

ANALYZING IMPULSE BUYING: LIVE STREAMING, FLASH SALES, AND FREE SHIPPING TAGLINE FOR PINKFLASH COSMETICS ON SHOPEE

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ABSTRACT

The purpose of this study is to explore the role of live streaming. Flash Sale and free shipping tagline for direct purchases of Pinkflash Cosmetics on e-commerce Shopee. PinkFlash products are in great demand by students because they have low prices. And the sales level of PinkFlash is quite high on Shopee. This study was conducted in a student environment and the focus of the research on Pinkflash cosmetics has not been widely used in research, and provides empirical data on impulsive buying behavior towards foreign cosmetic brands that are developing in Indonesia. The research method chosen in this study is quantitative method. The study population for this study consisted of students studying the 2020 management using a purposive sampling method. The sample size for this study is 155 respondents. The relationships between several independent variables and the dependent variables were analyzed using multiple linear regression analysis. results this study show live streaming (X1), flash sales (X2) and free shipping tagline (X3) together play a significant role in impulsive purchases of Pinkflash cosmetic products on Shopee e-commerce. In part, live stream (X1) does not play a significant role in impulse buying. Meanwhile, flash sales (X2) and the free shipping tagline (X3) play a significant role in impulse buying. By utilizing three variables, Company can create an interesting shopping experience that encourages spontaneous purchases.

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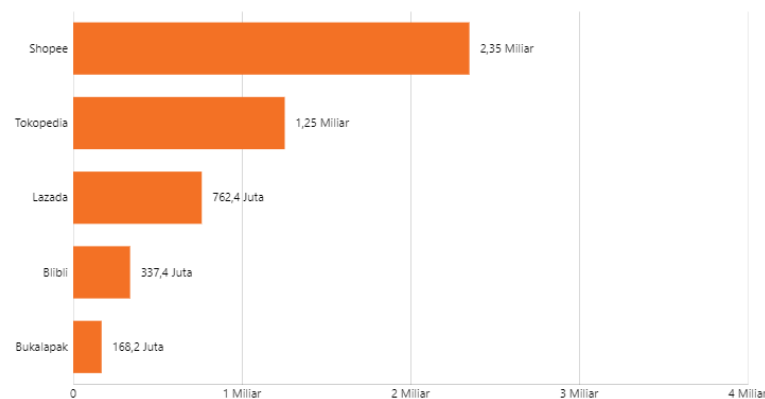
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1. Introduction

The growth of technology in Indonesia continues to increase significantly and can be utilized by entrepreneurs to drive the development of their business, this phenomenon also has an impact on the evolution of digital marketing. Currently, digital marketing has a major influence on the business world as a means of promotional media and product introduction media. Digital marketing offers many conveniences for both sellers and buyers (Cindya et al., 2023). In recent years, the e-commerce industry in Indonesia has experienced very rapid growth. Shopee is one of the most popular e-commerce platforms in Indonesia, which offers various innovative features to improve the online shopping experience for its users. Shopee is one such that is capitalizing on the e-commerce business opportunities by livening up the mobile market segment (Al Aradatin et al., 2021). Ahdiat (2023), Shopee ranks top as one of the top platforms as one of the most visited e-commerce the data is proven by the following graph:

Figure 1. 5 E-Commerce with the most Visitors in 2023



Source: databoks.katadata.co.id

Shopee dominated the e-commerce landscape in 2023, attracting a whopping 2.3 billion visits. This dwarfs its competitors: Tokopedia (1.25 billion visits), Lazada (762.4 million visits), Bilibili (337.4 million visits), and Bukalapak (168.2 million visits). To stay competitive with its competitors, Shopee provides various features such as the tagline "free shipping", discounts, cashback and flash sales. Shopee also presents a new innovative feature called ShopeeLive. All of these features are designed to encourage Shopee users to make impulsive purchases. Wiyono et al., (2023) explained that sudden purchases or what are commonly called impulsive purchases are purchases triggered by advertisements that can reach consumers through various promotional channels.

Indonesia can be said to be a very potential market for marketing beauty products. Because Shopee users are dominated by women, products related to beauty products such as skincare and bodycare are the second best-selling after fashion products (Team, 2023). Therefore, many foreign cosmetic companies are expanding their markets in Indonesia. One of the foreign cosmetic products that is expanding its market share in Indonesia is Pinkflash. Pinkflash is a newcomer cosmetic product from China which was officially launched in September 2020, with a relatively cheap price so that it is suitable for students' pockets or for beginners to try to learn make-up (Shopee, 2021). In line with the statement of Purnomo et al., (2020) if the price offered by the company is relatively cheap, consumer interest is high and feels fulfilled. Because the price in consumer decisions is a factor in deciding to buy a product or service (Ningtiyas et al., 2022).

To face the tight competition in the Indonesian cosmetics market, Pinkflash uses a marketing strategy by utilizing the live streaming feature on the Shopee e-commerce platform. Through this feature, Pinkflash can encourage impulsive purchases by allowing streamers to interact directly and provide real-time service to consumers and explain the advantages of Pinkflash cosmetic products. Research presented by Amallia & Syaefulloh (2023) states that this Shopee live feature can trigger an emotional connection between sellers and buyers with this emotional connection can trigger impulsive purchases. Live streaming can make consumers have less control over time to research products and are vulnerable to persuasion techniques conveyed by sellers. This can have an impact on consumer finances and can encourage consumers to make impulsive purchases. However, according to research by Rahayu et al., (2024) live streamer variable Doesn't meaningfully impact impulse buying, this can be interpreted that no matter how good a streamer is in conveying product information to the audience, it will not necessarily make consumers interested in buying products impulsively. No matter how good a streamer is at providing consumers with product information, if it is not accompanied by attractive promotions, it will not encourage consumers to make spontaneous transactions. Consumers can make spontaneous or impulse buying by simply looking at and reading a clear and complete description of the product, which helps consumers recognize the product without waiting for an explanation from the streamer.

To encourage consumers to make impulse buying, Pinkflash often runs flash sale programs. Providing flash sale promos will create a special attraction for consumers to buy without prior planning or with the flash sale will encourage consumers to make impulse buying (Wiyono et al., 2023) (Wiyono et al., 2023). However, research conducted by Ervina et al., (2024) explained that flash sales do not have a significant effect on impulsive buying because the products during the flash sale are very limited and are carried out in the middle of the night, making consumers less interested in making impulsive purchases when there is a flash sale program. Pinkflash further leverages "free shipping" taglines to nudge customers towards impulse purchases. This strategy tackles the perceived high cost of shipping, a known barrier to online purchases In agreement with Fitriana & Istiyanto, (2024) who explained free shipping tagline has a significant effect on impulse buying because the majority of consumers often find it difficult to pay shipping costs which can be more expensive than the price of the goods purchased. However, this is not in line with the research of Rusni & Solihin (2022) free shipping tagline has no influence on impulsive purchases, because Shopee provides a minimum purchase starting from 30-40 thousand, so that Shopee has succeeded in carrying out effective social branding because they have not been able to realize free shipping throughout Indonesia according to the promised tagline. Based on the phenomena and differences in previous research results regarding live streaming, flash sales, and free shipping tagline on impulse buying. Although many studies have proven the effectiveness of live streaming, flash sale, and free shipping taglines in encouraging impulsive purchases, it is still unclear which features play a significant role in influencing consumer behavior and how the interaction between these features affects purchasing decisions, especially on the purchase decision of Pinkflash cosmetics on the e-commerce Shopee. So further research is needed so this research is given the title "Analyzing Impulse Buying: Live Streaming, Flash Sales, and Free Shipping Tagline for PinkFlash Cosmetics on Shopee".

2. Literature Review

a. S-R Theory

S-R theory, or stimulus-response theory, is a theory that describes communication as a simple action-reaction process. It assumes that stimuli such as words, visual cues, and actions will elicit certain responses during communication. reactions can be verbal or non-verbal reactions or actions. The magnitude of the apparent response depends on the content and delivery of the stimulus, if the stimulus is ineffective, it will not elicit the desired response (Maulida & Kamila, 2021). In the marketing context, S-R theory can explain how incentives such as advertising or sales promotions can encourage impulse buying. Consumers who are influenced by advertising or promotional incentives may make purchases without careful consideration

b. Impulse Buying

Impulse buying are purchases made by consumers or buyers spontaneously regarding a product or service suddenly and without prior planning. These impulse buying are often triggered by emotional impulses, the visual appeal of a product or a tempting offer. Impulse buying can be triggered by advertising that can reach consumers through sharing promotional channels (Wiyono et al., 2023).

Impulse buying activities or spontaneous shopping activities carried out by consumers when they see an item they want and it is being discounted (price cut) without thinking twice (Darwipat et al., 2020). Impulse buying can be defined as sudden, interesting, complex hedonic consumer behavior or buying behavior, where the speed of the impulse buying decision process hinders wise buying, alternative information and choices (Khairunnisa & Heriyadi, 2023). Impulse buying indicators according to Ernestivita et al., (2023:54) are divided into:

1. Spontaneity
2. Power, compulsion and intensity
3. Excitement and simulation
4. Disregard for consequences

c. Live Streaming

Live streaming is a marketing activity carried out by sellers to market their flagship products in real time, usually via digital platforms such as social media or e-commerce. according to Lee & Chen (2021) Live streams are interactive events happening in real-time. During these sessions, hosts demonstrate the look, features, and other details of the product. Viewers can jump in and ask questions about price, shipping, or anything else related to the product. Live streaming indicators according to Fitryani et al., (2021)are:

1. Interaction
2. Real time
3. Promotion tools

d. Flash Sale

Flash sales are a marketing technique where sellers offer large discounts for a limited time with the aim of encouraging impulse buying. Flash sale programs have the ability to trigger consumer interest in making purchases of products (Syauqi et al., 2022). Flash sale is a form of discount or discount given to consumers with a certain time limit, product stock is small so that

consumers will be more required to make purchasing decisions quickly (Ernestivita et al., 2023:71). Flash sale indicators according to Ernestivita et al., 2023:71-72) are:

1. Big discount or discount during the promo
2. Frequency of flash sale promotions
3. Duration of the flash sale promo
4. Number of products available in the flash sale promo
5. Attractive flash sale promotion

e. Free Shipping Tagline

Taglines are part of a promotional strategy designed to make it easier for buyers to remember the advertisement. The purpose of this tagline is to strengthen effectiveness in moving buyers to choose and purchase products from the company. According to Pramesti et al., (2022) a tagline is part of an advertisement that is created to be easy for customers to remember. With the promotional strategy carried out by the company using the Free Shipping tagline, it is hoped that consumers will be encouraged to make purchases and can influence consumer purchasing behavior. The indicator tagline according to Firmansyah (2022) is:

1. Familiarity
2. Differentiation
3. Message of value

3. Method, Data, and Analysis

This study examines how live streaming, flash sales, and free shipping tagline promotions influence the impulse buying of Pinkflash cosmetics on Shopee. This study uses quantitative methods with multiple linear regression to analyze the data. The population is a group of objects or subjects that have specific qualities and characteristics that are set by the researcher for details and then draw conclusions (Sugiyono, 2022:80). The population used in this study were all active students of the Management study program, Class of 2020, Universitas Nusantara PGRI Kediri, totaling 252 students. Since a sample reflects the characteristics of a population, it's crucial to ensure the chosen sample accurately represents the entire population (Sugiyono, 2022:81). Determination of the sample using purposive sampling where the sample is taken based on criteria that are relevant to the study, Sample size calculated using Slovin's formula namely 155 samples. Data collection was carried out through a survey using a questionnaire in the form of a Google Form link to management students in 2020 who were Shopee users who had purchased Pinkflash cosmetics via WhatsApp messages. And data analysis in this study uses IBM SPSS Statistic 23 software. The analysis was conducted to test the research hypothesis about the relationship between independent variables and dependent variables and the statistical tests used include multiple linear regression tests to see the effect of independent variables on dependent variables simultaneously and partially.

4. Result and Discussion

The researcher determined the criteria that the respondents had to meet as a sample in the study, namely:

1. Class of 2020 Management study program student at Nusantara PGRI Kediri University
2. Shopee platform users

3. Have buying Pinkflash cosmetic product at least once

Based on these criteria, 155 respondents were obtained. The number of respondents obtained was 100% of the number of samples that should have been used.

Table 1. Variable Validity Test Result

No.	Variables	Items	r-Count	r-Table	Explanation
1.	<i>Live streaming</i> (X ₁)	X _{1.1}	0,833	0,157	Valid
		X _{1.2}	0,775		Valid
		X _{1.3}	0,784		Valid
		X _{1.4}	0,815		Valid
		X _{1.5}	0,674		Valid
		X _{1.6}	0,746		Valid
2.	<i>Flash Sale</i> (X ₂)	X _{2.1}	0,515	0,157	Valid
		X _{2.2}	0,628		Valid
		X _{2.3}	0,714		Valid
		X _{2.4}	0,757		Valid
		X _{2.5}	0,746		Valid
		X _{2.6}	0,830	0,157	Valid
		X _{2.7}	0,749		Valid
		X _{2.8}	0,730		Valid
		X _{2.9}	0,624		Valid
		X _{2.10}	0,748		Valid
3.	Free Shipping Tagline (X ₃)	X _{3.1}	0,741	0,157	Valid
		X _{3.2}	0,736		Valid
		X _{3.3}	0,772		Valid
		X _{3.4}	0,820		Valid
		X _{3.5}	0,833		Valid
		X _{3.6}	0,842		Valid
4	Impulse Buying (Y)	Y _{1.1}	0,757	0,157	Valid
		Y _{1.2}	0,857		Valid
		Y _{1.3}	0,626		Valid
		Y _{1.4}	0,845		Valid

No.	Variables	Items	r-Count	r-Table	Explanation
		Y _{1.5}	0,834		Valid
		Y _{1.6}	0,694		Valid
		Y _{1.7}	0,738		Valid
		Y _{1.8}	0,870		Valid
		Y _{1.9}	0,796		Valid

Source: Processed data, 2024

Table 1, it can be seen that the calculated r-value for all the above statements is greater than the r-table of 0.157. All statement items in the research instrument have therefore been declared valid.

Table 2. Variable Reliability Test Results

Variables	Cronbach's Alpha Value	Value Criteria	Explanation
Live streaming	0,793	0,7	Reliabel
Flash sale	0,770	0,7	Reliabel
Free Shipping Tagline	0,797	0,7	Reliabel
Impulse Buying	0,783	0,7	Reliabel

Source: Processed data, 2024

The results in Table 2 indicate all measurements this study are reliable. Because Cronbach's alpha value is higher than 0.7

The classical assumption test in this research can be explained as follows:

- a. Normality test this study indicates that the residuals are normally distributed. This conclusion is based on the observation data points are scattered around diagonal line in a normal
- b. The multicollinearity test results are encouraging. All Variance Inflation Factor (VIF) values are below 10, suggesting there's minimal correlation between the independent variables. This satisfies the assumption of multicollinearity not being a major concern to analysis.
- c. The results of the heteroscedasticity test are inconclusive. The data points on the plot exhibit a scattered pattern above and below the zero line on the Y-axis. This lack of a clear, uniform spread suggests that the residuals might not have constant variance, which violates the assumption of homoscedasticity.

Table 3. Result of Multiple Linier Regresion Analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.361	3.021		-.782	.436
Live streaming	.056	.133	.028	.418	.676
Flash sale	.503	.117	.431	4.295	.000
Free Shipping Tagline	.626	.169	.341	3.700	.000

a. Dependent Variable: Impulse Buying

Source: Processed data, 2024

According to the table we can be seen that the regression equation obtained from the test is as follows:

$$Y = -2,361 + 0,056 X_1 + 0,503 X_2 + 0,626 X_3$$

In Table 2, the constant value of -2.361 indicates the predicted level of impulse buying when live streaming, flash sales, and free shipping taglines (X1, X2, and X3) have no impact (all equal to zero). Now, let's see how this value changes if one of these variables increases by one unit.

a. Live streaming shopping β_1

If the live streaming promotion (X1) increases by 1 unit, while the flash sale tagline (X2) and free shipping (X3) remain the same, then it can affect impulse buying by 0.056.

b. Flash sale β_2

If the intensity of the flash sale (X2) increases by 1 unit, while the live streaming shopping promotion (X1) and free shipping tagline (X3) remain the same, then it can affect impulse buying by 0.503.

c. Free shipping tagline β_3

If use free shipping tagline (X3) increases by 1 unit, while the live streaming shopping promotion (X1) and flash sale intensity (X2) remain the same, then it can affect impulsive buying by 0.626.

Table 4. Adjusted R² Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.753 ^a	.567	.558	3.921	2.046

a. Predictors: (Constant), Free Shipping Tagline, Live streaming, Flash sale

b. Dependent Variable: Impulse Buying

Source: Processed data, 2024

As shown in the table, Adjusted R Square is 0.558 which shows that the variations of live streaming (X1), flash sale (X2), and free shipping tagline (X3) are able to explain impulse buying (Y) by 55.8%. So it can be interpreted that there are still other variations that were not studied in this study, which is 44.2%. Based on the Partial Test or T Test seen in table 5 to determine the role of each variable X1, X2, and X3 on impulse buying (Y).

This can be describe as:

a. The role of live streaming shopping (X1) on impulse buying of Pinkflash cosmetic products on Shopee

Based on the variable t value, namely X1 0.418. The tcount > ttable value (0.418 > 1.975) or the sig value. 0.676 > 0.05. The data supports the null hypothesis (H0) and does not support the alternative hypothesis (H1). Therefore live streaming shopping (X1) does not partially play a significant role in impulse buying (Y) of Pinkflash cosmetic products. This can happen because impulse buying interest can arise even though there is no live streaming shoppig on the sale of Pinkflash cosmetic products. Impulse buying of these products can occur due to other factors on Shopee, for example flash sales, free shipping tagline, price, product quality, and so on. Building on the work of Rahayu et al., (2024) this research show that even though a streamer

provides good product information to the audience, it does not always make consumers immediately interested in buying impulsively, because consumers can buy impulsively just by seeing a clear and complete product description without needing an explanation from the streamer. However, this study's findings diverge from those of previous research Amallia & Syaefulloh (2023) with Shopee's live streaming feature sellers dan buyer can interact in real-time, appears to be a significant driver of impulsive purchases online. This interactivity allows buyers to ask questions directly about products, potentially fostering a more engaging experience that fuels impulsive buying decisions.

b. The role of flash sale (X2) on impulse buying of Pinkflash cosmetic products on Shopee

Based on the t-count value of the flash sale variable (X2), which is 4.295. The t-count value > t-table (4.295 > 1.975) or sig. value 0.000 < 0.05. The statistical analysis confirms our hypothesis (accepts H2 and rejects H0). This means that flash sales (X2) have a statistically significant, but likely not complete, influence on impulsive buying behavior (Y) for Pinkflash cosmetics. Based on these results, it shows that when a flash sale is carried out, consumers tend to make impulsive purchases of Pinkflash cosmetic products and this also shows that the flash sale strategy can be said to be effective in influencing purchasing behavior and increasing their likelihood of buying products impulsively. Consistent with research Wiyono et al., (2023) This study suggests that flash sales can trigger impulse buying behavior in consumers, leading to purchases that may not have been planned beforehand. However, according to research by Ervina et al., (2024) Contrasted with other studies, these findings suggest flash sales may not be a major driver of impulsive buying behavior. This shows that although flash sales can attract consumers' attention, they don't have a significant effect on consumers' decisions to make impulsive purchases.

c. The role of free shipping tagline (X3) on impulse buying of Pinkflash cosmetic products on Shopee

Based on the t-value of the free shipping tagline (X3), which is 3.700. The t-value > t-table (3.700 > 1.975) or sig. 0.000 < 0.05. The statistical analysis supports our alternative hypothesis (H3) and rejects the null hypothesis (H0). This suggests that "free shipping" taglines (X3) have a partially significant influence on impulse buying behavior (Y) for Pinkflash cosmetics. According to the research, it shows free shipping tagline is effective in attracting consumer interest and encouraging consumers to make impulse purchases. Consumers tend to feel interested and motivated to immediately buy a product when they see a free shipping offer, because it provides added value and reduces the burden of shipping costs. In line with the research of Fitriana & Istiyanto (2024) The study suggests that "free shipping" taglines might be a factor influencing impulsive purchases. These taglines could potentially attract consumers by reducing the perceived cost barrier and encouraging them to shop. However, this is in contrast to research by Rusni & Solihin (2022) confirming that the free shipping tagline does not affect impulsive purchases, because Shopee provides free shipping with a limit or restriction starting from 30-40 thousand where free shipping only applies in the Java region.

Table 7. F Results (Simulation)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3037.909	3	1012.636	65.874	.000 ^b
	Residual	2321.226	151	15.372		
	Total	5359.135	154			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Free Shipping Tagline, Live streaming, Flash sale

Source: Processed data, 2024

Based on the results of the F Test table above, live streaming shopping (X1), flash sales (X2) and free shipping tagline (X3) together participate in impulse buying (Y) on Pinkflash cosmetic products on Shopee. The table shows that $F_{count} > F_{table}$ ($65.874 > 2.68$) or sig value = $0.000 < 0.05$. Based on these results, it indicates that a marketing strategy that combines live streaming shopping, flash sales and free shipping tagline can be a very effective combination in increasing impulse product sales on the Shopee e-commerce platform. By exploiting the advantages of these third variables together, companies can create an interesting shopping experience for consumers and encourage them to make spontaneous purchases.

5. Conclusion and Suggestion

5.1 Conclusion

This study aims to analyze the effect of live streaming, flash sales and free shipping taglines on impulse buying of Pinkflas cosmetic products on Shopee e-commerce (Case Study of Management Students of Nusantara PGRI University of Kediri, Shopee Users Based on the analysis of the data, this study concludes that.

1. Live streaming partially does not play a significant role in impulsive purchases of Pinkflash cosmetic products on Shopee e-commerce.
2. Flash sales partially play a significant role in impulse buying of Pinkflash cosmetic products on Shopee e-commerce.
3. free shipping tagline partially plays a significant role in impulse buying of Pinkflash cosmetic products on Shopee e-commerce.
4. Live streaming, flash sales and free shipping tagline play a role together (simultaneously) in impulse buying of Pinkflash cosmetic products on Shopee e-commerce.

5.2 Suggestion

The conclusions drawn from his study contribute significant insights for future research on impulsive buying behavior in the realm of e-commerce platforms. To gain a broader understanding of this phenomenon, future studies could consider expanding the research population. This might involve including consumers from more diverse demographic backgrounds and geographic locations. Additionally, exploring a wider range of variables that influence impulsive purchases would be beneficial. While this research demonstrates that live streaming, flash sales, and free shipping taglines explain 55.8% of the impulsive buying behavior observed, other factors likely contribute to the remaining 44.2%. These could include elements like electronic word-of-mouth (EWOM), cashback incentives, and online customer reviews. By incorporating a more comprehensive set of variables and a more diverse subject

pool, future research can paint a more complete picture of impulsive buying behavior in the e-commerce landscape.

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