merupakan beberapa keterbatasan yang sekiranya dapat menjadi bahan pertimbangan untuk penelitian selanjutnya yaitu:

1. Hasil dari olah data pada penelitian ini terkhususnya AVE terdapat nilai yang tidak memenuhi kriteria  $>0.5$  yaitu pada variabel persepsi kelangkaan sebesar 0.494 dan persepsi keterbatasan waktu sebesar 0.495.
2. Penelitian ini terdapat variabel yang mempunyai nilai *R Square Adjusted* yang tergolong hubungan model lemah yaitu pada variabel pembelian impulsif *online* sebesar 0.173 dan sikap terhadap *flash sale* sebesar 0.195.

### 5.4 Saran Penelitian

Berdasarkan dari keterbatasan atau kelemahan dari penelitian ini, maka terdapat beberapa saran untuk penelitian selanjutnya sebagai berikut:

1. Penelitian selanjutnya untuk meningkatkan nilai AVE diharapkan dapat menghapus atau menghilangkan indikator variabel yang bersangkutan yang mempunyai nilai *factor loading* terkecil.
2. Penelitian selanjutnya diharapkan dapat meningkatkan nilai *R Square Adjusted* pada variabel pembelian impulsif *online* dan sikap terhadap

*flash sale* dengan cara menambahkan variabel yang belum terdapat di model penelitian ini.



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## LAMPIRAN

### Lampiran 1 Kuesioner Penelitian

### Pengaruh *Flash Sale* Saat Tanggal Kembar Terhadap Pembelian Impulsif dan *Shopping Enjoyment* Pada Generasi Milenial dan Z Pengguna *E-Commerce* Shopee di Indonesia

Perkenalkan nama saya Pesalia Warta Magdala, mahasiswa Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk menyelesaikan tugas akhir dengan judul "Pengaruh *Flash Sale* Saat Tanggal Kembar Terhadap Pembelian Impulsif dan *Shopping Enjoyment* Pada Generasi Milenial dan Z Pengguna *E-Commerce* Shopee".

Saya memohon kesediaan dan bantuan Saudara terkhususnya yang berusia 11 - 42 tahun untuk mengisi kuesioner ini. Jawaban yang diberikan akan dirahasiakan dan hanya digunakan untuk kebutuhan penelitian.

Atas kesediaan dan partisipasinya, saya mengucapkan terima kasih.

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✉ Tidak dibagikan

\* Menunjukkan pertanyaan yang wajib diisi

Apakah mempunyai aplikasi *e-commerce* Shopee? \*

Ya

Tidak

Berikutnya Kosongkan formulir

Apakah pernah melakukan pembelian *flash sale* pada *e-commerce* Shopee saat tanggal kembar? (seperti Shopee 12.12, 11.11, dst) \*

Ya

Tidak

Kembali Berikutnya Kosongkan formulir

Berapa kali pernah melakukan pembelian flash sale pada e-commerce Shopee \*  
saat tanggal kembar? (seperti Shopee 12.12, 11.11, dst)

- 1  
  $\geq 2$

Usia \*

- 27 - 42 tahun (Generasi Milenial)  
 11 - 26 tahun (Generasi Z)

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

#### Profil Responden

Jenis Kelamin \*

- Laki-laki  
 Wanita

Anggaran untuk belanja *online* dalam satu bulan \*

- < Rp 500.000  
 Rp 500.000 - Rp 1.000.000  
 > Rp 1.000.000

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Mohon memberi jawaban yang dianggap paling sesuai. Keterangan alternatif jawaban:

1: Sangat tidak setuju

2: Tidak setuju

3: Netral

4: Setuju

5: Sangat setuju

Saya merasa waktu yang tersedia untuk berbelanja terbatas selama *flash sale* di *e-commerce* Shopee. \*

1 2 3 4 5  
Sangat tidak setuju      Sangat setuju

Saya menyadari bahwa transaksi selama *flash sale* di *e-commerce* Shopee tidak berlangsung lama. \*

1 2 3 4 5  
Sangat tidak setuju      Sangat setuju

Saya merasa transaksi selama *flash sale* di *e-commerce* Shopee berlalu secara cepat. \*

1 2 3 4 5  
Sangat tidak setuju      Sangat setuju

Ketika saya berbelanja selama *flash sale* di *e-commerce* Shopee, saya memikirkan tenggat waktu transaksi. \*

1 2 3 4 5  
Sangat tidak setuju      Sangat setuju

Ketika saya berbelanja selama *flash sale* di *e-commerce* Shopee, saya khawatir mengenai sisa waktu untuk berbelanja. \*

1 2 3 4 5  
Sangat tidak setuju      Sangat setuju

Saya menemukan jika transaksi *flash sale* di *e-commerce* Shopee berlalu cepat. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kembali

Berikutnya

Kosongkan formulir

Saya menemukan jumlah produk yang terbatas per kategori dan item saat *flash sale* di *e-commerce* Shopee \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya menemukan bahwa produk yang saya minati sering terjual dengan cepat saat transaksi *flash sale* di *e-commerce* Shopee. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya khawatir dengan jumlah produk yang terbatas pada program *flash sale* di *e-commerce* Shopee. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Produk pilihan saya seringkali jarang tersedia pada program *flash sale* di *e-commerce* Shopee. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kembali

Berikutnya

Kosongkan formulir

Saya menyukai penawaran saat *flash sale* di *e-commerce* Shopee. \*

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

*Flash sale* merupakan sumber informasi yang berguna mengenai berbagai produk. \*

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

*Flash sale* merupakan sumber informasi yang berguna mengenai berbagai merek. \*

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Mencari *flash sale* di *e-commerce* Shopee merupakan hal yang menyenangkan bagi saya. \*

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya menikmati *flash sale* di *e-commerce* Shopee. \*

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

*Flash sale* membuat hidup saya lebih mudah. \*

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Mencari *flash sale* di *e-commerce* Shopee merupakan hiburan bagi saya. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Secara umum, saya mendukung *flash sale* di *e-commerce* Shopee. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Secara umum, menurut saya membeli di situs web atau aplikasi *e-commerce* Shopee itu menyenangkan. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Bagi saya, berbelanja di situs web atau aplikasi *e-commerce* Shopee merupakan suatu kegiatan relaksasi. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya sering mengunjungi toko *e-commerce* Shopee melalui web atau aplikasi, meskipun saya tidak berniat untuk membeli apapun. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya suka mengunjungi toko *e-commerce* Shopee melalui web atau aplikasi. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Menggunakan situs web atau aplikasi *e-commerce* Shopee untuk berbelanja memberi saya banyak kesenangan. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Berbelanja di situs web atau *aplikasi e-commerce* Shopee menghibur saya. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Berbelanja di situs web atau aplikasi *e-commerce* Shopee adalah salah satu kegiatan favorit saya. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

Pembelian saya saat *flash sale* di *e-commerce* Shopee sebagian besar bersifat spontan. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Pembelian saya saat *flash sale* di *e-commerce* Shopee kebanyakan adalah pembelian yang tidak direncanakan. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya biasanya tidak memiliki niat untuk melakukan pembelian sebelum melihat-  
lihat program *flash sale* dari *e-commerce* Shopee. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Sebelum mengunjungi *e-commerce* Shopee, biasanya saya tidak berniat  
melakukan pembelian dalam *flash sale*. \*

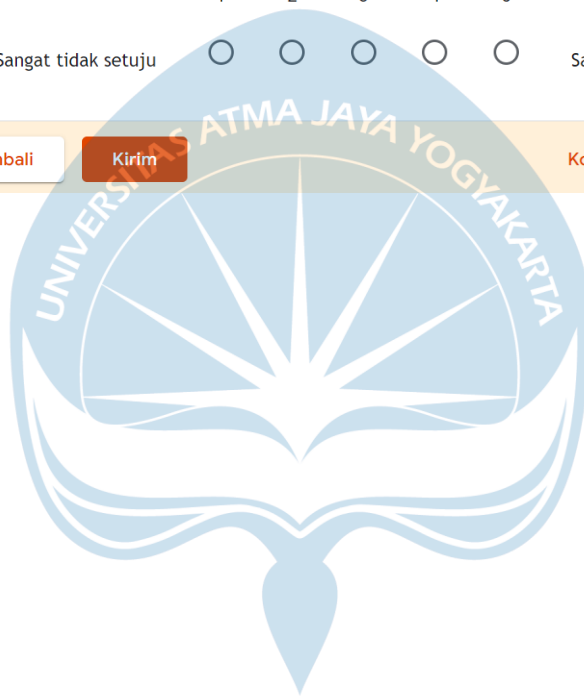
1 2 3 4 5

Sangat tidak setuju      Sangat setuju

[Kembali](#)

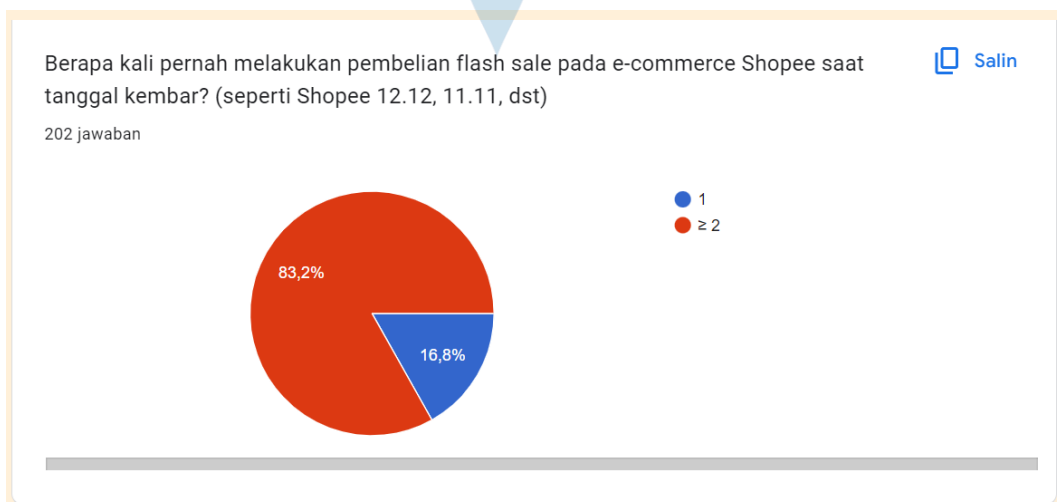
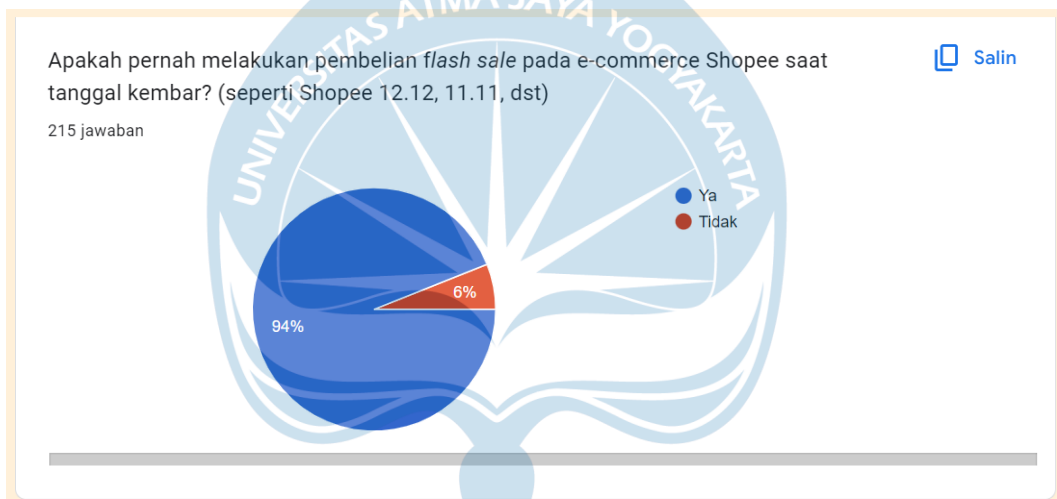
[Kirim](#)

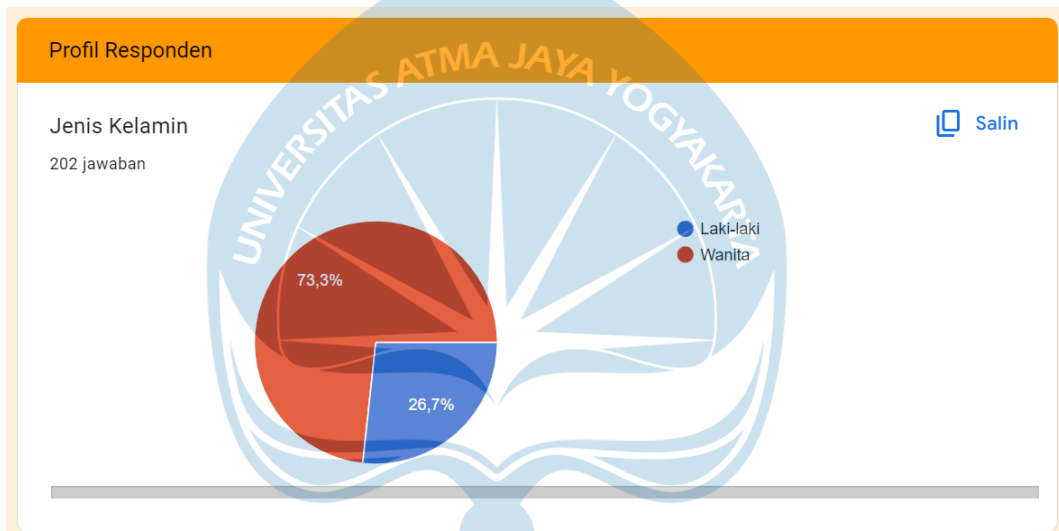
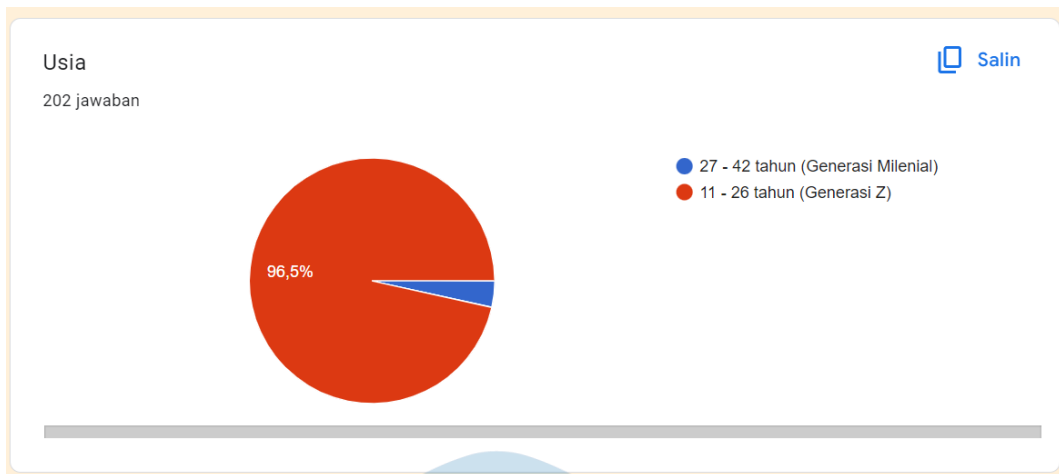
[Kosongkan formulir](#)





## Lampiran 2 Jawaban Responden (Google Form)

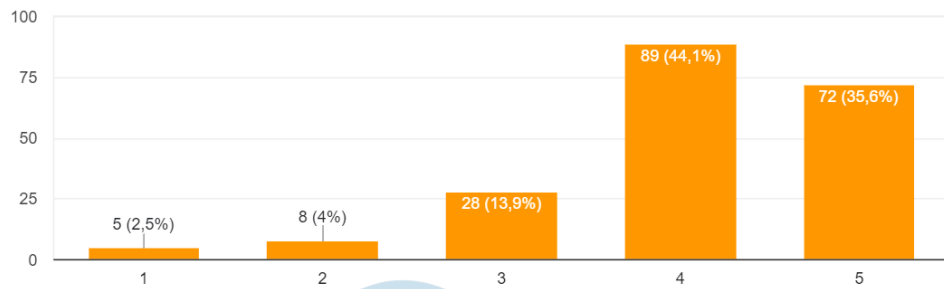




Saya merasa waktu yang tersedia untuk berbelanja terbatas selama *flash sale* di e-commerce Shopee.

Salin

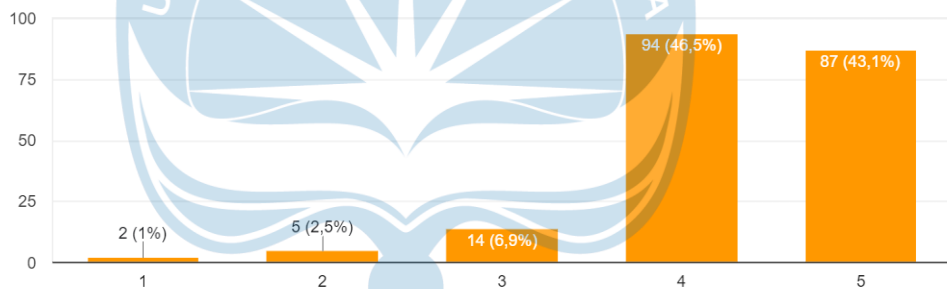
202 jawaban



Saya menyadari bahwa transaksi selama *flash sale* di e-commerce Shopee tidak berlangsung lama.

Salin

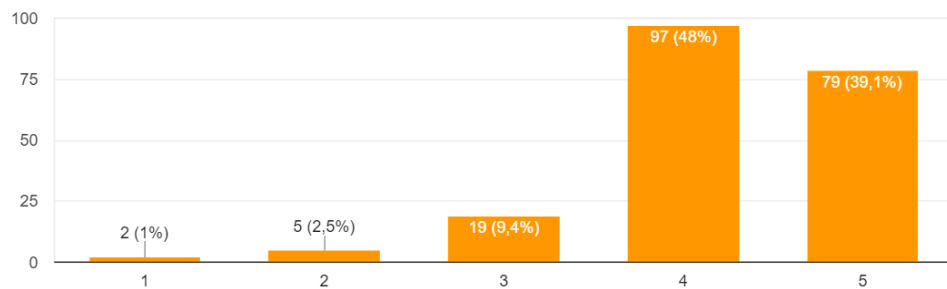
202 jawaban



Saya merasa transaksi selama *flash sale* di e-commerce Shopee berlalu secara cepat.

Salin

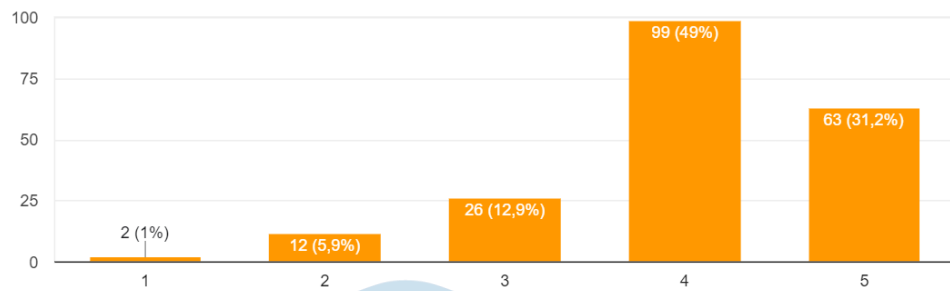
202 jawaban



Ketika saya berbelanja selama *flash sale* di e-commerce Shopee, saya memikirkan tenggat waktu transaksi.

Salin

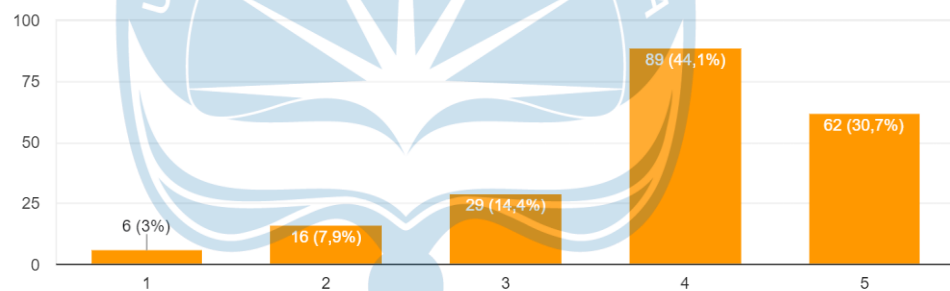
202 jawaban



Ketika saya berbelanja selama *flash sale* di e-commerce Shopee, saya khawatir mengenai sisa waktu untuk berbelanja.

Salin

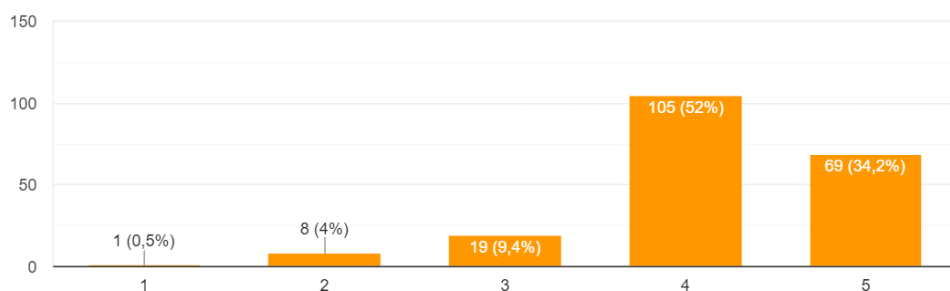
202 jawaban



Saya menemukan jika transaksi *flash sale* di e-commerce Shopee berlalu cepat.

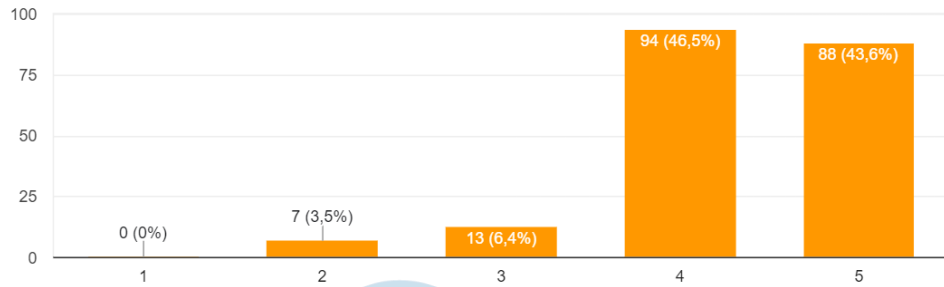
Salin

202 jawaban



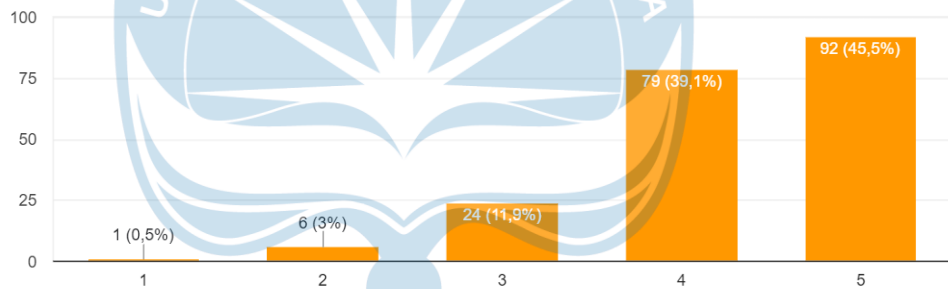
Saya menemukan jumlah produk yang terbatas per kategori dan item saat *flash sale* di e-commerce Shopee [Salin](#)

202 jawaban



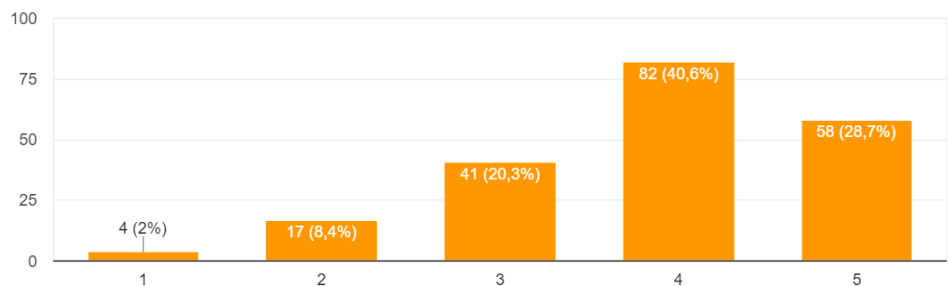
Saya menemukan bahwa produk yang saya minati sering terjual dengan cepat saat transaksi *flash sale* di e-commerce Shopee. [Salin](#)

202 jawaban



Saya khawatir dengan jumlah produk yang terbatas pada program *flash sale* di e-commerce Shopee. [Salin](#)

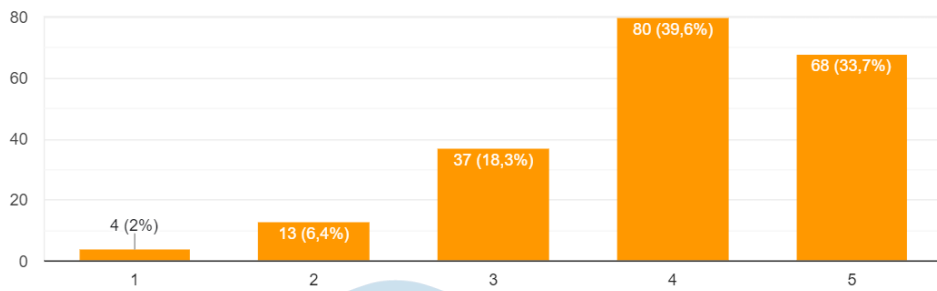
202 jawaban



Produk pilihan saya seringkali jarang tersedia pada program *flash sale* di *e-commerce* Shopee.

Salin

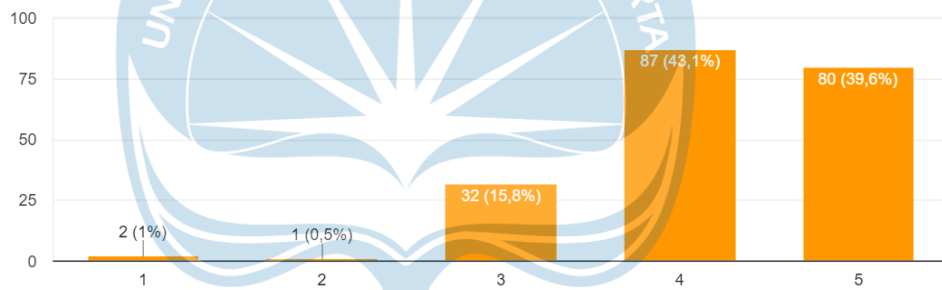
202 jawaban



Saya menyukai penawaran saat *flash sale* di *e-commerce* Shopee.

Salin

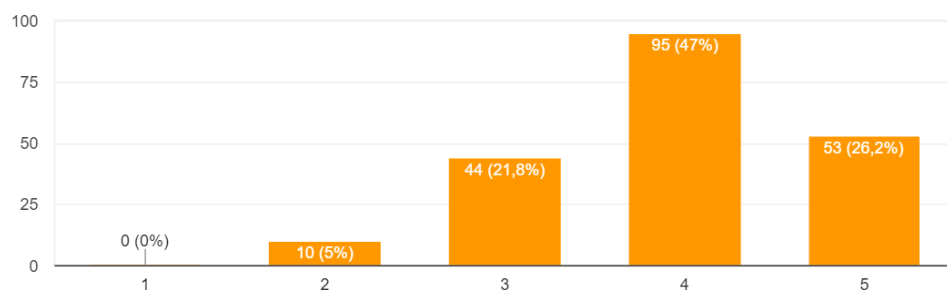
202 jawaban



*Flash sale* merupakan sumber informasi yang berguna mengenai berbagai produk.

Salin

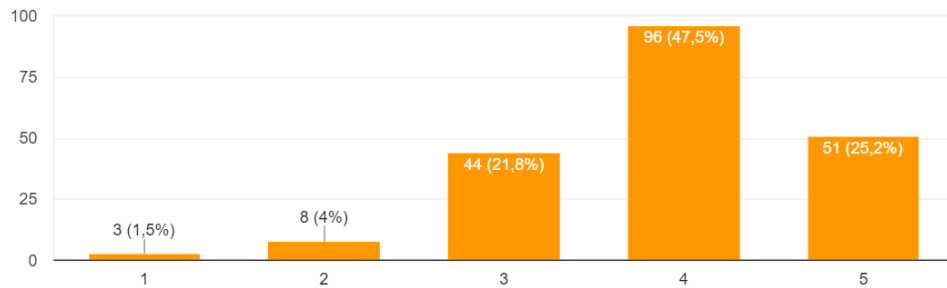
202 jawaban



Flash sale merupakan sumber informasi yang berguna mengenai berbagai merek.

Salin

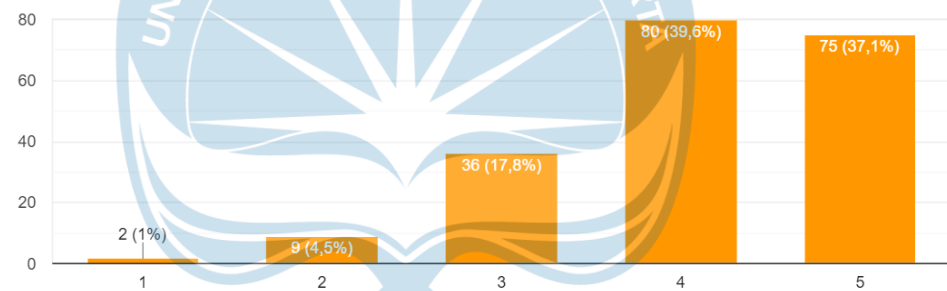
202 jawaban



Mencari flash sale di e-commerce Shopee merupakan hal yang menyenangkan bagi saya.

Salin

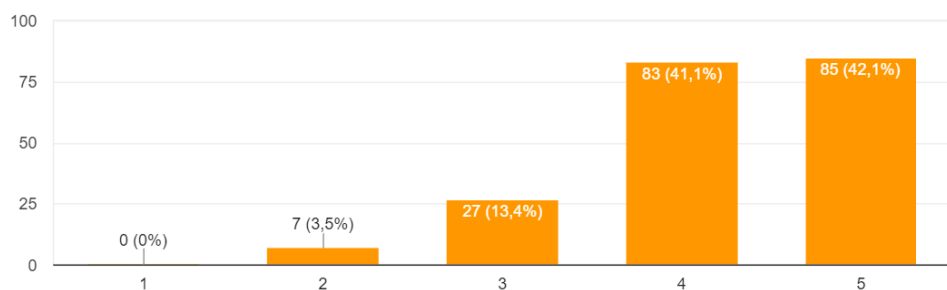
202 jawaban



Saya menikmati flash sale di e-commerce Shopee.

Salin

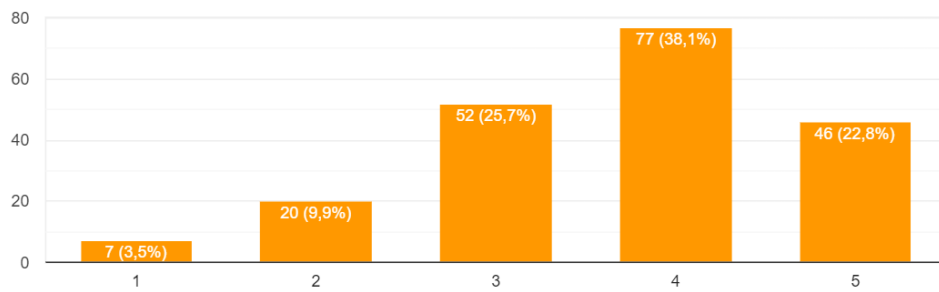
202 jawaban



Flash sale membuat hidup saya lebih mudah.

Salin

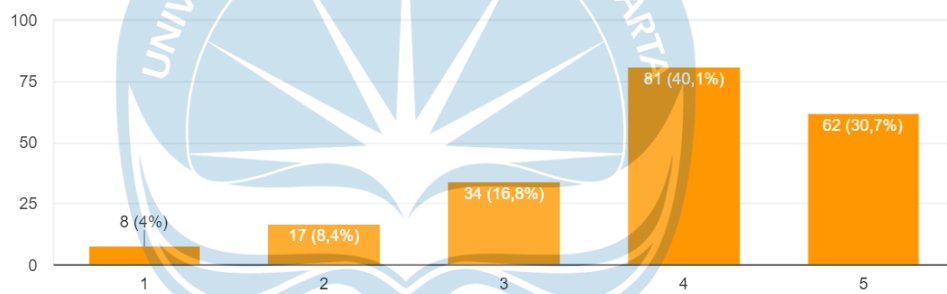
202 jawaban



Mencari flash sale di e-commerce Shopee merupakan hiburan bagi saya.

Salin

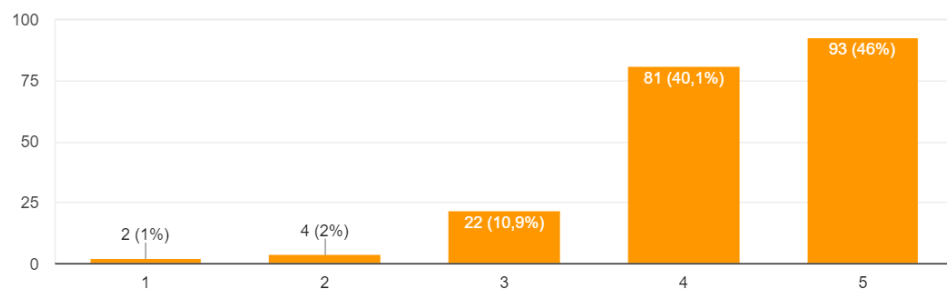
202 jawaban



Secara umum, saya mendukung flash sale di e-commerce Shopee.

Salin

202 jawaban

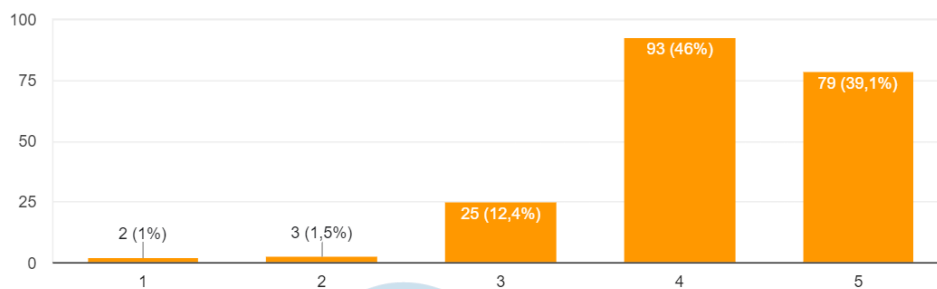




Secara umum, menurut saya membeli di situs web atau aplikasi e-commerce Shopee itu menyenangkan.

Salin

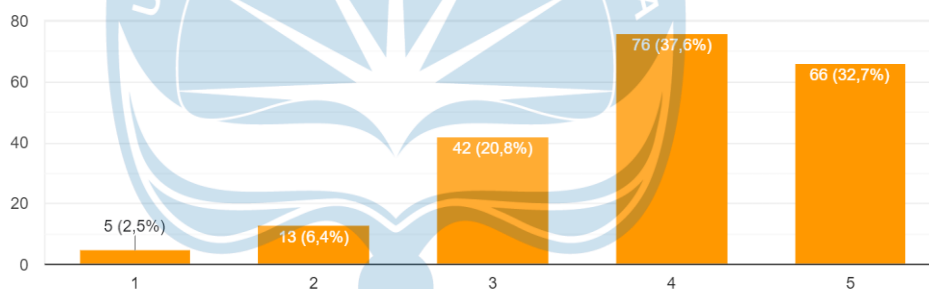
202 jawaban



Bagi saya, berbelanja di situs web atau aplikasi e-commerce Shopee merupakan suatu kegiatan relaksasi.

Salin

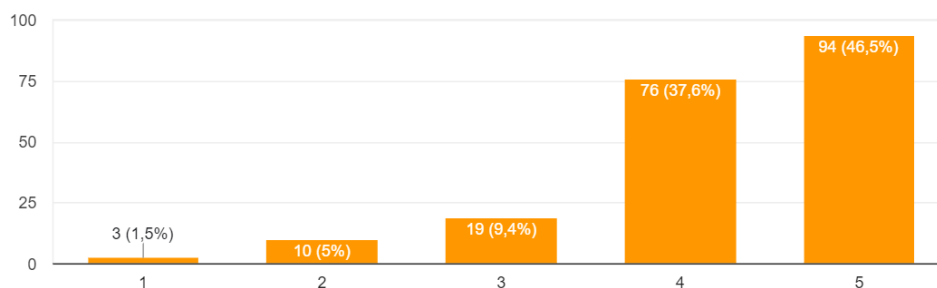
202 jawaban



Saya sering mengunjungi toko e-commerce Shopee melalui web atau aplikasi, meskipun saya tidak berniat untuk membeli apapun.

Salin

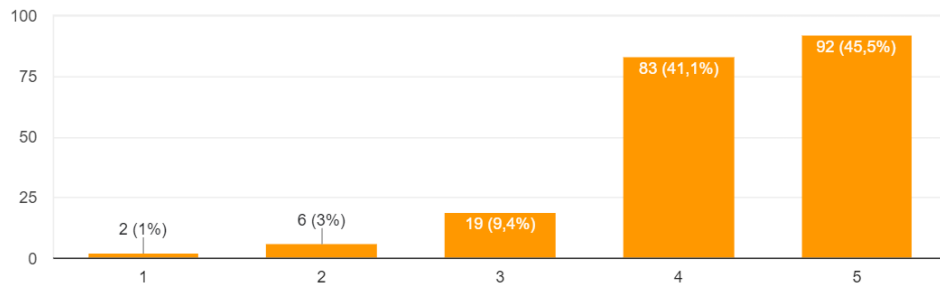
202 jawaban



Saya suka mengunjungi toko e-commerce Shopee melalui web atau aplikasi.

Salin

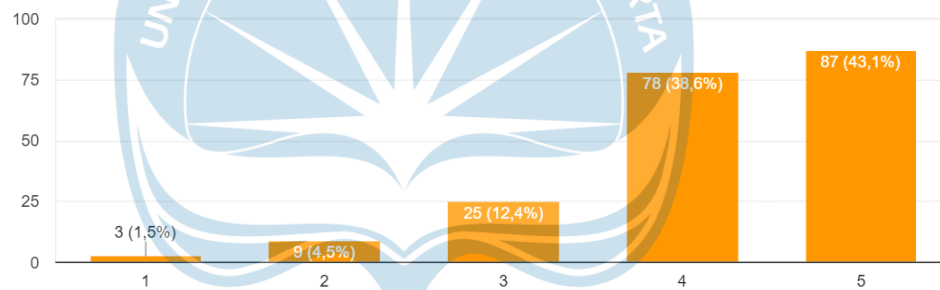
202 jawaban



Menggunakan situs web atau aplikasi e-commerce Shopee untuk berbelanja memberi saya banyak kesenangan.

Salin

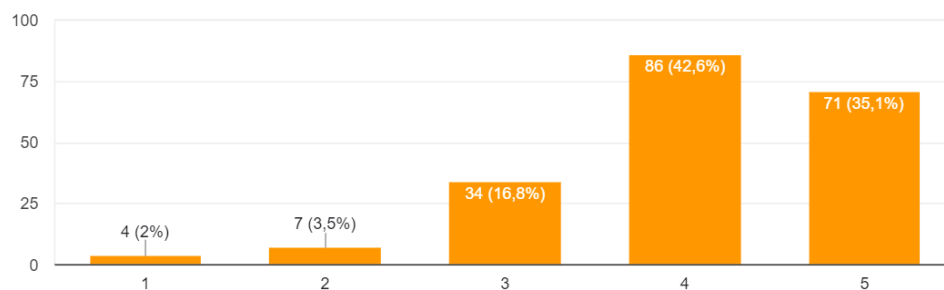
202 jawaban



Berbelanja di situs web atau aplikasi e-commerce Shopee menghibur saya.

Salin

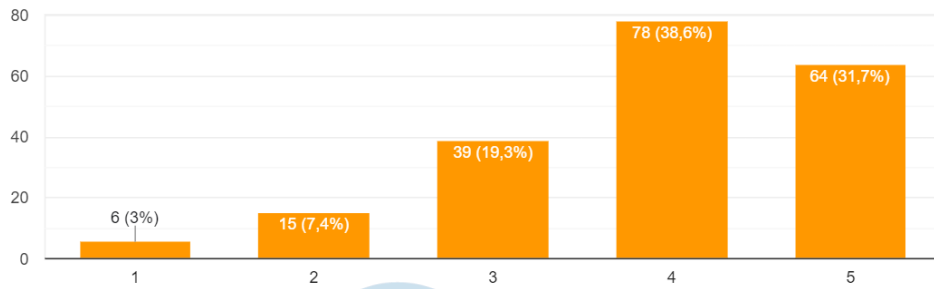
202 jawaban



Berbelanja di situs web atau aplikasi e-commerce Shopee adalah salah satu kegiatan favorit saya.

Salin

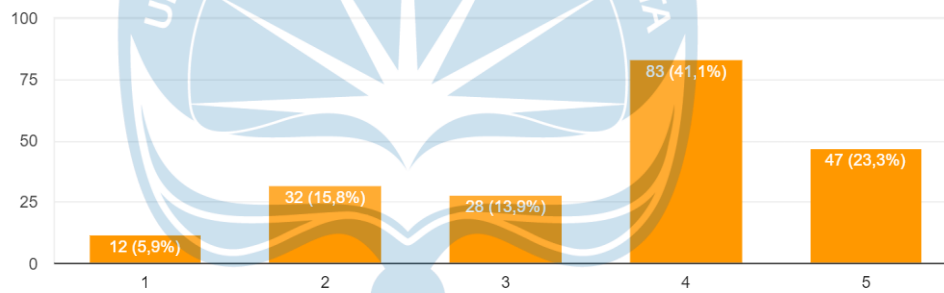
202 jawaban



Pembelian saya saat *flash sale* di e-commerce Shopee sebagian besar bersifat spontan.

Salin

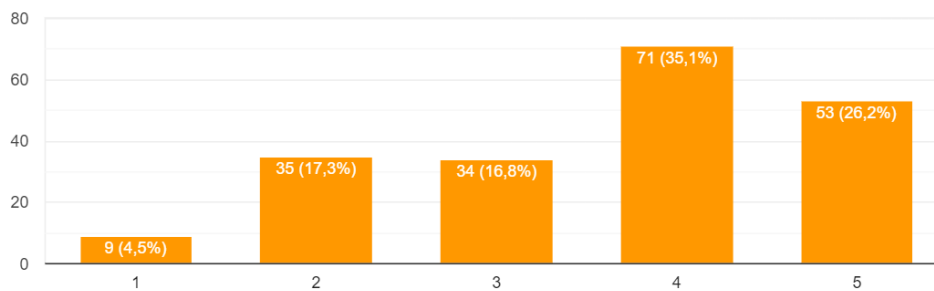
202 jawaban



Pembelian saya saat *flash sale* di e-commerce Shopee kebanyakan adalah pembelian yang tidak direncanakan.

Salin

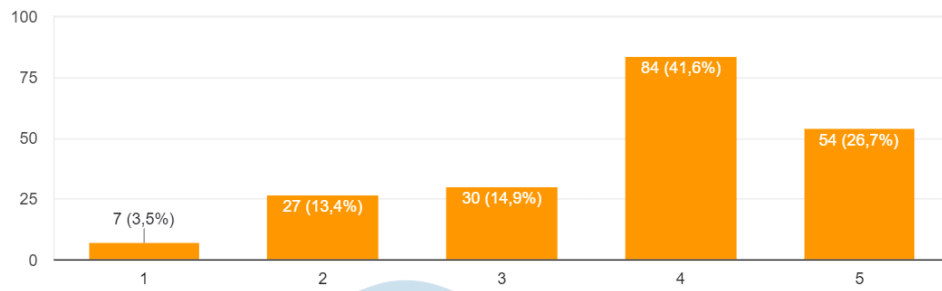
202 jawaban



Saya biasanya tidak memiliki niat untuk melakukan pembelian sebelum melihat-lihat program *flash sale* dari *e-commerce* Shopee.

Salin

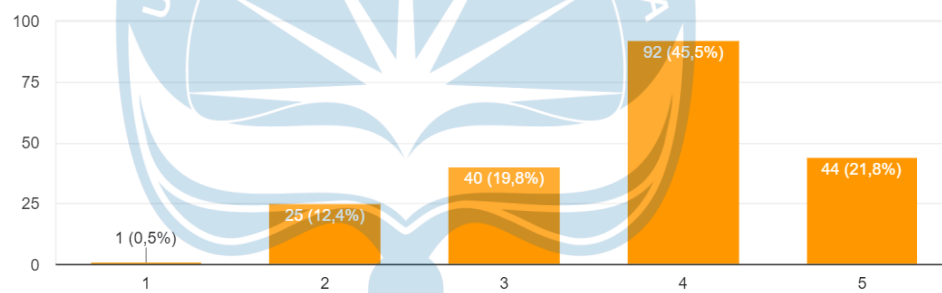
202 jawaban



Sebelum mengunjungi *e-commerce* Shopee, biasanya saya tidak berniat melakukan pembelian dalam *flash sale*.

Salin

202 jawaban



**Lampiran 3 Jawaban Responden (Microsoft Excel)**

Cap waktu	Apakah mempunyai aplikasi e-commerce Shopee?	Apakah pernah melakukan pembelian flash sale pada e-commerce Shopee saat tanggal kembar? (seperti Shopee 12.12, 11.11, dst)	Berapa kali pernah melakukan pembelian flash sale pada e-commerce Shopee saat tanggal kembar? (seperti Shopee 12.12, 11.11, dst)	Usia	Jenis Kelamin	Anggaran untuk belanja online dalam satu bulan
2023/03/25 2:51:51 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/25 3:20:18 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/25 3:51:28 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/25 4:46:57 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/25 7:56:28 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/25 8:47:37 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/25 8:48:08 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 1:17:02 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 8:23:57 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000

2023/03/26 1:03:21 PM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/26 1:10:22 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 1:12:45 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 1:23:26 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 1:27:27 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 1:32:43 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 1:50:48 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 2:02:16 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/26 2:21:40 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 2:29:01 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/26 2:41:37 PM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/26 3:46:32 PM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 4:03:28 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 4:30:45 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000

2023/03/26 8:29:15 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/26 8:45:37 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/26 9:26:42 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 1:06:14 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 9:14:00 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 9:18:04 AM GMT+7	Ya	Tidak				
2023/03/27 9:33:48 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 9:34:22 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 9:42:43 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	Rp 500.000 - Rp 1.000.000
2023/03/27 9:47:51 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 9:51:23 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 9:53:04 AM GMT+7	Ya	Tidak				
2023/03/27 10:01:21 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 10:12:14 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000

2023/03/27 10:15:44 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	Rp 500.000 - Rp 1.000.000
2023/03/27 10:23:42 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 10:24:49 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 10:31:14 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 10:42:19 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 10:51:54 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 10:58:17 AM GMT+7	Ya	Tidak				
2023/03/27 10:59:04 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 11:04:06 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 11:09:07 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 11:10:57 AM GMT+7	Ya	Tidak				
2023/03/27 11:11:33 AM GMT+7	Ya	Tidak				
2023/03/27 11:15:38 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 11:21:03 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000



2023/03/27 11:26:24 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 11:26:46 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 11:41:51 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 11:43:41 AM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	Rp 500.000 - Rp 1.000.000
2023/03/27 11:44:39 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 11:55:41 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	Rp 500.000 - Rp 1.000.000
2023/03/27 12:00:12 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 12:25:27 PM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 12:40:54 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 12:57:36 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	Rp 500.000 - Rp 1.000.000
2023/03/27 1:21:27 PM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 1:51:05 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 1:51:53 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/27 1:52:41 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000

2023/03/27 2:01:32 PM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 2:23:53 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 3:10:38 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	> Rp 1.000.000
2023/03/27 6:03:31 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 6:03:47 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 6:04:37 PM GMT+7	Ya	Tidak				
2023/03/27 6:15:54 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 6:16:18 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 7:44:27 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 8:32:22 PM GMT+7	Ya	Ya	1	11 - 26 tahun (Generasi Z)	Wanita	< Rp 500.000
2023/03/27 9:19:27 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	Rp 500.000 - Rp 1.000.000
2023/03/27 11:26:44 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/28 11:04:03 AM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Laki-laki	< Rp 500.000
2023/03/28 3:35:46 PM GMT+7	Ya	Ya	$\geq 2$	11 - 26 tahun (Generasi Z)	Wanita	Rp 500.000 - Rp 1.000.000

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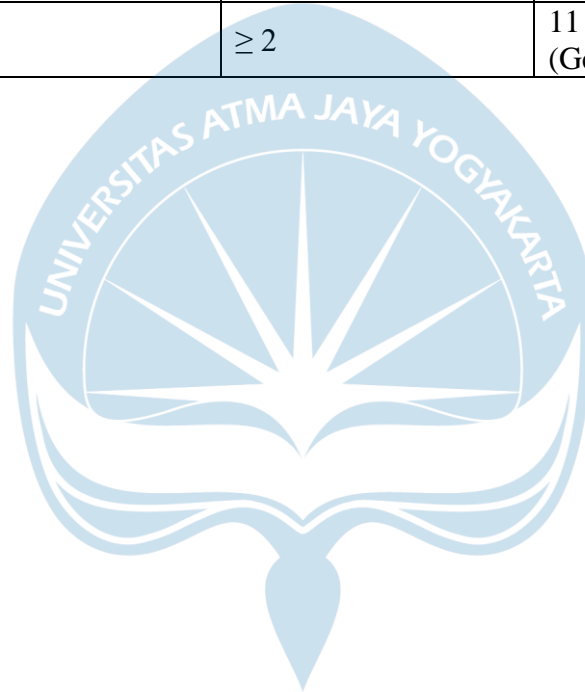
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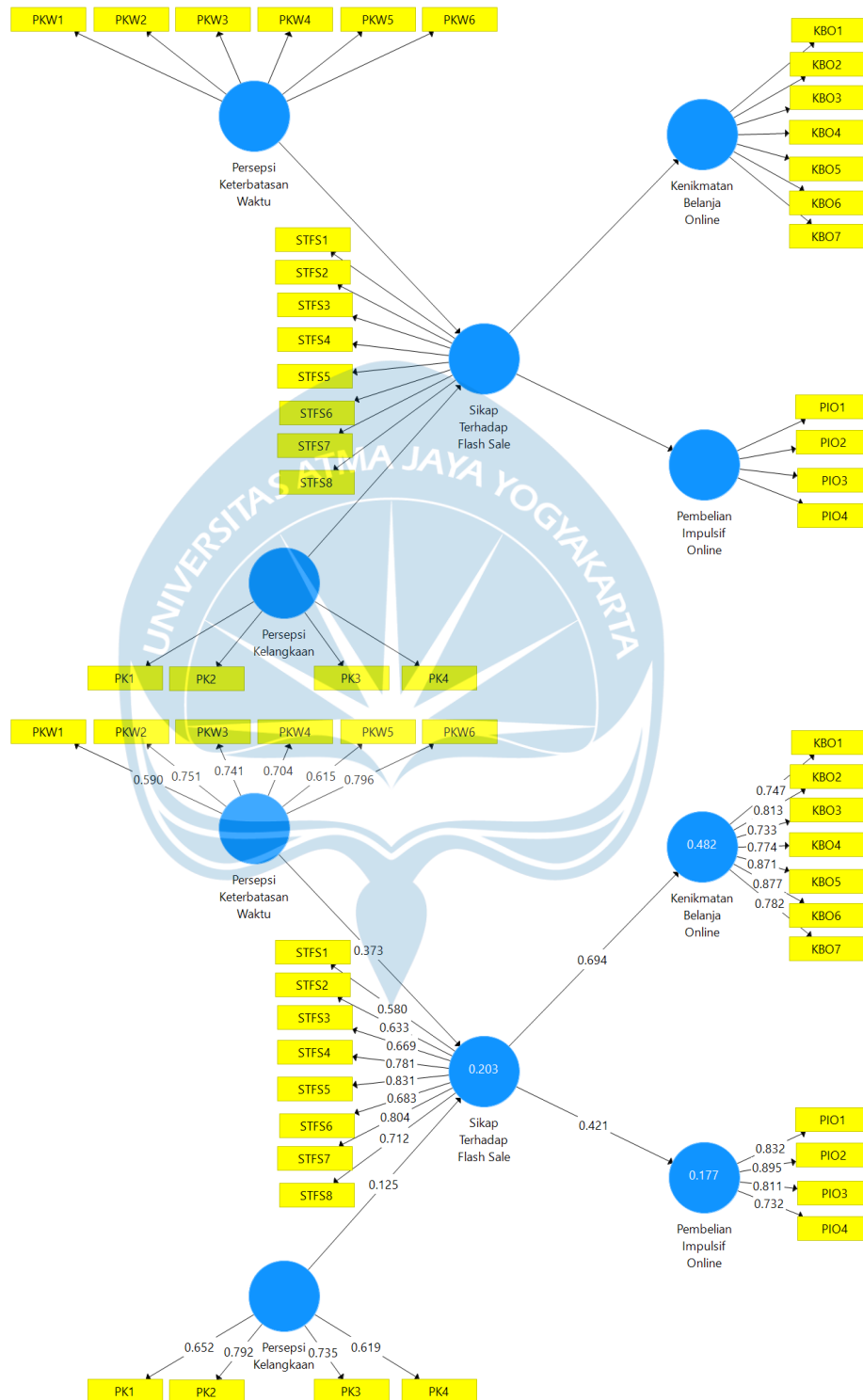
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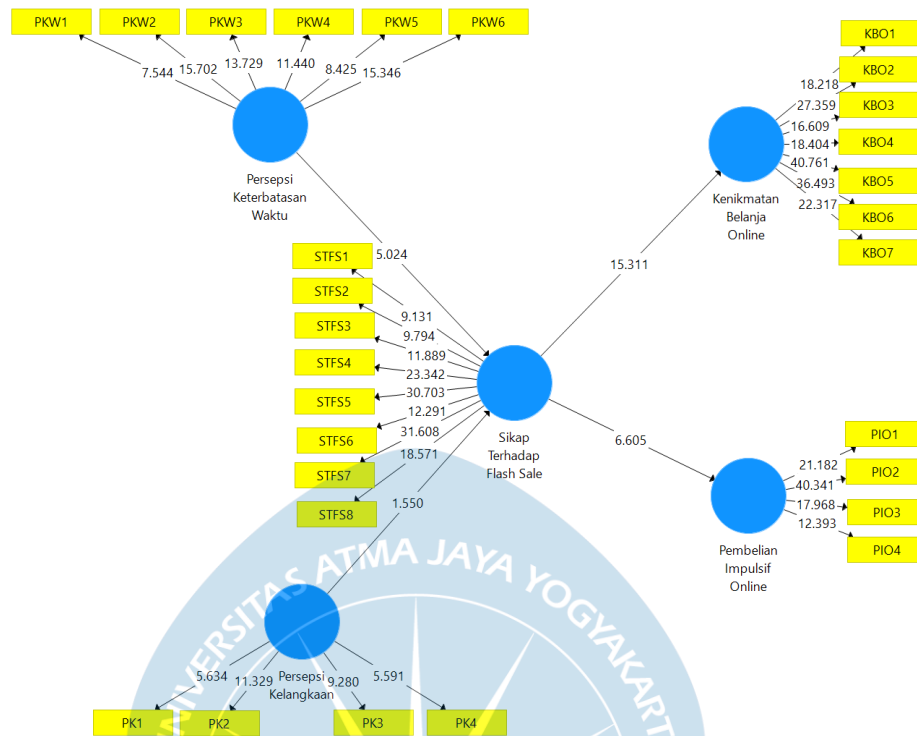
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### Lampiran 4 Hasil Smart-PLS







Data Clean ini fix.txt

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Value Quote Character: **None** Sample size: 190

Number Format: **US (example: 1,000.23)** Indicators: 29

Missing Value Marker: **None** Missing Values: 0

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PKW1	1	0	4.068	4.000	1.000	5.000	0.895	1.156	-1.024			
PKW2	2	0	4.284	4.000	1.000	5.000	0.770	3.082	-1.376			
PKW3	3	0	4.211	4.000	1.000	5.000	0.793	2.367	-1.225			
PKW4	4	0	4.011	4.000	1.000	5.000	0.883	0.881	-0.947			
PKW5	5	0	3.879	4.000	1.000	5.000	1.021	0.503	-0.949			
PKW6	6	0	4.153	4.000	2.000	5.000	0.756	0.859	-0.852			
PK1	7	0	4.305	4.000	2.000	5.000	0.727	1.299	-1.041			
PK2	8	0	4.258	4.000	1.000	5.000	0.822	1.097	-1.085			
PK3	9	0	3.837	4.000	1.000	5.000	0.995	0.033	-0.702			
PK4	10	0	3.947	4.000	1.000	5.000	0.977	0.385	-0.849			
STFS1	11	0	4.200	4.000	1.000	5.000	0.762	0.521	-0.716			
STFS2	12	0	3.932	4.000	2.000	5.000	0.808	-0.285	-0.417			
STFS3	13	0	3.889	4.000	1.000	5.000	0.867	0.835	-0.762			
STFS4	14	0	4.053	4.000	1.000	5.000	0.910	0.350	-0.822			
STFS5	15	0	4.200	4.000	2.000	5.000	0.809	0.103	-0.803			
STFS6	16	0	3.637	4.000	1.000	5.000	1.026	-0.211	-0.521			

Copy to Clipboard

Indicators:	Indicator Correlations		Raw File							Copy to Clipboard
	No.	Missing	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	
STFS5	15	0	4.200	4.000	2.000	5.000	0.809	0.103	-0.803	
STFS6	16	0	3.637	4.000	1.000	5.000	1.026	-0.211	-0.521	
STFS7	17	0	3.826	4.000	1.000	5.000	1.074	0.239	-0.880	
STFS8	18	0	4.279	4.000	1.000	5.000	0.815	2.054	-1.262	
KBO1	19	0	4.211	4.000	1.000	5.000	0.759	1.143	-0.884	
KBO2	20	0	3.895	4.000	1.000	5.000	1.005	0.245	-0.790	
KBO3	21	0	4.221	4.000	1.000	5.000	0.925	1.643	-1.339	
KBO4	22	0	4.263	4.000	1.000	5.000	0.836	1.990	-1.292	
KBO5	23	0	4.153	4.000	1.000	5.000	0.925	1.183	-1.154	
KBO6	24	0	4.026	4.000	1.000	5.000	0.920	1.081	-0.992	
KBO7	25	0	3.847	4.000	1.000	5.000	1.038	0.165	-0.801	
PIO1	26	0	3.563	4.000	1.000	5.000	1.167	-0.582	-0.614	
PIO2	27	0	3.574	4.000	1.000	5.000	1.175	-0.772	-0.492	
PIO3	28	0	3.737	4.000	1.000	5.000	1.093	-0.325	-0.705	
PIO4	29	0	3.742	4.000	2.000	5.000	0.936	-0.633	-0.434	

### Outer Loadings

Matrix	Copy to Clipboard: Excel Format R Format				
	Kenikmat...	Pembelia...	Persepsi ...	Persepsi ...	Sikap Ter...
KBO1	0.747				
KBO2	0.813				
KBO3	0.733				
KBO4	0.774				
KBO5	0.871				
KBO6	0.877				
KBO7	0.782				
PIO1		0.832			
PIO2		0.895			
PIO3		0.811			
PIO4		0.732			
DI1			0.652		

### Outer Loadings

Matrix	Copy to Clipboard: Excel Format R Format				
	Kenikmat...	Pembelia...	Persepsi ...	Persepsi ...	Sikap Ter...
PK1			0.652		
PK2			0.792		
PK3			0.735		
PK4			0.619		
PKW1				0.590	
PKW2				0.751	
PKW3				0.741	
PKW4				0.704	
PKW5				0.615	
PKW6				0.796	
STFS1					0.580
STFS2					0.633

### Outer Loadings

Matrix	Copy to Clipboard: Excel Format R Format				
	Kenikmat...	Pembelia...	Persepsi ...	Persepsi ...	Sikap Ter...
PKW4				0.704	
PKW5				0.615	
PKW6				0.796	
STFS1					0.580
STFS2					0.633
STFS3					0.669
STFS4					0.781
STFS5					0.831
STFS6					0.683
STFS7					0.804
STFS8					0.712

### Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard:	Excel Format	R Format
	Cronbach...	rho_A	Composi...	Average ...			
Kenikmat...	0.906	0.913	0.926	0.642			
Pembelia...	0.836	0.847	0.891	0.672			
Persepsi ...	0.661	0.689	0.794	0.494			
Persepsi ...	0.800	0.811	0.853	0.495			
Sikap Ter...	0.864	0.884	0.893	0.513			

### Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy to Clipboard:	Excel Format	R Format
	Kenikmat...	Pembelia...	Persepsi ...	Persepsi ...	Sikap Ter...	
KBO1	0.747	0.235	0.343	0.341	0.592	
KBO2	0.813	0.329	0.381	0.322	0.547	
KBO3	0.733	0.319	0.323	0.285	0.426	
KBO4	0.774	0.262	0.348	0.362	0.462	
KBO5	0.871	0.334	0.349	0.363	0.613	
KBO6	0.877	0.441	0.365	0.380	0.600	
KBO7	0.782	0.401	0.320	0.382	0.603	
PIO1	0.413	0.832	0.278	0.216	0.350	
PIO2	0.394	0.895	0.243	0.261	0.394	
PIO3	0.275	0.811	0.200	0.271	0.302	
PIO4	0.268	0.732	0.225	0.319	0.325	
PK1	0.158	0.089	0.652	0.266	0.162	

### Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy to Clipboard:	Excel Format	R Format
	Kenikmat...	Pembelia...	Persepsi ...	Persepsi ...	Sikap Ter...	
PK1	0.158	0.089	0.652	0.266	0.162	
PK2	0.382	0.293	0.792	0.466	0.291	
PK3	0.311	0.153	0.735	0.366	0.207	
PK4	0.319	0.229	0.619	0.301	0.201	
PKW1	0.167	0.276	0.293	0.590	0.098	
PKW2	0.389	0.215	0.374	0.751	0.377	
PKW3	0.333	0.276	0.282	0.741	0.321	
PKW4	0.350	0.226	0.375	0.704	0.370	
PKW5	0.271	0.209	0.454	0.615	0.239	
PKW6	0.229	0.217	0.408	0.796	0.289	
STFS1	0.355	0.169	0.143	0.272	0.580	
STFS2	0.299	0.222	0.151	0.230	0.633	

### Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	Copy to Clipboard:	Excel Format	R Format
	Kenikmat...	Pembelia...	Persepsi ...	Persepsi ...	Sikap Ter...	
PKW4	0.350	0.226	0.375	0.704	0.370	
PKW5	0.271	0.209	0.454	0.615	0.239	
PKW6	0.229	0.217	0.408	0.796	0.289	
STFS1	0.355	0.169	0.143	0.272	0.580	
STFS2	0.299	0.222	0.151	0.230	0.633	
STFS3	0.372	0.261	0.217	0.238	0.669	
STFS4	0.548	0.340	0.228	0.330	0.781	
STFS5	0.566	0.308	0.234	0.379	0.831	
STFS6	0.484	0.287	0.108	0.244	0.683	
STFS7	0.656	0.429	0.339	0.384	0.804	
STFS8	0.554	0.313	0.315	0.368	0.712	

**R Square**

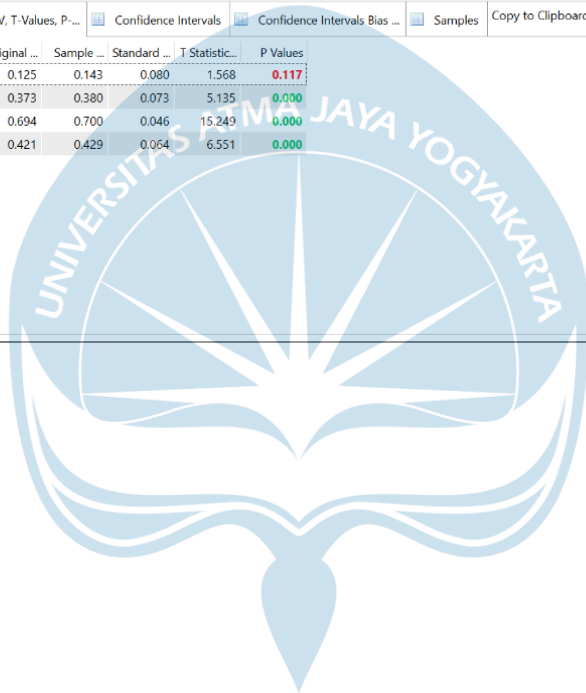
Matrix    R Square    R Square Adjusted    Copy to Clipboard:    Excel Format    R Format

	R Square	R Square Adj...
Kenikmat...	0.482	0.479
Pembelia...	0.177	0.173
Sikap Ter...	0.203	0.195

**Path Coefficients**

Mean, STDEV, T-Values, P-...    Confidence Intervals    Confidence Intervals Bias ...    Samples    Copy to Clipboard:    Excel Format    R Format

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Persepsi ...	0.125	0.143	0.080	1.568	0.117
Persepsi ...	0.373	0.380	0.073	5.135	0.000
Sikap Ter...	0.694	0.700	0.046	15.249	0.000
Sikap Ter...	0.421	0.429	0.064	6.551	0.000



# The Effect Of Flash Sale Program On Shopping Enjoyment And Impulse Buying On Flash Sale On C2C E-Commerce

Diska Vannisa, Aldo Fansuri, Irdan Muchlis Ambon

**Abstract:** Research on flash sales generally discusses system failures and their effects on consumer purchases, but there is no research that discusses the characteristics of flash sales and their consequences for online shopping enjoyment and impulse buying. This research paper is intended to find out the influence of the characteristics of flash sale, namely perceived perishability and perceived scarcity on attitude towards flash sale and its effect on online shopping enjoyment and impulse buying. The study was conducted on flash sale users in C2C online commerce marketplaces in Indonesia. Data was taken from 376 respondents through a google form link that was spread using whatsapp. Data analysis is done through structural equation modelling using the SmartPLS 3 program. Some useful insights have been found by the results. There are significant positive relationships between perceived perishability and perceived scarcity on attitude towards flash sale and also significant positive relationships between attitude towards flash sale on online shopping enjoyment and impulse buying. This research has implications for e-commerce management to maintain the characteristics of flash sale. The recommendation for further research is to add other factors that are characteristic of flash sales and see whether differences in duration and availability of goods can affect consumer purchase intentions.

**Index Terms:** Flash sale, perceived perishability, perceived scarcity, attitudes toward flash sale, shopping enjoyment, impulse buying, C2C E-commerce.

## 1 INTRODUCTION

The development of the e-commerce industry in Indonesia had significant growth. E-commerce in recent years has become a solution for Indonesians to shop more efficiently and save time. Yusra (2018) reveals that an e-commerce service was considered a favorite because more affordable prices (31%), discount promos (26%), variations in product choices (19%), and free shipping (15%). Large capital companies are trying to enter the Indonesian market with various discount offers to increase platform users. This can be seen from the many programs related to discounts made by various e-commerce sites in Indonesia. The program that has been done lately is flash sale, or flash deal. Flash sale is an e-commerce sales system that offers low prices or discounts but is only valid within a specified time period. Flash sale can be defined as a special offer or limited period offer that ranges from 24-36 hours on certain products to encourage customers to buy products [1]. This flash sale aims to increase the number of users and e-commerce transactions. This is supported by research which states that discounts and free shipping collaboration during the sale season will have a positive impact on e-commerce conversion rates [2]. The flash sale program that received a large enough response from the people of Indonesia was Harbolnas 2018 which was marked by the number of participants in 2018 reaching 300 entities, compared to 2017 with only 240 entities [3]. The program was attended by more than 10 major e-commerce sites in Indonesia including Lazada, Bukalapak, Shopee, JD ID, Tokopedia, Blibli, Zalora, Elevenia, Bhinneka, and Sale Stock. In addition, revenues in Harbolnas 2018 reached IDR6.8 trillion, higher than in 2017 which was only IDR4.7 trillion.

This proves that the 2018 Harbolnas can be regarded as one of the flash sale programs that is quite awaited by the people of Indonesia. In flash sale programs, it is often stated that the available products are limited. Previous research shows that purchase intentions and attitudes are more positive for products or offers with scarcity than for products or offers with attractiveness without scarcity [4,5,6]. Flash sale programs also always provide a short period of time for consumers to shop. Limiting the duration of promotional offers (perceived perishability) has an accelerating effect on purchases [7]. Hence, it is very important to know the factors that influence attitude toward flash sales. But from our review, there are no studies yet that investigate the influence of perceived scarcity and perceived perishability on consumer attitude toward the flash sales. During the shopping trips and purchases, the consumers might experience enjoyment and fun [8]. Few previous studies have researched the factors that influence shopping enjoyment. One study found the influence of personal factors from consumers such as attitudes toward advertising, individuality/uniqueness and price sensitivity to shopping enjoyment [8]. Based on research, the higher the personality factors and shopping enjoyment, the more impulse buying tendency will appear, thus encouraging consumers to do impulse buying [9]. Time-sensitive marketing and discount features of flash sales seem to attract more impulsive purchases. Flash sale is one of the promotional medias that can affect consumers' shopping enjoyment and impulse buying. The common thing that becomes a managerial obstacle when implementing flash sales is the e-commerce system failure during the duration of the flash sales caused by the high access traffic [10,11,12]. Thus, it is very important for brand managers or e-commerce to find out what factors may affect the attitude of consumers to shop during a flash sale. Based on above, this research has the purpose to investigate the relationships between perceived perishability and scarcity and attitude towards flash sale as well as the relationships between the attitude towards flash sale and shopping enjoyment and online impulse buying. In this study the type of e-commerce that will be examined is customer-to-customer (C2C) e-commerce because it has a larger market than other

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types of e-commerce [13]. C2C e-commerce is a business model where two individuals or consumers transact or conduct business with each other directly [14]. Generally, an intermediary/third party maybe involved, but the purpose of the intermediary is only to facilitate the transaction and provide a platform for the people to connect to each other. The intermediary would receive a fee or commission, but is not responsible for the product exchange. The C2C e-commerce that we choose are Tokopedia, Bukalapak, Lazada, and Shopee because the four e-commerce sites are the e-commerce services with the highest traffic in browsers (desktop and mobile) [15]. Based on the discussion above, we establish the research questions as below:

- What are the relationships between perceived perishability and attitudes toward flash sale on the C2C e-commerce flash sale program?
- What are the relationships between perceived scarcity and attitudes toward flash sale on the C2C e-commerce flash sale program?
- What is the relationship between attitudes toward flash sale and shopping enjoyment on the C2C e-commerce flash sale program?
- What is the relationship between attitudes toward flash sale and impulse buying on the C2C e-commerce flash sale program?

## 2 LITERATURE REVIEW

### 2.1 The Effect of Perceived Perishability on Attitude Towards Flash Sale

Time limitation have received attention in flash sale promotions. Limited-time promotions are more effective than time-free promotions because they reduce the likelihood that subjects will continue to seek better agreements [7]. Flash sales provide limited time to offer limited items at discounted prices [16]. The impact of today's website time limits and discount rates on the effectiveness of product promotions [17].

### 2.2 The Effect of Perceived Scarcity on Attitude Towards Flash Sale

Marketing research has found that scarcity can influence the perception of goods by increasing attractiveness and desire [18]. To make a flash sale, sellers usually keep a portion of their items to show scarcity [19].

### 2.3 The Effect of Attitude Towards Flash Sale on Online Shopping Enjoyment

Retail promotion generates excitement due to novelty, surprise elements, and entertainment value [20]. Inventive and entertaining promotional events increase shopping enjoyment and loyalty to retail stores [21]. Retailers use in-store marketing strategies such as promotions and price reductions to create excitement in the store [22]. Shopping enjoyment is a characteristic associated with market involvement through behaviors such as exposure to mass media that transmits product information [23], and it must be positively related to the intention to visit web sites that are announced in advertisements [24]. Thus, previous studies suggest that there is a relationship between shopping enjoyment and promotion where flash sale is one of the promotional tools.

### 2.4 The Effect of Attitude Towards Flash Sale on Online Impulse Buying

Attitude is formed through experience and learning and that attitude influences buying behavior [25]. Attitude is influenced by three components: emotions (emotional responses to products), cognition (beliefs and product knowledge), behavior (consumer's intention to buy or use a product) [26]. Impulse buying is a sudden, attractive, hedonic buying behavior so that the speed of the impulse decision process precludes wise and deliberate consideration of information and alternative choices [27]. Impulse buying refers to direct purchases without pre-shopping purposes either to buy certain product categories or to meet specific needs [28].

## 3 METHODOLOGY

### 3.1 Model Development

This research model based on the literature review above can be illustrated in figure 1 and 4 hypotheses are developed.

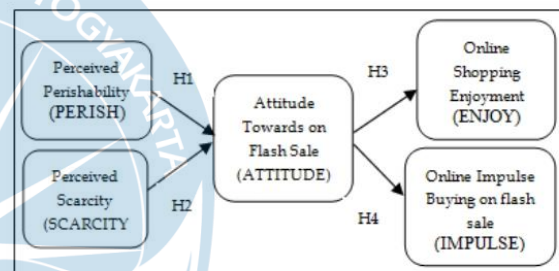


Fig. 1. Research Model

The entire eight hypotheses are stated to have positive influences as follows.

**H1:** Perceived perishability has a positive relationship with attitude towards flash sale.

**H2:** Perceived scarcity has a positive relationship with attitude towards flash sale.

**H3:** Attitude towards flash sale has a positive relationship with shopping enjoyment.

**H4:** Attitude towards flash sale has a positive relationship with online impulse buying.

### 3.2 Instrument Development

The target population in this study is all C2C E-commerce customers in Indonesia such as Tokopedia, Bukalapak, Lazada, and Shopee who have actively participated in flash sale programs in the past year. There is no data stating the number of customers of e-commerce in Indonesia with certainty so that the population of this study is unknown. The minimum number of samples needed in research with the Partial Least Square (PLS) based Structural Equation Model (SEM) method refers to the "10-times rule" approach [29], which builds on the assumption that the sample size should be greater than 10 times the maximum number of inner or outer model links pointing at any latent variable in the model. The

highest number of outer models in this study was 8, so the minimum PLS sample in this study was 80 samples. Data collection was carried out through online questionnaires distributed through researchers' social media. The question uses a 7-point Likert scale that has a value of 1 "strongly disagree" to a value of 7 "strongly agree". Respondents obtained were 456 respondents with the last year flash sale users as many as 376 respondents.

#### 4 ANALYSIS AND DISCUSSION

##### 4.1 Measurement Model Analysis

Measurement model testing carried out was convergent validity, discriminant validity, and composite reliability. Convergent validity serves to verify whether the measurement indicators for latent variables correspond to the theoretical concepts. Criteria for convergent validity are factor loading and Average Variance Extracted (AVE). Requirements that must be met are factor loading greater than 0.7 [29]. After processing using SmartPLS 3, from 38 indicator questionnaires, there are several indicators has a loading factor smaller than 0.7. Indicators that do not meet these requirements are the questions 'I like the offer on flash sale' (ATTITUDE1), 'When I shop at a flash sale, I think of transaction deadlines' (PERISH4), 'I find that flash sale transactions end quickly' (PERISH6), and 'Products of my choice are often rarely available' (SCARCITY4). Therefore, these four indicators must be issued for further analysis. The factor loading value after 4 indicators has been released can be seen in figure 2.

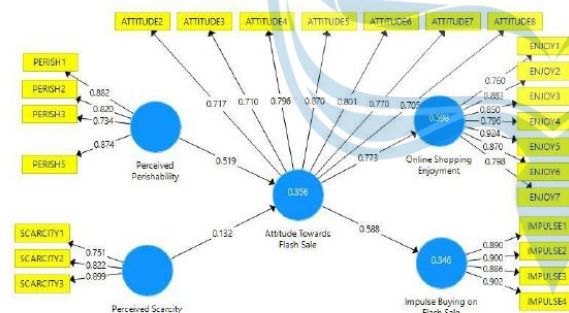


Fig. 2. Factor Loading After Some Indicators Issued

Table 1. Item Measurements

PERCEIVED PERISHABILITY [30]	
1	I feel that there is a limited amount of time available for shopping during the flash sale
2	I realize that transactions during a flash sale do not last long
3	I feel that transactions during the flash sale move quickly
4	When I shop at a flash sale, I think of transaction deadlines
5	When I shop at a flash sale, I worry about the remaining time to shop
6	I find that flash sale transactions end quickly
PERCEIVED SCARCITY [30,31,32]	
1	I find that there is a limited number of products per category and items in the flash sale.
2	I find that the products that I am interested in are often sold out quickly during flash sale transactions.
3	I am worried about the number of products limited to the Flash Sale program.
4	Products of my choice are often rarely available.

ATTITUDE TOWARDS FLASH SALE [8,33]	
1	I like the offer on flash sale.
2	Flash sale is a source of useful information about various products.
3	Flash sale is a source of useful information about various brands.
4	Browsing flash sale is very fun for me.
5	I enjoy the flash sale.
6	Flash sale makes my life easy.
7	Browsing flash sale is a recreation for me.
8	In general, I support flash sale.
ONLINE SHOPPING ENJOYMENT [8,28]	
1	In general, I think buying on a website or e-commerce mobile app is fun.
2	For me, shopping on a website or e-commerce mobile app is relaxation.
3	I often visit online e-commerce stores via the web or mobile applications, even though I don't intend to buy anything.
4	I like visiting online e-commerce stores via the web or mobile applications.
5	Using an e-commerce website or mobile app to shop gives me lots of fun.
6	Shopping on e-commerce websites or mobile apps amuses me.
7	Shopping on e-commerce websites or mobile applications is one of my favorite activities
ONLINE IMPULSE BUYING [34]	
1	My purchases of flash sale programs on most online commerce marketplace sites are spontaneous.
2	My purchases of flash sale programs on online commerce marketplace sites are mostly unplanned purchases.
3	I usually don't have the intention to make a purchase before looking around flash sale programs from online commerce marketplace sites.
4	Before visiting online commerce marketplace sites, I usually don't have the intention to make a purchase on a flash sale.

Table 2. Composite Reliability and Average Variance Extracted Values

	CR	AVE
Attitude Towards Flash Sale	0,91	0,59
Impulse Buying on Flash Sale	0,94	0,80
Online Shopping Enjoyment	0,94	0,70
Perceived Perishability	0,89	0,68
Perceived Scarcity	0,86	0,68

The requirement that must be met is the AVE value for each variable greater than 0.5 [29,35]. Table 2 shows that all variables have AVE values greater than 0.5. With the fulfillment of the two criteria above, convergent validity can be considered achieved. Discriminant validity aims to ensure that reflective constructs have the strongest relationship with their own indicators (for example, compared to other constructs) in the PLS model [29]. Table 3 shows that the square root of Average Variance Extracted (AVE) values of all constructs are higher or have the strongest relationship with the indicators themselves than the correlation values among latent variables. Table 4 shows that the value of the Heterotrait-Monotrait Ratio (HTMT) meets the requirements, which is greater than 0.85 [36]. Thus, discriminant validity can be considered achieved. Composite reliability aims to test the consistency of each indicator in measuring its construct. Table 2 shows that the composite reliability value is greater than 0.7, so it can be

concluded that the indicators are reliable [29,35].

**Table 3. Square Root of Average Variance Extracted Value**

		1	2	3	4	5
1	Attitude Towards Flash Sale	0,769				
2	Online Impulse Buying	0,588	0,894			
3	Online Shopping Enjoyment	0,773	0,578	0,842		
4	Perceived Perishability	0,586	0,462	0,438	0,830	
5	Perceived Scarcity	0,395	0,375	0,521	0,507	0,826

**Table 4. Heterotrait-Monotrait Ratio (HTMT)**

		1	2	3	4	5
1	Attitude Towards Flash Sale					
2	Online Impulse Buying	0,646				
3	Online Shopping Enjoyment	0,837	0,621			
4	Perceived Perishability	0,667	0,524	0,486		
5	Perceived Scarcity	0,397	0,393	0,568	0,608	

**4.2 Structural Model Analysis**

Structural testing models function is to see the correlation between constructs measured or in other words that determine whether or not the hypothesis is accepted. Structural models can be tested by looking at the value of R-Square models that indicate how much influence between variables in the model as shown in table 5. This test uses all respondent data without regard to e-commerce used in flash sales. From the R-square values in table 5, it is known that independent variable perceived perishability and perceived scarcity can explain as much as 35.6% of attitude towards flash sale. Perceived perishability, perceived scarcity, and attitude towards flash sale can explain as much as 34.6% of impulse buying on flash sale and 59.8% of online shopping enjoyment.

**Table 5. R-Square Model Values**

	R Square
Attitude Towards Flash Sale	0,356
Impulse Buying on Flash Sale	0,346
Online Shopping Enjoyment	0,598

Then using the bootstrapping procedure (bootstrap sample = 5000), an estimated path coefficient is obtained in the structural model and the results of the hypothesis decision as shown in table 6.

- **Hypothesis 1 is accepted.**  
There is sufficient evidence that perceived perishability is positively related to attitude towards flash sale with a value of 0.519.
- **Hypothesis 2 is accepted.**  
There is sufficient evidence that perceived scarcity is positively related to attitude towards flash sale with a value of 0.132.
- **Hypothesis 3 is accepted.**  
There is sufficient evidence that attitude towards flash sale is positively related to online shopping enjoyment

with a value of 0.773.

- **Hypothesis 4 is accepted.**  
There is sufficient evidence that attitude towards flash sale is positively related to online impulse buying with a value of 0.588.

**Table 6. Path Coefficients**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Req.	Decisions
PERISH ATTITUDE ->	0,519	9,518	0,000	- t statistic > 1,96	Accepted (H1)
SCARCITY ATTITUDE ->	0,132	2,711	0,007	- P value < 0,05	Accepted (H2)
ATTITUDE ENJOY ->	0,773	25,331	0,000		Accepted (H3)
ATTITUDE IMPULSE ->	0,588	14,967	0,000		Accepted (H4)

**4.3 Discussion**

The results of the research on 376 respondents of Tokopedia, Shopee, Bukalapak, Lazada, and other e-commerce flash sale customers showed that there was a significant positive effect of perceived perishability and perceived scarcity on the attitude towards flash sale and also a significant positive effect of attitude towards flash sale towards online shopping enjoyment and online impulse buying. Thus H1, H2, H3, and H4 are proven to be acceptable. This is in accordance with previous research which states that the time limit given to sales makes consumers panic and do not want to miss in having the product even though the information provided is limited [37]. Consumers usually consider the unavailability or limited availability of products as heuristic cues that the object is valuable and desirable [38,18]. Retail promotion generates excitement due to novelty, surprise elements, and entertainment value [20].

**5 CONCLUSIONS**

The results of this study have implications for e-commerce management that perceived perishability during a flash sale is one of the factors that is big enough to influence consumer attitude. Besides that, perceived scarcity factor in the flash sale program also affects the consumer's attitude to immediately make a purchase. Therefore, perceived perishability and perceived scarcity must be maintained by e-commerce so that consumers remain stimulated to make flash sale transactions. This is confirmed by research which states that the service failure experienced by flash sale consumers does not affect their desire to return to flash sale transactions [40]. So, there is a possibility that the two factors above have a significant influence on the desire to make a flash sale transaction. Another implication is that management must also continue to improve their flash sale program systems because flash sales have a tendency to provide shopping enjoyment for consumers and can also be a great opportunity for e-commerce because there is a tendency for impulse buying during flash sale programs. There is still limitation of this research. This research does not examine the effective duration and number of products to stimulate the attitude of consumers in a flash sale. Thus, it is recommended for further research to observe the effect of differences in the duration and number of products during flash sale so that an effective duration and number of products are obtained.



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