

ABSTRACT

THE EFFECT OF FLASH SALES, CUSTOMER REVIEW, AND FREE SHIPPING ON PURCHASE DECISIONS ON SHOPEE E-COMMERCE

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Technological advances and expansions in the era of contemporary globalization have the power to change human existence. The existence of technological breakthroughs, especially in the field of the internet, is one of the changes that is felt and is very tied to serve human needs. Today's advances in internet technology can make it easier for business owners to promote the goods and services they make.

This study aims to test to find out which partial, simultaneous and variable influences the most dominant influence between flash sales, customer reviews, and free shipping on purchase decisions on Shopee E-commerce. The method used is quantitative research that is found with a significant relationship between the variables studied. The population in this study is the shopee user community in Lamongan Regency with malhotra sampling techniques. The sample in this study is 80 which are divided into several classifications by spreading questionnaire sheets. Then the data analysis method was taken using the Validity Test, Reliability Test, Multiple Linear Regression Analysis, Classical Assumption Test, Coefficient of Determination, t-Test and F-Test.

The results showed that from the multiple linear regression analysis, the equation $Y = 1.859 + 0.548 X_1 + 0.490 X_2 + 0.278 X_3$ was obtained. The results of the t-test (partial) produced $X_1 = 4,523 > 1,665$, $X_2 = 3,202 > 1,665$, and $X_3 = 3,749 > 1,665$ stated that flash sales, customer reviews, and free shipping all had a partial influence on purchase decisions. The simultaneous test produced $F_{cal} > F_{tabel}$ ($63,101 > 2.72$). It can be seen that the F test has a significant effect between flash sale (X_1) and customer review (X_2), free shipping (X_3) simultaneously on the bound variable, namely the purchase decision at Shopee E-commerce. From the results of this research, it can be concluded that flash sales, customer reviews, and free shipping can be seen from the t calculation $>$ t table. Flash sales, customer reviews, and free shipping simultaneously have a significant effect on purchase decisions as seen from the results of F calculation $>$ F tables, and flash sales have a more dominant influence on purchase decisions.

Keywords : flash sale, customer review, free shipping