

The Influence of Flash Sales, Online Customer Reviews, and Use Behavior Online Shopping Application on Impulsive Buying Behavior in Generation Y and Z Shopee Application Users in Bali

I Wayan Gede Antok Setiawan Jodi

Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Indonesia

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ABSTRACT

This research was conducted based on gaps in previous research results or research gap. Apart from that, there is also a research problem regarding the decreasing demand for products on Shopee. This research aims to explain the influence of flash sales, online customer reviews, and use behavior online shopping application on impulsive buying behavior in Generation Y and Z Shopee Application Users in Bali. The research population is all Shopee application users in Bali. The sample in this study was 138 respondents taken using purposive sampling. The analytical tool used to test the hypothesis is multiple regression. The research results show that flash sales, online customer reviews, and use behavior online shopping application have an influence on impulsive buying behavior in Generation Y and Z Shopee Application Users in Bali. Suggestions for further research can develop this research by adding other variables.

Keywords: Flash Sales, Online Customer Reviews, Use Behavior Online Shopping Application, Impulsive Buying Behavior

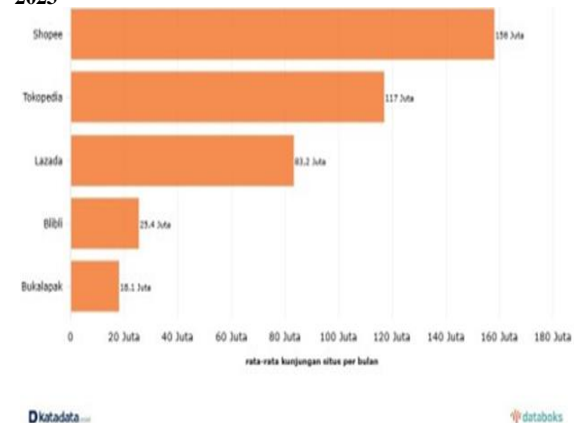
INTRODUCTION

In recent years, marketplace-based online shopping has become increasingly popular among Indonesian people. This cannot be denied because naturally the increasingly widespread use of internet-based technology directly or indirectly influences consumers' views on how to shop for life's necessities in

the modern era. Impulsive buying behavior occurs because of online retail stimulation that offers attractive goods, resulting in an urge to buy more. Generation Y spans the years 1977-1994 and Z spans the years 1995-2010 to switch from offline to online activities. E-commerce or electronic commerce is an electronic trading activity where buying and selling transactions involve a digital platform.

Shopee is an e-commerce site that is growing and popular among the public. Shopee is an online shopping platform that sells various kinds of modern needs and allows consumers to fulfill their needs on one platform.

Figure 1. E-Commerce with the Most Visitors in Indonesia in 2023



Source: <https://databoks.katadata.co.id/> (2023)

Based on Figure 1, it can be seen that Shopee is the e-commerce with the highest

number of site visits Indonesia kuartal I-2023. During the January-March period this year, the Shopee site received an average of 157.9 million visits per month, far surpassing its competitors. Average number of Shopee site visitors per month (quarter III 2019–quarter II 2022) which specifically shows the growth in average Shopee visits from year to year, where the cumulative percentage of the number of Shopee marketplace users from the third quarter of 2019 to the second quarter 2022 has grown by 134% and can be said to be increasing even though there are still fluctuations at certain times.

Impulsive buying is something that encourages potential customers to act because of the appeal of certain sentiments or passions (Manning and Reece, 2001:159). Based on this understanding, impulsive buying behavior is consumer behavior in making purchasing decisions based on momentary emotions. Flash sales are one of the marketing activities that many consumers are always waiting for. Flash sales are promotional discounts offered by market places or e-commerce for a short period of time and also in limited quantities. Generally, the discounts in flash sales are very high and the promotions are more significant than usual discounts or promotions. The main aim of flash sales is basically to sell products in large quantities at relatively cheap prices (Sundjaja et al., 2020). Flash sales will attract consumers' interest in shopping. The reaction that arises from a flash sales causes an impulsive reaction. Online customer reviews are a form of word of mouth communication in online sales. Word of mouth communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups regarding a product or service.

Aims to provide personal information (Kotler and Keller, 2012). Online customer reviews are a determining factor in increasing consumer purchasing power.

Consumers will see reviews of a product online. An easy way to get this information is to look at reviews and see ratings for an online shop.

According to Venkatesh et al. (2003) usage behavior is defined as an individual's overall feeling reaction to using a system. A system will be used when the user of the information system is interested in using technology because of the belief that using information technology can be done easily, improve performance, and there is influence from the surrounding environment to use information technology.

Research on flash sales conducted by Fajar (2023) shows that flash sales has a positive influence on impulsive buying after the pandemic. This is also confirmed by research by Azizah (2022) that flash sales positively influence impulsive buying. Wangia's research (2021) shows that flash sales has a positive and significant influence on impulsive buying. Juwita's research (2023) shows the results that partially the flash sales promotion variable has a positive and significant influence of 65.8% on impulsive buying. However, research by Nighel et al. (2022) stated that flash sales do not has a significant influence on impulsive buying.

Research on online customer reviews conducted by Fikriyah (2023) shows that online customer reviews has a positive influence on impulsive buying. Strengthened by Damayanti's (2022) research, online customer reviews has a significant influence on impulsive buying. Likewise, research from Darmawan (2023), online customer reviews has a positive and significant influence to impulsive buying behaviour. Research Aldhama (2022) customer reviews significant influence to impulsive buying. However, according to Rahmanda (2022), customer reviews has a positive but not significant influence on impulsive buying. According to Irawati (2021) online customer reviews are said to be one of the factors in purchasing decisions.

Research on use behavior online shopping application conducted by Akram (2017) shows that use behavior has a positive and significant influence on impulsive buying.

Based on the phenomenon and research gap, researchers are interested in conducting further research with the title "The Influence of Flash Sales, Online Customer Reviews, and Use Behavior Online Shopping Application on Impulsive Buying Behavior in Generation Y and Z Shopee Application Users in Bali".

This problem will be scoped with the S-O-R theory, this theory is a simple principle where the influence is a reaction to a stimulus producing a response which is a back reaction from the individual when receiving stimuli from the media. The flash sales variable is supported by research from Wangia (2021) which states that flash sales has a positive and significant influence on impulsive buying. Online customer reviews are supported by research from Damayanti (2022) explaining that the online customer reviews variable has a positive and significant association with impulsive buying. The packaging design is supported by research from Akram (2017) which shows that use behavior has a positive and significant influence on impulsive buying. Based on the background of the problem above, the problem that can be formulated in this research is whether flash sales, online customer reviews and use behavior online shopping application has an influence on impulsive buying behaviour.

LITERATURE REVIEW

Stimulus-Organism-Response (S-O-R)

Teori on this research is the stimulus-organism-response (S-O-R) theory. This theory is a simple principle where the influence is a reaction to a stimulus producing a response which is a back reaction from the individual when receiving stimuli from the media. One can expect or estimate a link between the influences of mass media messages and the audience's reaction, it can also be said that the

influence produced is a specific reaction to the response stimulus, so that one can expect and estimate the suitability between the message and the reaction of the communicant.

Impulsive Buying Behavior

Impulsive buying is a person's desire to buy a product in large quantities suddenly without going through a long consideration and thought process. In practice, this decision uses more emotional feelings than logic. Usually, this habit appears when you are stimulated by something interesting. For example, discounts or promos can make you interested in buying, because you feel you won't be able to get this opportunity in the future. According to Indrasari (2022) indicators of impulsive buying behavior are: 1)spontaneity, 2)strength, 3)excitement, 4)stimulation, and 5)indifference to consequences.

Flash Sales

Flash sales are a sales method that is carried out by providing discounts on products sold where the number of products is limited to a certain amount and sales are within a certain short period of time. According to Octaviyanto (2022), flash sales indicators are: 1)discount, 2)frequency, 3)duration, 4)availability, dan 5)attractive flash sales.

Online Customer Reviews

Online customer reviews are information from product and service evaluations placed on third party sites and retailers, created by consumers (Rohmatulloh, et al., 2021). With this information review, potential consumers can obtain product quality according to reviews and experiences written by consumers who has purchased products or services sold online. (Rahmanda, 2022). According to Latifa et al. (2021) online customer reviews indicators are: 1)source credibility, 2)argument quality, 3)perceived usefulness, 4)review valence (combined reviews), and 5)quantity of reviews (number of reviews).

Use Behaviour Online Shopping Application

According to Venkatesh, et al (2003) usage behavior is defined as an individual's overall feeling reaction to using a system. The indicators according to Venkatesh et al. (2012) as follows: usage time, usage frequency, use variety.

The Influence of Flash Sales on Impulsive Buying Behavior

Flash sales are a sales method that is carried out by providing discounts on products sold where the number of products is limited to a certain amount and sales are within a certain predetermined time period. The main aim of flash sales is basically to sell products in large quantities at relatively cheap prices (Sundjaja et al., 2020). Flash sales will attract consumers' interest in shopping directly, so that flash sales can cause impulsive reactions that occur spontaneously.

According to research conducted by Fadila et al. (2023) flash sales has a positive and significant influence on impulsive buying, which means that flash sales has an influence on impulsive buying. The results of a study conducted by Hasanah et al. (2023) also confirm that flash sales has a positive influence on impulsive buying. In line with the results of research conducted by Fajri et al. (2023) shows that flash sales has a positive and significant influence on impulsive buying. The research results of Permatasari et al. (2023) stated that flash sales has a positive and significant influence on impulsive buying. Supported by research by Wahyuni et al. (2023) which states that flash sales has a positive and significant influence on impulsive buying behavior.

Based on the description of flash sales, the hypothesis developed in this research is:

H₁: Flash sales has a positive influence on impulsive buying behavior.

The Influence of Online Customer Reviews on Impulsive Buying Behavior

Online customer reviews are a form of word

of mouth communication in online sales. Word of mouth communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups for a product or service which aims to provide personal information (Kotler and Keller, 2012).

The results of research conducted by Amelia et al. (2022) online customer reviews has a positive and significant influence on impulsive buying. The results of a study conducted by Hana et al. (2022) also confirm that online customer reviews has a positive and significant influence on impulsive buying. In line with the results of research conducted by Ginting et al. (2023) stated that online customer reviews has a positive and significant influence on impulsive buying. The results of research by Amelia et al. (2022) stated that online customer reviews has a positive and significant influence on impulsive buying. Supported by research by Dani et al. (2023) which states that online customer reviews has a positive and significant influence on impulsive buying.

Based on the description of online customer reviews, the hypothesis developed in this research is:

H₂: Online customer reviews has a positive influence on impulsive buying behavior.

The Influence of Use Behavior Online Shopping Application on Impulsive Buying Behavior

According to Venkatesh et al. (2003) usage behavior is defined as an individual's overall feeling reaction to using a system. Research on use behavior online shopping application conducted by Akram (2017) shows that use behavior has a positive and significant influence on impulsive buying.

Based on the description of packaging design, the hypothesis developed in this research is:

H₃: Use behavior online shopping application has a positive influence on impulsive buying behavior.

RESEARCH METHODS

This research uses a quantitative research design. This research uses reflective indicators. Finally, it can be explained that this research is included in the category of explanatory research, namely explaining a relationship between variables through hypothesis testing.

Questionnaires were used to collect data, where questionnaires were given directly to Shopee users in Bali.

The population in this study are Shopee platform users who live in Bali, the exact number of which is not known. The sampling technique used purposive sampling with a sample size of 138 respondents. Data analysis carried out included multiple linear regression analysis by t test.

RESULTS AND DISCUSSION

Table 1. Hypothesis Test Results

Variabel	Unstandardized		Standardized	T	Sig
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	34,304	20,466		1,676	0,096
Flash Sale	0,200	0,082	0,186	2,447	0,016
Online Customer Review	0,495	0,072	0,498	6,922	0,000
Use Behaviour Online Shopping Application	0,225	0,045	0,286	4,973	0,000
R			: 0,837		0,837
R Square			: 0,701		0,701
Adjusted R square			: 0,694		0,694
F Statistik			: 104,751		104,751
Signifikansi Uji F			: 0,000		0,000

The Influence of Flash Sales on Impulsive Buying Behavior in Generations Y and Z of Shopee Application Users in Bali

The first hypothesis (H₁) was carried out to determine the influence of flash sales on impulsive buying behavior. The results of research that has been carried out are 0.200, T test 2.477, and sig. 0.016 < 0.05 proves that flash sales (X₁) variable has a positive influence on impulsive buying behavior (Y) in Generation Y and Z Shopee Application Users in Bali.

This shows that the more flash sales increase, the more impulsive buying behavior will increase. The results of this research are in line with research conducted by Fajar (2023), Azizah (2022), Wangia (2021), Juwita (2023), and Nasiti (2020) stated that flash sales has a positive and significant influence on impulsive buying

behavior.

The Influence of Online Customer Reviews on Impulsive Buying Behavior in Generations Y and Z of Shopee Application Users in Bali

The second hypothesis (H₂) was carried out to determine the influence of online customer reviews on impulsive buying behavior. The results of the research carried out were 0.495, T test 6.922, and sig. 0.000 < 0.05 proves that online customer reviews (X₂) variable has a positive influence on impulsive buying behavior.

The results of this research are in line with research conducted by Fikriyah (2023), Damayanti (2022), Darmawan (2023), Aldhama (2022), and Wati et al. (2022) stated that online customer reviews has a positive and significant influence on

impulsive buying behavior.

The Influence of Use Behavior Online Shopping Application on Impulsive Buying Behavior in Generations Y and Z of Shopee Application Users in Bali

The third hypothesis (H₃) was carried out to determine the influence of use behavior online shopping application on impulsive buying behavior. The results of the research carried out were 0.225, T test 4.973, and sig. 0.000 < 0.05 proves that use behavior online shopping application (X₃) variable has a positive influence on impulsive buying behavior.

The results of this research are in line with research conducted by Arkam (2017) which states that use behavior online shopping application has a positive and significant influence on impulsive buying behavior.

CONCLUSION AND SUGGESTION

The research results show that flash sales, online customer reviews, and use behavior online shopping application have an influence on impulsive buying behavior in Generation Y and Z Shopee Application Users in Bali.

The results of the research analysis show that online customer reviews are the dominant variable in impulsive buying behavior. So it is very important for the Shopee platform to always maintain online customer reviews, such as increasing the trust of new consumers from old consumer reviews, maintaining a large number of positive reviews on the Shopee application. It is hoped that further research will be able to add variables that can influence impulsive buying behavior, and is able to expand the scope of research or can also change research locations that are not only focused on one research location, thus providing a more comprehensive view and being able to be implemented in general.

Declaration by Authors

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