



The effect of free shipping, flash sale, and COD on the Shopee application on student consumptive behavior

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ABSTRACT

Shopee as one of the most popular online stores always provides promotions such as free shipping, flash sales, attractive prizes, and so on. Not only that, shopee also tries to provide convenience in transactions by providing various payment methods. One payment method that is considered practical and in demand by consumers is COD. Some consumers who have shopped and enjoy the benefits and convenience of shopping online on the shopee application tend to be addicted to online shopping, and eventually cause consumptive behavior. This study used an unknown number of Kupang State Polytechnic students. The sample taken amounted to 100 respondents with data collection techniques using questionnaires. This research uses instrument tests, classical assumption tests, and data analysis techniques, namely multiple linear analysis. The results of this study stated that free shipping and COD had a positive and significant influence on student consumptive behavior. Then flash sales have no influence and are not significant on student consumptive behavior. Free shipping, flash sale, COD simultaneously have a positive and significant effect on student consumptive behavior.

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INTRODUCTION

The development of technology and information is growing very rapidly, bringing a very significant influence on society. On the Internet hundreds, thousands, even millions of people can connect at the same time from different parts of the world to interact with each other. Not only as a means of communication, but the internet is also present as a means of information, knowledge, location pointers, entertainment, even a means of doing business.

We feel the means of doing business through the internet with changes in people's shopping styles that have begun to switch to online shopping. Shopping online is currently an increasing trend from year to year. The use of the internet as an online shopping medium opens up opportunities for sellers to reach more potential customers, not only around the place of business but even outside the city or province. Likewise, as a buyer, you can reach a variety of products that are not in your city and make price comparisons.

This is motivated by technological developments and the emergence of E-commerce. According to Loudon and Loudon in Achjari (2000), E-commerce is the process of buying and selling goods electronically by consumers and from company to company using computers as intermediaries for business transactions. Indonesia as a developing country also feels the impact of the development of E-commerce. Changes in the shopping style of Indonesian people began to shift from conventional shopping and now people are more interested in shopping online. It didn't take long for E-commerce to become a trend in Indonesia and experience very rapid growth every year.

As a strategy to increase the shopping interest of the Indonesian people, Shopee always provides attractive offers every month and every big holiday celebration. Such as Ramadan, Christmas, Independence Day, and Birthday Sale. Birthday Sale is a birthday celebration on the same date and month (Suzatri, 2022). For example,

12.12 birthday sale, coincides on the 12th and December, so on every month with the same date format. Shopee always provides promos such as free shipping up to 40 thousand, 5-20% cashback, discounts, Flash Sale, giveaway and so on. In transacting Shopee also provides a wide selection of payment methods such as bank transfer, Shopeepay, ShopeePayLater, through Indomaret and Alfamart, and the most preferred by the public is COD (cash in delivery) which makes it easier for consumers to make transactions.

The strategy carried out by Shopee turned out to be able to attract the interest of people in Indonesia ranging from the upper, middle to lower classes. From parents to teenagers, regardless of male or female gender. Fulfillment of needs and desires can be done simply just by downloading an application on a smartphone so transactions can be done anywhere and anytime. The emergence of E-commerce has a huge influence on changing student lifestyles to be more consumptive (Lailatul, 2019). Students do online shopping not based on needs, but for the sake of fun and lifestyle, obeying prestige and trends that cause someone to be extravagant or called consumptive behavior. Consumptive behavior is a behavior that likes to spend money without careful consideration (Laily, 2022).

The negative impact of consumptive behavior carried out by students according to Kurniawan (2017) is to create an extravagant lifestyle and cause social jealousy, difficulty in saving, and tend not to think about future needs. Previous research by Yahya (2021) was entitled "determinants of student consumptive behavior". Shows that hedonic lifestyle has a positive and significant influence on students' consumptive behavior. Furthermore, according to Minanda et al (2018) entitled "Online Shopping Consumptive Behavior in Students of the Faculty of Social and Political Sciences, Halu Oleo Kendari University." Shows that the consumptive behavior of fisip students is reflected in behavior that shows shopping to maintain self-appearance, shopping because of discounts, shopping to follow fashion trends and shopping influenced by promotions. Then research by Wahyudi (2022) shows that the variables of Flash Sale, cashback and free shipping simultaneously have an effect and are significant on the consumptive behavior of Muslim consumers using the Shopee application in Aceh. Based on the phenomenon and related research described above, the author is interested in conducting research entitled "The Effect of Free Shipping, Flash Sale, and COD on the Shopee Application on Student Consumptive Behavior"

LITERATURE REVIEW

Consumptive Behavior

According to Permatasari et al. (2023), consumptive behavior is a person's tendency to infinitely consume an item, it is not uncommon for humans to prioritize irrational things rather than prioritizing future needs. According to Tambunan (2001) consumptive behavior is the desire to consume items that are actually less needed excessively to achieve maximum satisfaction. This consumptive behavior does not seem to have good benefits for the perpetrators, because in addition to draining income but can also cause wasteful behavior. Based on the opinions of experts described above, the author draws the conclusion that, Consumptive behavior is an attitude of consuming a product and or buying excessively without prioritizing the value of the benefits of a product and the level of urgency. This attitude tends to attach importance to the factor of desire rather than need.

According to Kurniawan (2017) in his research entitled "Analysis of Factors Influencing Economic Consumptive Behavior in Students" said that the factors that influence consumptive behavior in students are as follows. First, buyers want to look different from the rest. Most consumptive traits arise because buyers want to have goods that no one else has, as a result buyers will look for rare or limited edition items, of course, the price is also certainly very expensive. Second, pride because of his appearance. Consumptive nature is also common because of an excessive sense of pride in appearance. Usually people will be confident when they have luxury items and are always updated or the latest. Third, jump on the bandwagon. There is also the nature of people who follow with others so that whatever it is will always be bought and want to always have items that are famous along with the times. Fourth, attract attention from others. This is one of the most influential factors on a person's consumptive behavior, usually people who always want to attract the attention of others must have a way, one of which is to have items that are up to date. The tendency of people will maximize their shopping activities no longer according to their primary daily needs but according to their respective tastes (tertiary).

According to Lestarina et al. (2017) there are several aspects that can be seen from consumptive behavior. First, impulsive buying. Impulse buying is an act of someone who is done suddenly or without careful planning

in making a purchase, and the purchase decision occurs at the place of purchase. Usually this purchase occurs because it is stimulated by something interesting. Second, addictive consumption, is the tendency of a person to have dependence on a product or service. Third, compulsive consumption, a person's behavior in shopping that is done abnormally or unusually without paying attention to what is actually a need.

Free shipping

According to Razali et al. (2022) free shipping is helping consumers who oppose or object to the amount of shipping costs charged to consumers through cost reduction. Consumers can get free shipping if the transaction exceeds the specified amount. It can be concluded that Free shipping is a shipping cost that is no longer deferred to the buyer but the cost has been borne by the seller. The Free Shipping program carried out by Shopee is usually in the form of a discount on shipping costs in a certain amount with certain conditions such as minimum purchase and use of payment methods. Free shipping provided by Shopee in the form of vouchers that can be claimed.

Some indicators of free shipping are as follows. First, free shipping provides attention, which means the message conveyed must get attention from those who receive it. This aims to make consumers or potential customers as target targets. Second, free shipping has an appeal, meaning that it can generate interest in buying a product or service. Third, free shipping arouses the desire to buy, which encourages someone to own an item. This desire is related to a person's motive or motivation to buy an item. Fourth, free shipping encourages purchases, there is a strong desire by consumers so that purchasing decisions occur.

Flash sale

Flash Sale is a development of price of deals which is a promotional tool of sales promotion. Flash Sale is a form of promotion that directly reduces product prices within a limited time with a limited quantity of products as well (Andarini, 2021). Flash Sale is a flash sale that provides promotions in the form of discounts but in a short time (Martaleni et al., 2022). Flash Sale is a product offer in limited quantities by applying discounts and time limits (Zakiyyah, 2018). Based on the understanding that has been described from several researchers, it can be concluded that Flash Sale is a form of sales promotion that sells products with a limited quantity within a certain period of time by applying discounts.

According to Dewanti (2022), the indicators of the flash sale are as follows. First, offer discounted rates. Someone who is eyeing a flash sale expects a discount to be applied, so that the person can have the item he wants at a lower price than the original price. Secondly, the products in flash sales vary. The variety of products during the flash sale makes one have a large selection of products to buy. The goal is that consumers do not get bored with product choices and stimulate consumers to try other products. Third, the flash sale deadline. The limited time of flash sales aims psychologically, making someone think when else to get something this cheap. This will help him to decide on a purchase.

COD (cash on delivery)

Cash means cash, while on delivery means when sent. Cash On Delivery (COD) is a payment term agreed between the seller and the buyer, this means payment will be made when the goods have been received, not before the product is delivered (Pasaribu, 2022). COD (Cash On Delivery) or in Indonesian known as Pay On Place is a cash payment method where when someone makes an online purchase transaction, payment will only be made when the ordered goods have arrived or been received by the buyer. According to (Mayangsari & Aminah, 2022); Tendiyanto et al. (2023), COD is payment access for shipping goods when the goods arrive at the destination address. According to Mayangsari and Aminah (2022), COD service is a cash payment method where goods can be paid when received by the buyer. Cash On Delivery (COD) is a payment method that exists in online transactions, this method can be interpreted as payment made in cash and directly when the order arrives in the hands of the buyer.

According to Manzoor (2010), E-Commerce or online stores are said to be safe and trustworthy if they provide Cash On Delivery services for their customers. The Cash On Delivery (COD) indicator is as follows. First, security by using the COD payment method is safer because consumers ensure that their goods arrive safely. Second, it is easy to make buying and selling transactions where consumers only need to provide cash without having to make a transfer through a bank or other digital wallet. Third, the COD payment method makes consumers more confident if the goods that come are in accordance with expectations, because payment is made after the goods arrive.

Relationships between variables

In shopping online, sometimes consumers feel very objected to the shipping costs they have to pay even though the price of goods in online stores is relatively cheaper than in conventional stores. Especially when the

cost of shipping costs is many times greater than the price of the product purchased. With the free shipping promotion in the form of vouchers, buyers will not hesitate to buy an item. Some buyers usually before buying one item will check the availability of free shipping vouchers first. Free shipping vouchers that are usually given by Shopee have several requirements, including a minimum purchase and payment method. For example, to be able to use a free shipping voucher with a discount of 40,000, the buyer must make a purchase worth 120,000 with a package weight of approximately 1 kg. With such requirements, buyers have to increase the quantity of products with goods that are actually less needed (Ufi et al., 2023).

Flash Sale promotions carried out by Shopee can stimulate someone to buy their favorite items. The discount applied makes someone dark in the eyes and will buy it without thinking about the usefulness of the item. The benefits obtained will make it difficult for someone to control their purchases, resulting in consumptive behavior. Research conducted by Kurniawan (2017) shows a positive and significant influence between Flash Sale on consumptive behavior.

The ease of transacting in online stores with the availability of the COD (Cash On Delivery) payment method by Shopee increasingly makes consumers feel trusted, safe, and easy. Previous research conducted by Jumaida Pulungan entitled "The Effect of Cash On Delivery (COD) Payment Method on E-Commerce on Consumption Behavior of the Kampung Baru Sub-district Community, Dumai in Sharia Economic Perspective" showed a positive and significant influence between COD on consumption behavior both in fulfilling needs and wants. However, it is also said that between the two consumption is more dominant based on desire alone. Therefore, researchers are also interested in examining the relationship of COD to student consumptive behavior on the Shopee application. Therefore, the hypotheses in this study and still have to be proven empirically are:

- Hypothesis 1 : Free shipping on the Shopee application has a positive and significant effect on student consumptive behavior partially
- Hypothesis 2 : Flash Sale on the Shopee application has a positive and significant effect on student consumptive behavior partially
- Hypothesis 3 : COD on the Shopee application has a positive and significant effect on student consumptive behavior partially
- Hypothesis 4 : Free shipping, Flash Sale, and COD on the Shopee application have a positive and significant effect on student consumptive behavior simultaneously

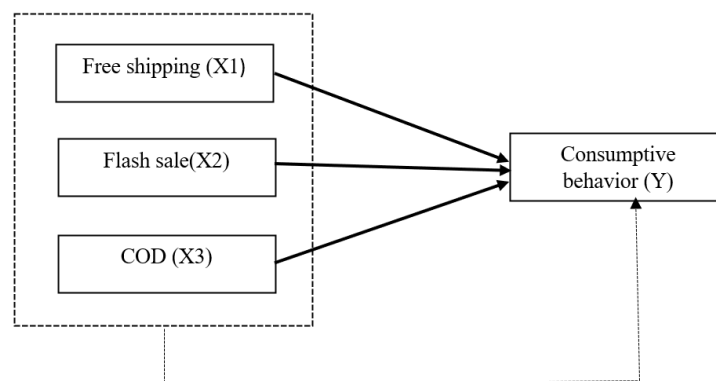


Figure 1. Conceptual framework

METHODS

The type of research used by the author is quantitative research. According to Sugiyono (2010) explained that quantitative methods are research in the form of numbers and statistical analysis. In collecting data, researchers use questionnaires to get feedback from respondents. This study is about the Effect of Free Shipping, Flash Sale, and COD Programs on the Shopee Application on Student Consumptive Behavior which aims to obtain information about what is being studied from respondents who are considered representative of a population.

In this study, the population was Kupang State Polytechnic students who used the Shopee application with an unknown number. The sampling technique used is non-probabilistic sampling. Non-probabilistic does not provide equal opportunities for every member of the population to be sampled (Sugiyono, 2010). The approach used is purposive sampling, which is subjectively selected sampling. The provisions in this study are Kupang State Polytechnic Students who actively use the Shopee application (have shopped through shopee more than 4 times).

According to Sugiyono (2010) this multiple linear regression analysis aims to find out whether there is a significant influence between the independent variable and the dependent variable. In this study the independent variables were Free shipping, Flash Sale, and COD. While the dependent variable is Consumptive Behavior. The coefficient of determination test (R^2) is used to determine the contribution or contribution made by the independent variable to the dependent variable. The value of the coefficient of determination is between 0 – 1 ($0 < R < 1$). If the influence of the independent variable on the dependent variable is very strong then the value is 1, and vice versa if the value of the independent variable on the dependent variable has a lemma then the value is 0.

RESULTS AND DISCUSSION

General Description of Research Objects

Shopee was first founded in 2009 by Forest Li. Shopee is an electronic commerce platform whose head office is located in Singapore under the SEA Group. Furthermore, Shopee launched in Singapore in 2015 and began to expand its network to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Tech in Asia makes Shopee one of the 5 most disruptive e-commerce due to its mobile element built around the concept of global e-commerce and as the first social mobile-centric marketplace where users can browse, shop, and sell at any time. Integrated with logistics and payment support that aims to make online shopping easy and safe for sellers and buyers.

Shopee was officially launched in Indonesia in December 2015 under the auspices of PT Shopee International Indonesia. Shopee Indonesia is located at Wisma 77 Tower 2, Jalan letjen. S. Parman, Palmerah, Special Capital Region of Jakarta 11410, Indonesia. Offering a one stop mobile experience, shopee provides a live chat feature that makes it easy for sellers and buyers to interact with each other easily and quickly. Shopee is here in Indonesia to bring a new shopping experience. Shopee facilitates sellers to sell easily and equips buyers with secure payment processes and integrated logistics arrangements. The target of Shopee users is young people who are currently accustomed to doing activities with the help of gadgets including shopping activities, for that Shopee comes in the form of a mobile application to support easy and fast shopping activities.

At the stage of Multiple Linear Regression analysis with the help of SPSS 23. This analysis aims to determine whether there is a significant influence between the independent variable and the dependent variable. In this study the independent variables were Free shipping, Flash Sale, and COD. While the dependent variable is Consumptive Behavior. The results of multiple linear regression analysis can be seen in the following table:

Table 1. Multiple regression analysis results						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.987	3.728		3.215	.002
	FREE HANGOUT	.432	.148	.306	2.912	.004
	FLASH SALE	.142	.204	.075	.695	.489
	COD	.408	.186	.211	2.194	.031

a. Dependent Variable: consumerism

From the results of multiple linear regression analysis above, the following equation can be made:

$$Y = 11.987 + 0.432X_1 + 0.142X_2 + 0.408X_3 + e$$

Based on the form of the equation above, it can be explained as follows:

1. The constant value is obtained at 11.987. This value means that the variables Free Shipping, *Flash Sale*, and COD have a positive relationship of 11,987 to the variables of consumptive behavior of Kupang State

Polytechnic students. So if the variables Free Shipping, *Flash Sale*, and COD are equal to zero, then the variable of consumptive behavior of Kupang State Polytechnic students will remain at 11,987

2. The value of the variable coefficient of free shipping is obtained at 0.432. This value can mean that the free shipping variable has a positive relationship of 0.432 on the consumptive behavior of Kupang State Polytechnic students. So if the free shipping variable increases by 1 unit, there will be an increase of 0.306 on the variable of consumptive behavior of Kupang State Polytechnic students
3. The value of the flash sale variable coefficient was obtained at 0.142. This value can mean that the flash sale variable has a positive relationship of 0.142 on the consumptive behavior of Kupang State Polytechnic Students. So if the flash sale variable increases by 1 unit, there will be an increase of 0.142 against the consumptive behavior variable of Kupang State Polytechnic
4. The value of the COD variable coefficient is obtained at 0.408. This value can mean that the flash sale variable has a positive relationship of 0.408 on the consumptive behavior of Kupang State Polytechnic Students. So if the flash sale variable increases by 1 unit, there will be an increase of 0.408 on the Kupang State Polytechnic consumptive behavior variable.

The t test in this study aims to determine the effect of Free Shipping, *Flash Sale*, and COD partially on the variables of student consumptive behavior. From the test results, it can be concluded as follows:

1. The calculated t value for the free shipping variable was obtained at 2,912 with a significance level of 0.004 while the table t value in this study was 1,980 thus, it can be concluded that the free shipping variable partially affects and is significant on the variable of student consumptive behavior. This is because the calculated t value is greater than the table t value ($2.912 > 1.980$) and the significance level is below 0.05 ($0.004 < 0.05$) or Hypothesis 1 is accepted.
2. The calculated t value for the *flash sale* variable was obtained at 0.695 with a significance level of 0.489 while the table t value in this study was 1.980 thus, it can be concluded that the *flash sale variable* partially has no effect and is significant on the variable of student consumptive behavior. This is because the calculated t value is smaller than the table t value ($0.695 < 1.980$) and the significance level above 0.05 ($0.489 > 0.05$) or Hypothesis 2 is rejected.
3. The calculated t value for the COD variable was obtained at 2,194 with a significance level of 0.031 while the table t value in this study was 1,980 thus, it can be concluded that the free shipping variable is partially influential and significant on the variable of student consumptive behavior. This is because the calculated t value is greater than the table t value ($2.194 > 1.980$) and the significance level is below 0.05 ($0.031 < 0.05$) or Hypothesis 3 is accepted.

Test F in this study aims to examine the effect of Free Shipping, *Flash Sale*, and COD variables simultaneously on student consumptive behavior. From the results of the F test, a calculated F value of 8.419 was obtained with a significant level of 0.000 while the f value of the table was obtained of 3.09. Thus, it can be concluded that the variables Free Shipping, *Flash Sale*, and COD simultaneously have an effect and significant on the variables of student consumptive behavior. This is because the calculated F value is greater than the table F value which is $8.419 > 3.09$ and significantly smaller than 0.05 which is $0.000 < 0.05$ or the Ha4 hypothesis is accepted.

This coefficient of determination test is used to determine the contribution or contribution given by the variables Free Shipping, *Flash Sale*, and COD to the variables of student consumptive behavior. From the results of the determination test, it can be concluded that the variables Free Shipping, *Flash Sale*, and COD are able to explain the variables of student consumptive behavior by 20.8%. While the remaining 79.2% was influenced by other factors outside this study.

The effect of free shipping on consumptive behavior

Based on the results of the tests that have been carried out, the Free Shipping variable on the Shopee application partially affects and is significant on the variable of consumptive behavior of Kupang State Polytechnic students. This means that hypothesis 1 is accepted or Ha1 is accepted. Because the calculated t value is greater than the table t and the significant level is below 0.05. The results of this study are in line with research conducted by , which states that free shipping affects purchasing decisions (Siregar, 2023).

The effect of flash sales on consumptive behavior

Based on the results of the tests that have been carried out, the *Flash Sale variable* in the shopee application partially has no effect on the consumptive behavior of Kupang State Polytechnic Students. This means that hypothesis two is rejected. Because the calculated t value is smaller than the table t value then the

significant level is above 0.05. *Flash sales* on the shopee application do not affect the consumptive behavior of Kupang State Polytechnic students. The bigger or smaller *the Flash sale* given by shopee, cannot affect the change in consumptive behavior of Kupang State Polytechnic students. This result is because Flash sale is not a determining factor in explaining changes in consumptive behavior of Kupang State Polytechnic students.

The results of this study are in line with the results of research conducted by Zakiyyah (2018), in his journal entitled *The Effect of Flash Sale on Online Impulse Purchases at Pulchrage Gallery Stores* which states that flash sales held have no effect and are significant on purchasing decisions at shopee. According to Zakiyyah (2018) *flash sales*, it has no effect on impulse purchases because many consumers take advantage of *flash sales* to save money by taking advantage of promotional prices and not to enjoy the fun experience of hunting *flash sales* and be happy with their purchases.

The effect of COD on consumptive behavior

Based on the results of the tests that have been carried out, it can be concluded that the COD variable in the shopee application partially has a positive and significant effect on the consumptive behavior variable of Kupang State Polytechnic students. This means that hypothesis 3 is accepted because, the calculated t value is greater than the table t value and is significant.

The results of this study are in line with research conducted by Jumaida Pulungan which explains that there is a significant influence between COD variables on the consumption behavior of the new village community both in fulfilling needs and desires.

The effect of free shipping, flash sale, and COD on consumptive behavior

Based on the results of the tests that have been carried out, it can be concluded that the variables Free Shipping, Flash Sale, and COD on the Shopee Application simultaneously have an effect and significant on the consumptive behavior of Kupang State Polytechnic students. This means that Hypothesis 4 is accepted because the calculated F value is greater than the table F value and significant below 0.05.

CONCLUSION

Several things can be concluded based on the results of the study. The level of respondents' perception of the Free Shipping variable is high. In the Flash Sale variable is classified as high. The COD variable is very high. Then, the variable Consumptive Behavior is classified as moderate. The variables Free shipping and COD on the shopee application have a positive and significant influence on the consumptive behavior of Kupang State Polytechnic students. This is because the calculated t value is greater than the table t and the significant value is below 0.05. This also means, if the Free Shipping and COD variables increase by 1 unit, there will be an increase in the variable of consumptive behavior. Then it can be concluded that Ha1 and Ha3 are accepted. Flash sale variables have no influence on the consumptive behavior of Kupang State Polytechnic students, because the table t value is greater than the calculated t value and significant values above 0.05. This also means, the bigger or smaller the Flash sale given by shopee will not affect changes in the consumptive behavior of Kupang State Polytechnic students. Then it can be concluded that Ha 2 was rejected. The variables Free Shipping, Flash Sale and COD simultaneously have an effect and significant on the Consumptive Behavior of Kupang State Polytechnic students, with an influence of 20.8%. Thus hypothesis 4 is accepted.

Based on the conclusions stated above, the suggestions that the author can give to students who on average do not have a fixed income and still depend on their parents, are as follows. First, free shipping affects students' consumptive behavior. Therefore, students must be wiser in using free shipping vouchers at shopee, the use of these vouchers should be spent on items that are needed. So that students get important items at appropriate prices and with free profitable shipping. That way students can save expenses. Second, COD affects the consumptive behavior of students. Therefore, the author's suggestion is that because it is very easy and practical to pay COD, it is expected that students can control online shopping transactions with this payment method. If you have cash, you can save or use it for other important things.

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