e-ISSN 2580-3743 Vol. 13 No. 2, Juni 2025 (151-163)

THE EFFECTIVENESS OF FLASH SALES AND ELECTRONIC WORD-OF-MOUTH ON CONSUMER BEHAVIOR: A QUANTITATIVE STUDY OF SHOPEE USERS IN PEKANBARU CITY

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DOI: https://doi.org/10.35145/procuratio.v13i2.5039
Received: 24/5/2025, Revised: 9/6/2025, Accepted: 9/6/2025

ABSTRACT

This study aims to analyze the influence of Flash Sale promotions and electronic word-of-mouth (eWOM) on the purchase decisions and customer satisfaction of Shopee platform users in Pekanbaru City. This study employed a quantitative method with a Structural Equation Modeling (SEM) approach using SmartPLS 4.0. The sample consisted of 140 respondents who were Shopee users in Pekanbaru City and had made at least one purchase. The results indicate that Flash Sale promotions and eWOM have a positive and significant impact on purchase decisions. Purchase decisions also have a positive and significant effect on customer satisfaction. Additionally, purchase decisions significantly mediate the relationship between Flash Sale promotions, eWOM, and customer satisfaction. Thus, the more effective the Flash Sale promotions and the stronger the influence of eWOM, the higher the level of purchase decisions and customer satisfaction.

Keywords: Flash Sale; eWOM; Purchase Decision; Customer Satisfaction; Shopee

PENGARUH FLASH SALES DAN ELECTRONIC WORD-OF-MOUTH TERHADAP PERILAKU KONSUMEN: STUDI KUANTITATIF PENGGUNA SHOPEE DI KOTA PEKANBARU

ABSTRAK

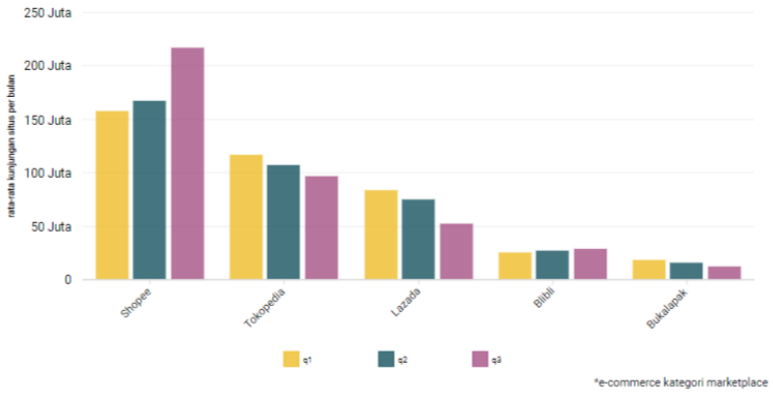
Penelitian ini bertujuan untuk menganalisis pengaruh promosi Flash Sale dan electronic word-of-mouth (eWOM) terhadap keputusan pembelian dan kepuasan pelanggan pengguna platform Shopee di Kota Pekanbaru. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan Structural Equation Modeling (SEM) menggunakan SmartPLS 4.0. Sampel penelitian terdiri dari 140 responden yang merupakan pengguna Shopee di Kota Pekanbaru yang telah melakukan setidaknya satu kali pembelian di platform tersebut. Hasil penelitian menunjukkan bahwa promosi Flash Sale dan eWOM memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Keputusan pembelian juga memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, keputusan pembelian secara signifikan memediasi hubungan antara promosi Flash Sale, eWOM, dan kepuasan pelanggan. Dengan demikian, semakin efektif promosi Flash Sale dan semakin kuat pengaruh eWOM, semakin tinggi tingkat keputusan pembelian dan kepuasan pelanggan.

Kata Kunci: Flash Sale; eWOM; *Keputusan Pembelian*; *Kepuasan Konsumen*; Shopee

e-ISSN 2580-3743

INTRODUCTION

The development of information technology has accelerated the growth of e-commerce in Indonesia. Platforms like Shopee have experienced a significant increase in user activity; in the third quarter of 2023, Shopee recorded over 216 million monthly visits, making it the most visited e-commerce site in the country (Ahdiat, 2023). This success is largely driven by marketing innovations such as Flash Sale promotions and user-friendly digital features aimed at enhancing the shopping experience. Figure 1 shows the average number of visits to five e-commerce sites in Indonesia, namely Shopee, Tokopedia, Lazada, Blibli, and Bukalapak.



Source: Databoks, 2023

Figure 1. Average Number of Visits to Five E-Commerce Sites in Indonesia (2023)

Flash Sale is a promotional strategy offering limited-time deals designed to create urgency and trigger immediate purchase decisions (Wu et al., 2021). Meanwhile, electronic word-of-mouth (eWOM) through reviews, ratings, and user feedback has proven to influence consumer perceptions and trust in online products (Goyette et al., 2010). Both strategies are believed to shape consumer behavior, particularly in terms of purchase decisions and the resulting customer satisfaction.

Although many previous studies have investigated the effects of flash sale and eWOM individually on purchase decisions (Kadi et al., 2021; Herlina et al., 2021), there is a notable gap in the literature regarding how these two variables jointly influence not only purchase decisions but also customer satisfaction, especially with purchase decision as a mediating variable. In fact, in the context of e-commerce, purchase decisions are not only affected by promotional and informational factors but also play a pivotal role in shaping consumers' final perception of satisfaction (Rahman & Sitio, 2020).

Therefore, this study aims to address this research gap by simultaneously analyzing the influence of flash sale and eWOM on purchase decisions and their subsequent impact on customer satisfaction. This research also investigates the mediating role of purchase decision in the relationship between digital marketing strategies and consumer satisfaction, focusing on active Shopee users in Pekanbaru City an area that remains underexplored in this context.

LITERATURE REVIEW

Flash Sale Promotion

A flash sale is a short-term promotional strategy that offers discounts for a limited time and quantity to encourage quick purchases (Herlina et al., 2021). This strategy creates purchase urgency, which is effective in increasing consumer interest (Pramesta et al., 2022).

According to Kotler and Keller (in Rahman & Sitio, 2020), flash sale promotions include the frequency of promotions, which shows how often companies carry out promotions; the quality of promotions, which reflects how attractive and effective these promotions are; the timing of promotions related to the duration of the implementation of promotions; and the accuracy of promotions, which describes the suitability of promotions with consumer characteristics and market conditions.

Electronic Word of Mouth (eWOM)

Electronic word-of-mouth (eWOM) is a form of digital marketing communication in which consumers, both who have and have not used a product, express their opinions through online media. This communication plays an important role in influencing the perceptions and decisions of potential consumers (Indrawati et al., 2023).

According to Goyette et al. (2010), it can be measured through intensity, which is the extent to which consumers are involved in submitting their reviews on social media; valance of opinion, which is the tendency of reviews to be either positive or negative; and content, which is the content or information contained in reviews about the product or service.

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Purchasing Decision

Purchasing decisions are rational processes carried out by consumers in choosing, buying, and using products or services to meet their needs (Kotler & Armstrong, 2018). This process is influenced by various factors, including the environment and personal perceptions of products.

According to Kotler and Keller (in Muhiban & Putri, 2022), purchasing decisions can be measured through five indicators: the choice of products purchased by consumers according to their needs, brand choices that reflect preferences for certain brands, choice of distributors based on considerations of accessibility or convenience, purchase time which shows when consumers decide to buy, and payment methods that describe the method or amount of purchases made.

Consumer Satisfaction

Consumer satisfaction is an emotional reaction to the comparison between the expectations and reality of the performance of a product or service. When performance matches or exceeds expectations, consumers will feel satisfied (Kotler & Keller, 2016)

According to Tjiptono (in Rahman & Sitio, 2020), customer satisfaction can be measured through conformity to expectations, namely the extent to which the product or service meets expectations, interest in visiting again as a reflection of consumer loyalty, and willingness to recommend products to others as a form of recognition of the quality of the product received.

Relationship among Variables and Hypothesis

The Effect of Flash Sale Promotion on Purchase Decision

According to Wu et al. (2021) flash sale strategy stimulates impulsive behavior by generating a perception of scarcity. When consumers perceive that the promotional offer is limited in time and quantity, they are more likely to make immediate purchasing decisions to avoid missing out. Prior research by Aribowo et al. (2020) and Kedaton et al., (2022) support this view, showing that flash sale promotions significantly and positively influence consumer purchase decisions. The perceived benefits of time sensitive offers increase consumer responsiveness and accelerate decision making.

H1: Flash sale promotions have a positive and significant effect on purchase decisions.

The Effect of Electronic Word-of-Mouth (eWOM) on Purchase Decision

Electronic word-of-mouth (eWOM) refers to online consumer generated reviews, ratings, and recommendations shared across digital platforms. Prior research by Marcella et al. (2023) and Kadi et al. (2021) confirm that eWOM has a significant influence on consumers' purchasing behavior. Positive online reviews and detailed user experiences encourage potential buyers to proceed with purchases.

H2: eWOM has a positive and significant effect on purchase decisions.

The Effect of Purchase Decision on Customer Satisfaction

Purchase decisions are closely linked to customer satisfaction, as they reflect the extent to which consumer expectations are aligned with actual product performance. Satisfaction arises when the outcome of the purchase process meets or exceeds expectations (Kotler & Keller, 2016). A well-informed and confident purchase decision typically leads to higher post purchase satisfaction. Prior research by Tirtayasa et al. (2021) and Cesariana et al. (2022) found that positive purchase decisions significantly enhance customer satisfaction, indicating a direct relationship between decision quality and post consumption evaluation.

H3: Purchase decisions have a positive and significant effect on customer satisfaction.

The Effect of Flash Sale Promotion on Customer Satisfaction through Purchase Decision

While flash sale primarily aim to influence immediate purchase behavior, their impact can extend beyond the point of purchase. If the promotional offer results in a successful transaction that meets consumer expectations, it may lead to increased satisfaction. In this sense, purchase decisions serve as a mediating factor between promotions and satisfaction. Rahman & Sitio (2020) found that flash sale promotions influence customer satisfaction indirectly through their impact on purchase decisions. This suggests that well executed promotions not only attract buyers but also foster satisfaction if the overall experience aligns with expectations.

H4: Flash sale have a positive and significant effect on customer satisfaction through purchase decisions.

The Effect of eWOM on Customer Satisfaction through Purchase Decision

EWOM influences customer satisfaction indirectly by shaping the quality and confidence of the purchase decision. When consumers rely on credible and positive reviews during their decision-making process, they are more likely to feel satisfied if the product performance aligns with the shared information. Prior research by Kadi et al. (2021) highlighted the mediating role of purchase decisions in the relationship between eWOM and customer satisfaction.

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Their findings suggest that eWOM does not only function as an information source but also affects how satisfied consumers feel after completing a purchase.
H5: eWOM has a positive and significant effect on customer satisfaction through purchase decisions.

Research Framework

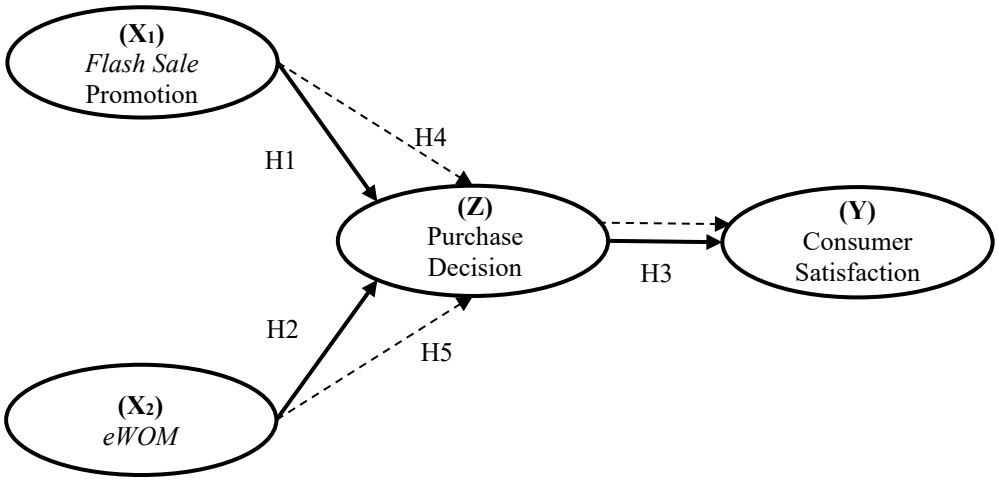

Figure 1. Research framework

Description:

Direct influence
Indirect influence

The conceptual framework of this study can be seen in Figure 2.

RESEARCH METHODS

Research Location

In this research, the researcher conducted the research in Pekanbaru City. To obtain the necessary data, the researcher targeted Shopee users aged 17 years and above who reside in Pekanbaru City and have made at least one purchase through the Shopee platform. The data collection method was carried out by distributing questionnaires over a period of one month.

Research Population and Sample

The population is the total number of objects that are to be studied based on the values of the characteristics that have been determined (Yusuf, 2019). The population in this research is Shopee users in Pekanbaru City who are at least 17 years old and have made purchases through Shopee in the last month. Because the exact population size is unknown, a screening process was conducted to identify these characteristics.

The sampling technique used was non-probability sampling with a purposive sampling approach, namely, sample selection based on certain criteria relevant to the research objectives. The sample criteria included Shopee users in Pekanbaru who were at least 17 years old and had made at least one purchase in the last month. Because the sample size is unknown, the sample size in this study was determined using the formula Hair et al. (2010), which is 20 × 7 = 140 respondents.

Operational Definition and Research Measurement Tools

Table 1 outlines the operational definitions and research measurement tools used.

Table 1. Operational Definitions and Research Measurement Tools

Variables	Indicator	Statement	Scale
Flash Sale Promotion (X1) Kotler & Keller (2009)	1. Promotion frequency	1) Shopee's frequent flash sales made me remember the promotion. 2) Flash Sale promotions are conducted at certain times of the year (such as: 6.6, 9.9, 12.12).	Likert
	2. Promotion quality	1) The Flash Sale held by Shopee makes me interested in making transactions.	

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			2) Shopee provides information about Flash Sale every day.	
	3. Promotion time	1)	Flash Sale promotions are conducted at certain times only	
		2)	Flash Sale promotions only take place for a limited time.	
	4. Promotional accuracy or appropriateness	1)	I feel that the Flash Sale program makes me shop at Shopee more often than other e-commerce platforms.	
		2)	The products offered during the Flash Sale match my needs.	
EWOM (X2) Goyette et al. (2010)	1. Intensity	1)	I often read reviews when looking for product information found on Shopee.	Likert
		2)	Reviews on the Shopee marketplace always help me in making purchasing choices.	
	2. Valance of opinion	1)	Before I shop, I look at the ratings and positive reviews that have already bought the product I want to buy.	
		2)	After seeing the bad reviews, I decided not to make a purchase on Shopee.	
	3. Content	1)	I can see information about the product from previous buyers through the comments section in Shopee.	
		2)	I can see product details such as photos or videos shown by previous buyers on Shopee.	
Purchase Decision (Z) Kotler & Armstrong, (2018)	1. Product selection	1)	I shop at Shopee because of the wide selection of products provided.	Likert
		2)	I shop at Shopee because of the interesting selection of products.	
	2. Brand Choice	1)	I shop at Shopee because of the large selection of quality brands.	
		2)	Shopee provides a selection of brands according to market trends.	
	3. Choice of Distributor	1)	There is no hesitation anymore when I shop at Shopee.	
		2)	Shopee as a reliable online shopping channel app.	
	4. Purchase Time	1)	I purchase products at Shopee more often when it is a Flashsale	
		2)	I shop at Shopee when I need something only	
	5. Purchase Quantity	1)	I make repeat purchases of products using Shopee.	
		2)	I shop using Shopee because there are discounts for certain purchase amounts.	
	6. Payment Method	1)	The payment methods that Shopee offers are complete.	
		2)	The payment methods that Shopee offers are easy to use.	
Consumer Satisfaction (Y) Kotler & Keller (2016)	1. Expectation match	1)	The products obtained match or exceed what I expected.	Likert
		2)	I feel satisfied because the products in Shopee match what is offered in the picture.	
	2. Interest in revisiting	1)	I am interested in buying again at Shopee.	
		2)	I am interested in buying again because the product and the benefits obtained are satisfying	
	3. Willingness to recommend	1)	I advise friends or relatives to buy products at Shopee because the service offered is satisfying	
		2)	I advise friends or relatives to buy products at Shopee because the features provided are adequate.	

Source: Data processed, 2025

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Data Analysis Technique

Partial Least Squares Structural Equation Modeling (PLS-SEM) is a multivariate analysis technique that is widely used to analyze complex relationships among latent variables. This method is particularly suitable for exploratory research, predictive modeling, and data with non-normal distributions or small to medium sample sizes. The analysis using PLS-SEM is generally conducted in two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

The measurement model (outer model) evaluation focuses on assessing the reliability and validity of the indicators used to measure latent constructs. This includes three key aspects: convergent validity, discriminant validity, and reliability. Convergent validity is examined through indicator outer loadings and Average Variance Extracted (AVE), where acceptable criteria include outer loading values above 0.7 (>0.7) and AVE values above 0.5 (>0.5). Discriminant validity ensures that each construct is truly distinct from the others, tested using cross-loading, the Fornell-Larcker criterion, and the Heterotrait-Monotrait Ratio (HTMT). For good discriminant validity, each indicator should load higher on its intended construct than on others, the square root of the AVE should be greater than inter-construct correlations, and HTMT values should be below 0.9 (<0.9). Reliability is evaluated using Cronbach's Alpha and Composite Reliability (CR), with a threshold of 0.7 or higher indicating acceptable internal consistency.

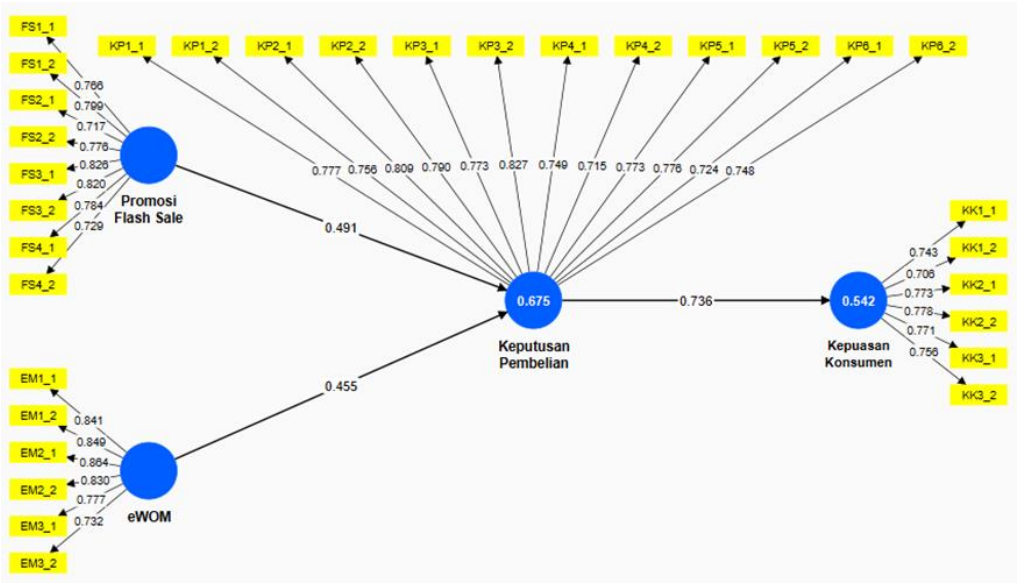
The structural model (inner model) evaluation aims to assess the strength and significance of the hypothesized relationships among latent variables. The key components analyzed in this stage include the coefficient of determination (R^2) to measure the predictive power of endogenous constructs, path coefficients to determine the direction and strength of relationships, and hypothesis testing using the bootstrapping method to assess the statistical significance of each path. Typically, T-statistics values greater than 1.96 (>1.96) and P-values less than 0.05 (<0.05) are considered statistically significant. In addition to direct effects, mediation effects can also be evaluated using the Specific Indirect Effect output in SmartPLS.

Although traditional Goodness of Fit (GoF) indices are not emphasized in PLS-SEM, model quality is inferred from the overall explanatory power (R-square), predictive relevance (Q-square), and the consistency of validity and reliability indicators. When these measures meet the established thresholds, the model can be considered robust and appropriate for testing theoretical frameworks and drawing meaningful conclusions.

RESULTS AND DISCUSSION

Model Measurement (Outer Model)

The measurement model (outer model) was tested to ensure that the indicators used in the questionnaire could measure constructs validly and reliably as seen in Figure 3. Evaluation was performed using convergent validity, discriminant validity, and reliability tests.



Source: Data processed with SmartPLS 4.0, 2025

Figure 3. Model Measurement (Outer Model)

Convergent Validity

Convergent validity was tested using two approaches: outer loading and Average Variance Extracted (AVE). Indicators are said to be valid if they have an outer loading value greater than 0.70 (> 0.70). The outer loading values are presented in Table 2.

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Table 2. Outer Loading

Indicator	Flash Sale Promotion (X1)	eWOM (X2)	Purchase Decision (Z)	Consumer Satisfaction (Y)	Description
FS1_1	0,766				Valid
FS1_2	0,799				Valid
FS2_1	0,717				Valid
FS2_2	0,776				Valid
FS3_1	0,826				Valid
FS3_2	0,820				Valid
FS4_1	0,784				Valid
FS4_2	0,729				Valid
EM1_1		0,841			Valid
EM1_2		0,849			Valid
EM2_1		0,864			Valid
EM2_2		0,830			Valid
EM3_1		0,777			Valid
EM3_2		0,732			Valid
KP1_1			0,777		Valid
KP1_2			0,756		Valid
KP2_1			0,809		Valid
KP2_2			0,790		Valid
KP3_1			0,773		Valid
KP3_2			0,827		Valid
KP4_1			0,749		Valid
KP4_2			0,715		Valid
KP5_1			0,773		Valid
KP5_2			0,776		Valid
KP6_1			0,724		Valid
KP6_2			0,748		Valid
KK1_1				0,743	Valid
KK1_2				0,706	Valid
KK2_1				0,773	Valid
KK2_2				0,778	Valid
KK3_1				0,771	Valid
KK3_2				0,756	Valid

Source: Data processed with SmartPLS 4.0, 2025

Based on Table. 2, it can be seen that all indicators have a loading factor value> 0.7. This shows that the Flash Sale Promotion (X1), eWOM (X2), Purchase Decision (Z), and Consumer Satisfaction (Y) variables can be explained by their indicators and meet the requirements of the validity test.

The next test uses the Average Variance Extracted (AVE) value, a variable that meets the standard if it has an AVE value> 0.5. The results of the AVE calculations are shown in Table 2.

Table 3. Average Variance Extracted (AVE)

Variables	AVE	Criteria	Description
Flash Sale Promotion (X1)	0,605	> 0,5	Valid
eWOM (X2)	0,667	> 0,5	Valid
Purchase Decision (Z)	0,591	> 0,5	Valid
Consumer Satisfaction (Y)	0,570	> 0,5	Valid

Source: Data processed with SmartPLS 4.0, 2025

Table 3 shows the results of the calculation of all research variable constructs with an AVE value> 0.5. Therefore, the research results on all variables and latent factors have good validity adequacy.

Discriminant Validity

Discriminant validity in this study was tested through three tests: (1) Cross Loading, (2) Fornell-Larcker criterion, and (5) Heterotrait-Monotrait Ratio (HTMT).

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Cross Loading

Cross-loading on each variable can be said to have good discriminant validity if the indicator value on the related construct is higher than that of other constructs, and the cross-loading value is> 0.7. The following are the cross-loading values for each indicator.

Tabel 4. Cross Loading

Indicator	Flash Sale Promotion (X1)	eWOM (X2)	Purchase Decision (Z)	Consumer Satisfaction (Y)
FS1_1	**0,766**	0,386	0,589	0,454
FS1_2	**0,799**	0,438	0,596	0,532
FS2_1	**0,717**	0,391	0,544	0,408
FS2_2	**0,776**	0,391	0,559	0,451
FS3_1	**0,826**	0,444	0,573	0,496
FS3_2	**0,820**	0,463	0,578	0,486
FS4_1	**0,784**	0,376	0,547	0,467
FS4_2	**0,729**	0,253	0,497	0,466
EM1_1	0,415	**0,841**	0,613	0,524
EM1_2	0,425	**0,849**	0,564	0,533
EM2_1	0,495	**0,864**	0,603	0,541
EM2_2	0,473	**0,830**	0,613	0,553
EM3_1	0,387	**0,777**	0,543	0,483
EM3_2	0,276	**0,732**	0,506	0,457
KP1_1	0,614	0,572	**0,777**	0,569
KP1_2	0,621	0,537	**0,756**	0,535
KP2_1	0,636	0,501	**0,809**	0,618
KP2_2	0,562	0,626	**0,790**	0,617
KP3_1	0,583	0,546	**0,773**	0,613
KP3_2	0,575	0,599	**0,827**	0,620
KP4_1	0,614	0,440	**0,749**	0,626
KP4_2	0,457	0,568	**0,715**	0,490
KP5_1	0,507	0,480	**0,773**	0,509
KP5_2	0,559	0,488	**0,776**	0,588
KP6_1	0,425	0,537	**0,724**	0,471
KP6_2	0,466	0,605	**0,748**	0,498
KK1_1	0,437	0,407	0,492	**0,743**
KK1_2	0,454	0,445	0,509	**0,706**
KK2_1	0,414	0,515	0,575	**0,773**
KK2_2	0,465	0,477	0,555	**0,778**
KK3_1	0,428	0,502	0,572	**0,771**
KK3_2	0,537	0,506	0,615	**0,756**

Source: Data processed with SmartPLS 4.0, 2025

Based on Table 4, the results show that the cross-loading value for each variable is greater than the other variable columns. The variable research results show good discriminant validity.

Fornell-Larcker Criterion Test

The Fornell-Larcker Criterion test is used to measure discriminant validity. In the Fornell-Larcker test, discriminant validity can be considered good if the root of the Average Variance Extracted (AVE) on a construct is higher than the construct's correlation with other latent variables.

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Table 5. Fornell-Larcker Criterion Test

Variables	Flash Sale Promotion	Consumer Satisfaction	Purchase Decision	eWOM
Flash Sale Promotion	**0,778**			
Consumer Satisfaction	0,605	**0,755**		
Purchase Decision	0,722	0,736	**0,769**	
eWOM	0,508	0,632	0,704	**0,817**

Source: Data processed with SmartPLS 4.0, 2025

Based on Table 5, a comparison of the root AVE values shows that all of these values are greater than the correlation between other variables. Thus, it can be concluded that all the latent variables in this study have good discriminant validity.

Heterotrait-Monotrait Ratio (HTMT)

The Heterotrait-Monotrait Ratio (HTMT) test can be said to meet discriminant validity if the HTMT Ratio is less than 0.9 (HTMT < 0.9) to be declared to meet the discriminant validity criteria.

Table 6. Heterotrait-Monotrait Ratio (HTMT)

Variables	Flash Sale Promotion	Consumer Satisfaction	Purchase Decision	eWOM
Flash Sale Promotion				
Consumer Satisfaction	0,688			
Purchase Decision	0,778	0,817		
eWOM	0,556	0,720	0,767	

Source: Data processed with SmartPLS 4.0, 2025

Based on the Heterotrait-Monotrait Ratio test values in Table 6, no value is greater than 0.9, so it can be said that the research model has good discriminant validity.

Reliability Test

Reliability was tested using Cronbach's Alpha and Composite Reliability (CR) values. The construct is said to be reliable if the Cronbach's Alpha and Composite Reliability values are more than 0.7 (> 0.7).

Tabel 7. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Criteria	Description
Flash Sale Promotion (X1)	0,906	0,924	> 0,7	Reliable
eWOM (X2)	0,899	0,923	> 0,7	Reliable
Purchase Decision (Z)	0,937	0,945	> 0,7	Reliable
Consumer Satisfaction (Y)	0,849	0,888	> 0,7	Reliable

Source: Data processed with SmartPLS 4.0, 2025

Based on the test in Table 7, it can be seen that for each variable, the Cronbach's Alpha and Composite Reliability values are > 0.7, so all variables are declared reliable and have met the reliability test standards.

Structural Model Testing (*Inner Model*)

Testing the structural model (inner model) is used to evaluate the relationship between latent constructs in the structural model, including the significance of the influence path and the coefficient of determination (R-square) value. The evaluation was performed using a bootstrapping approach in SmartPLS 4.0 software as seen in Figure 4.

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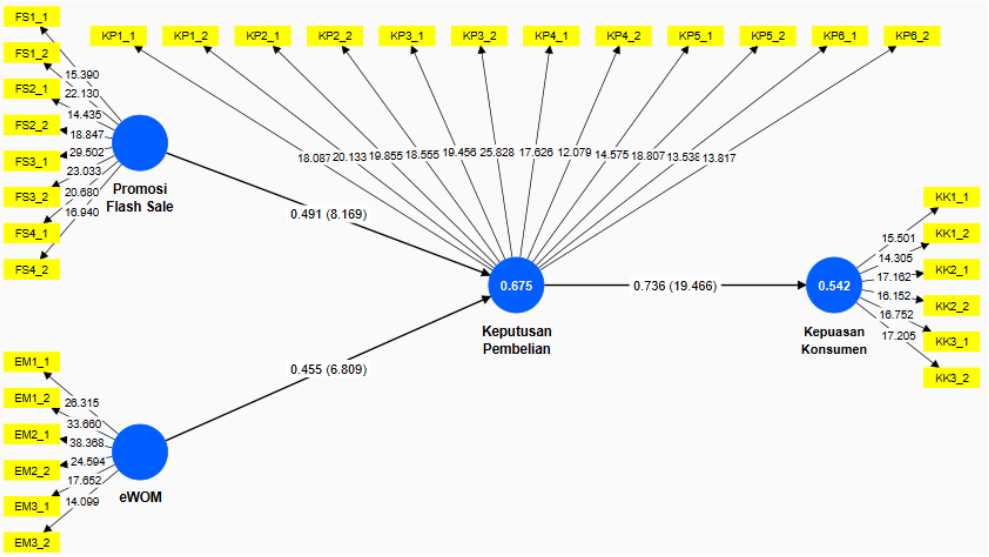

Source: Data processed with SmartPLS 4.0, 2025

Figure 4. Bootstrapping Output

R-square Testing

The first step used to evaluate the structural model was to examine the R-squared value.

Table 8. R-square Testing Results

Variables	R-square	Description
Purchase Decision (Z)	0,675	Strong
Consumer Satisfaction (Y)	0,542	Moderate

Source: Data processed with SmartPLS 4.0, 2025

Table 8 shows the results that testing using R-square on the purchasing decision variable is 0.675, meaning that 67.5% of the Flash Sale and eWOM promotion variables affect purchasing decisions and are included in the strong category. Meanwhile, the R-square value on the customer satisfaction variable is 0.542, meaning that as much as 54.2% of the Flash Sale promotion variable, eWOM through purchasing decisions affects the customer satisfaction variable and is included in the moderate category.

Q-square Testing

Table 9. R-square Testing Results

Variables	Q-square	Description
Purchase Decision (Z)	0,482	Strong
Consumer Satisfaction (Y)	0,654	Strong

Source: Data processed with SmartPLS 4.0, 2025

Based on the tabel 9, the Q-square value for the purchase decision variable (Z) was 0.482, and for the consumer satisfaction variable (Y), it was 0.654. These values indicate that both constructs possess good predictive relevance, with the consumer satisfaction construct showing a stronger predictive capability. According to Hair et al., Q-square values of 0.02, 0.15, and 0.35 can be interpreted as small, moderate, and strong predictive relevance, respectively. Therefore, the Q-square values obtained in this study fall within the strong category, implying that the exogenous variables (Flash Sale and eWOM) used in the model are capable of significantly predicting the endogenous variables. This supports the robustness and predictive accuracy of the structural model employed in the research.

Hypothesis Test

Hypothesis testing was conducted to assess the significance of direct (in the Path Coefficient table) and indirect effects between constructs (in the Specific Indirect Effect table). The hypothesis is accepted if the T-statistic value >1.96 and P-value <0.05.

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Table 10. Path Coefficient (Mean, STDEV, T-statistic, P-value)

Variable Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T-statistic	P-value
Flash Sale Promotion → Purchase Decision	0,491	0,496	0,060	8,169	0,001
eWOM → Purchase Decision	0,455	0,454	0,067	6,809	0,001
Purchase Decision → Consumer Satisfaction	0,736	0,741	0,038	19,466	0,001

Source: Data processed with SmartPLS 4.0, 2025

Table 11. Specific Indirect Effect (Mean, STDEV, T-statistic, P-value)

Variable Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T-statistic	P-value
Flash Sale Promotion → Purchase Decision → Customer Satisfaction	0,361	0,367	0,046	7,839	0,001
eWOM → Purchase Decision → Consumer Satisfaction	0,335	0,337	0,057	5,909	0,001

Source: Data processed with SmartPLS 4.0, 2025

Based on Tables 10 and 11, the Path Coefficient test aims to calculate the value based on the correlation between the latent variables. In this study, there are 5 (five) hypotheses were accepted because they met the measurement standards, namely the P-values <0.5 and the T-statistics value> T-table 1.96. (H_1) Flash Sale Promotion (X1) has a positive and significant effect on purchasing decisions (Z), with an original sample value of 0.491, T-statistics 8.169> 1.96, and P-values 0.001 <0.05; (H_2) eWOM (X2) has a positive and significant effect on purchasing decisions, with an original sample value of 0.455, T-statistics 6.809 > 1.96, and P-values 0.001 < 0.05; (H_3) purchasing decisions (Z) have a positive and significant effect on customer satisfaction (Y), with an original sample value of 0.736, T-statistics 19.466 > 1.96, and P-values 0.001 < 0.05; (H_4) Flash Sale promotion (X1) has a positive and significant effect on customer satisfaction (Y) through purchasing decisions (Z), with an original sample value of 0.361, T-statistics 7.839 > 1.96, and P-values 0.001 < 0.05; (H_5) eWOM (X2) has a positive and significant effect on customer satisfaction (Y) through purchasing decisions (Z), with an original sample value of 0.335, T-statistics 5.909 > 1.96, and P-values 0.001 < 0.05.

DISCUSSION RESULT

The Effect of Flash Sale Promotion on Purchasing Decisions

The analysis results show that flash sale (X1) have a positive and significant effect on purchase decisions (Z), with an original sample value of 0.491, T-statistic 8.169 > 1.96, and P-value 0.001 < 0.05. This indicates that Shopee's flash sale successfully encourage consumers in Pekanbaru City to make immediate purchase decisions.

From a consumer behavior perspective, this suggests that buyers are responsive to time pressure and product scarcity. This finding supports the concept of controlled impulse buying as explained by Wu et al. (2021) and is in line with Aribowo et al. (2020) and Kedaton et al. (2022) who found flash sale promotions effective in stimulating buying actions. In the Shopee context, it shows the local consumers' sensitivity to structured and aggressive promotional tactics.

The Influence of eWOM on Purchasing Decisions

Electronic Word-of-Mouth (eWOM) (X2) is also shown to have a positive and significant effect on purchase decisions (Z), with an original sample value of 0.455, T-statistic 6.809 > 1.96, and P-value 0.001 < 0.05. This reflects consumer behavior in which individuals actively seek, read, and trust reviews or shared experiences before committing to a purchase. This result supports Marcella et al. (2023) and Kadi et al. (2021), who emphasized the central role of eWOM in shaping consumer perceptions and confidence. In the local context of Pekanbaru, this behavior suggests strong reliance on digital validation, especially within the growing community of e-commerce users.

The Effect of Purchasing Decisions on Consumer Satisfaction

Purchase decisions has a positive and significant effect on customer satisfaction, with an original sample value of 0.736, T-statistic 19.466 > 1.96, and P-value 0.001 < 0.05. This suggests that consumers' behavior in selecting products, brands, purchase timing, and payment methods greatly affects their satisfaction after the transaction. This finding aligns with the framework by Kotler & Keller (2016) and is consistent with Tirtayasa et al. (2021) and Cesariana et al. (2022), who stated that satisfaction is a reflection of successful decision-making. In this study, Shopee consumers in Pekanbaru appear to be rational and informed, basing their decisions on accessible and relevant digital information.

e-ISSN 2580-3743

The Effect of Flash Sale Promotion on Consumer Satisfaction through Purchasing Decisions

Flash Sale promotions (X1) also have a positive and significant indirect effect on customer satisfaction (Y) through purchase decisions (Z), with an original sample value of 0.361, T-statistic 7.839 > 1.96, and P-value 0.001 < 0.05. This suggests that while Flash Sales primarily aim to trigger instant decisions, their impact extends to post-purchase satisfaction when those decisions meet consumer expectations.

In terms of consumer behavior, this finding emphasizes that promotional effectiveness is not just about generating purchases, but also about aligning offers with actual consumer needs. It supports the findings of Rahman and Sitio (2020), highlighting the importance of integrating promotional strategies with consumer experience.

The Effect of eWOM on Consumer Satisfaction through Purchasing Decisions

The study also reveals that eWOM (X2) has a positive and significant indirect effect on customer satisfaction (Y) through purchase decisions (Z), with an original sample value of 0.335, T-statistic 5.909 > 1.96, and P-value 0.001 < 0.05. This finding implies that eWOM plays a critical role in shaping not only purchasing behavior but also post-purchase satisfaction by enhancing consumer confidence during the decision-making process.

This result supports previous research by Kadi et al. (2021), which identified the mediating role of purchase decisions in the eWOM and satisfaction relationship. Moreover, this study emphasizes that the effectiveness of eWOM is not solely dependent on review quantity or positivity, but also on content quality such as detailed feedback, visuals, and perceived authenticity. Among Shopee users in Pekanbaru, this behavior reflects a discerning consumer base that relies heavily on peer-generated information to reduce uncertainty and ensure satisfactory purchase outcomes.

CONCLUSION

Based on the results of the analysis of the effect of flash sale promotions and Electronic Word-of-Mouth (eWOM) on the purchasing decisions and consumer satisfaction of Shopee users in Pekanbaru City, the following conclusions were obtained: (1) flash sale have a positive and significant effect on purchasing decisions, which indicates that the more attractive the promotions offered, the more likely consumers are to make purchases; (2) eWOM has a positive and significant effect on purchasing decisions, where reviews and information from other consumers prove to be an important factor in influencing decisions; (3) purchasing decisions have a positive and significant effect on consumer satisfaction, which indicates that the right purchasing decision will increase satisfaction; (4) Flash Sale promotions also have an indirect positive effect on consumer satisfaction through purchasing decisions, meaning that attractive promotions not only encourage purchases, but also contribute to satisfaction after purchase; and (5) eWOM has an indirect positive effect on consumer satisfaction through purchasing decisions, meaning that positive information from other consumers can increase satisfaction through its influence on purchasing decisions.

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