

Pengaruh *Flashsale* Gratis Ongkir dan Diskon terhadap Keputusan Pembelian dengan Minat Beli sebagai variabel mediasi di *E-commerce Tiktokshop*, Nur Ruh Idhofi, Ali Muhajir, Ariefah Sundari, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *flash sale*, gratis ongkos kirim dan diskon terhadap keputusan pembelian secara signifikan serta menguji minat beli sebagai variabel mediasi pada penelitian ini. Penelitian ini melibatkan 100 mahasiswa/i di kota Lamongan. Penelitian ini dilakukan menggunakan *structural equation modeling* (SEM), berbasis varian *partial least square* (PLS) versi 4 untuk menguji beberapa hipotesis. Berdasarkan hasil penelitian ini menunjukkan bahwa (1) *flashsale* memiliki nilai T-statistic $0.361 < 1.64$ dan P-value $0.359 > 0.05$ dan gratis ongkos kirim memiliki nilai T-statistic $0.663 < 1.64$ dan P-value $0.254 > 0.05$. Dapat disimpulkan *flashsale* dan gratis ongkos kirim berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian, sedangkan diskon memiliki nilai T-statistic $1.729 > 1.64$ dan nilai P-value $0.042 < 0.05$. Dapat disimpulkan diskon berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) *Flashsale* memiliki nilai T-statistic $1.421 < 1.64$ dan P-value $0.078 > 0.05$ dan gratis ongkos kirim memiliki nilai T-statistic $1.163 < 1.64$ dan P-value $0.122 > 0.05$. Dapat disimpulkan *flashsale* dan gratis ongkos kirim berpengaruh negatif dan tidak signifikan terhadap minat beli, sedangkan diskon memiliki nilai T-statistic $3.258 > 1.64$ dan nilai P-value $0.001 < 0.05$. Dapat disimpulkan diskon berpengaruh positif dan signifikan terhadap minat beli. (3) Minat beli memiliki nilai T-statistic $5.373 > 1.64$ dan nilai P-value $0.000 < 0.05$. Dapat disimpulkan bahwa minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) diskon melalui minat beli memiliki nilai T-statistic $2.622 > 1.64$ dan nilai P-value $0.004 < 0.05$. Dapat disimpulkan diskon melalui minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan *flashsale* memiliki nilai T-statistic $1.321 < 1.164$ dan P-value $0.093 > 0.05$ dan gratis ongkos kirim memiliki nilai T-statistic $1.120 < 1.164$ dan P-value $0.131 > 0.05$. Dapat disimpulkan *flashsale* dan gratis ongkir melalui minat beli berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian.

Kata kunci : *flashsale*, gratis ongkos kirim, diskon, minat beli dan keputusan pembelian.

The Effect of Flashsale Free Shipping and Discounts on Purchase Decisions with Purchase Intention as a mediating variable in E-commerce Tiktokshop, Nur Ruh Idhofi, Ali Muhajir, Ariefah Sundari, 2024, Management Study Program, Faculty of Economics, Darul Ulum Islamic University Lamongan.

ABSTRACT

This research aims to analyze the influence of flash sales, free shipping and discounts on purchasing decisions significantly and examine purchase intention as a mediating variable in this research. This research involved 100 students in the city of Lamongan. This research was conducted using structural equation modeling (SEM), based on the partial least squares (PLS) version 4 variant to test several hypotheses. Based on the results of this research, it shows that (1) flashsale has a T-statistic value of $0.361 < 1.64$ and P-value $0.359 > 0.05$ and free shipping has a T-statistic value of $0.663 < 1.64$ and P-value $0.254 > 0.05$. It can be concluded that flashsales and free shipping have a negative and insignificant effect on purchasing decisions, while discounts have a T-statistic value of $1.729 > 1.64$ and a P-value of $0.042 < 0.05$. It can be concluded that discounts have a positive and significant effect on purchasing decisions. (2) Flashsale has a T-statistic value of $1.421 < 1.64$ and P-value $0.078 > 0.05$ and free shipping has a T-statistic value of $1.163 < 1.64$ and P-value $0.122 > 0.05$. It can be concluded that flashsales and free shipping have a negative and insignificant effect on buying interest, while discounts have a T-statistic value of $3,258 > 1.64$ and a P-value of $0.001 < 0.05$. It can be concluded that discounts have a positive and significant effect on purchasing interest. (3) Purchase interest has a T-statistic value of $5.373 > 1.64$ and a P-value of $0.000 < 0.05$. It can be concluded that buying interest has a positive and significant effect on purchasing decisions. (4) discounts through purchase interest have a T-statistic value of $2.622 > 1.64$ and a P-value of $0.004 < 0.05$. It can be concluded that discounts through purchase interest have a positive and significant effect on purchasing decisions, while flashsale has a T-statistic value of $1.321 < 1.164$ and P-value $0.093 > 0.05$ and free shipping has a T-statistic value of $1.120 < 1.164$ and P-value $0.131 > 0.05$. It can be concluded that flash sales and free shipping through buying interest have a negative and insignificant effect on purchasing decisions.

Keywords: flashsale, free shipping, discounts, buying interest and purchasing decisions.