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The Influence of Flash Sale Promotions, the "Free Shipping" Tagline, and Live Streaming on Impulsive Buying Among Shopee E-Commerce Users in Purwokerto

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Abstract

Impulsive buying is one of the phenomena that has been frequently occurring lately. Especially among students. This study examines the factors that influence their desire to engage in impulsive buying. This research aims to analyze the influence of Flash Sale Promotions, the "Free Shipping" tagline, and Live Streaming on Impulsive Purchases among Shopee e-commerce users in Purwokerto. The Stimulus-Response (S-R) theory, used in this research, argues that every stimulus provided will stimulate consumers and produce varied responses. This research is a quantitative study, using purposive sampling as the sampling technique. With the criteria of students who have used or are users of the Shopee application, active students of Jenderal Soedirman University and Muhammadiyah University of Purwokerto, and have made at least one purchase on Shopee. The sample size was 178 respondents. Data were collected using a questionnaire and distributed via Google Forms. The questionnaire was measured using a Likert scale. Data analysis was conducted using SEM-PLS version 3. The analysis results show that the variables Flash Sale Promotion, "Free Shipping" Tagline, and Live Streaming have a significant impact on impulsive buying.

Keywords : Flash Sale Promotions, Tagline "Free Shipping", Live Streaming, Impulsive Buying

INTRODUCTION

Recently, the development of technology in Indonesia has been accelerating. With the development of digital technology, it has created different habits in society, such a

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shopping through gadget. Generally, people buy a product by going to the store, then choosing the product they want to buy directly. However, in recent years, people tend to prefer shopping through e-commerce platforms. E-commerce is all activities related to online transactions that take place through the internet or other electronic networks (Nandy, 2024). Among the various e-commerce platforms in Indonesia, Shopee is the most popular among the Indonesian people. Shopee is an online shopping application that focuses on mobile platforms, making it easier for people to shop and sell from their phones (Fernandy, 2024).

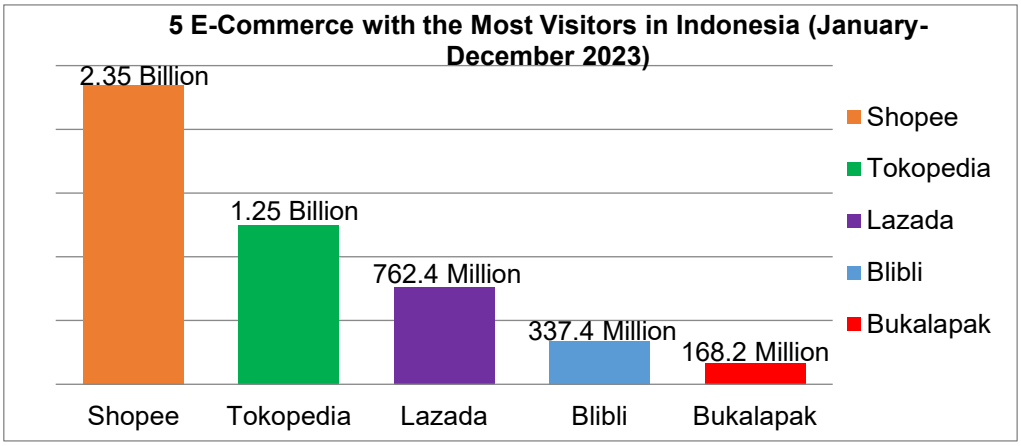


Figure 1. Source : Databoks.katadata.co.id, 2024)

In image 1 above, it shows that the majority of people in Indonesia are more inclined to use Shopee. From January to December 2023, cumulatively, the Shopee site garnered around 2,3 billion visits, far surpassing its competitors. In the same period, the Tokopedia site received 1,2 billion visits, and the Lazada site received 762,4 million visits. Meanwhile, the Blibli site received 337,4 million visits and the Bukalapak site received 168,2 million visits. In addition to winning in terms of quantity, the Shopee site also achieved the highest growth rate in visits. From January to December 2023, the number of visits to the Shopee site recorded an increase of 41,39% (year to date/ytd). On the other hand, visits to the Tokopedia site decreased by 21,08% (ytd), Lazada decreased by 46,72% (ytd), and Blibli increased by 25,18% (ytd) (Ahdiat, 2024). Shopee began entering the Indonesian e-commerce market in 2015 and attracted public attention through its business model and promotions offered. Shopee provides business opportunities for, the community to sell products, exchange information, purchase product, and give reviews

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about the products (Septiyani & Hadi, 2024). According to Amallia & Syaefulloh, (2023) one of the key factors to Shopee's success is its innovative business model. Often, people make impulsive buying because they are tempted by attractive promotions or advertisements offered by an e-commerce platform. Shopee pays great attention to its users' desires by providing attractive promotions and service as Flash Sale, the Taglie "Free Shipping" and Live Streaming. Based on the 2023 Internet Penetration and Behavior Survey conducted by the Indonesian Internet Service Providers Association (APJII), 62% of respondents chose Shopee as their platform for online shopping due to the numerous promortions and discounts consistenly offered to date (Rahmah, 2023). So many consumers make transactions online due to attractival promotional factors or discounts. So many consumers conduct transactions online due to attractive promotional factors or discounts. The number of visitors can influence the level of impulsive purchases on Shopee's e-commerce platform. The more visitors there are, the higher the likelihood that consumers will make impulsive purchases (Al Jonet et al., 2024). In addition, Shopee customers are divided into two categories of purchasing behavior, namely planned purchases and impulsive purchases (Anang, 2019).

According to Amallia & Syaefulloh, (2023), impulsive buying is defined as a purchase made spontaneously and suddenly without any consideration. One of the factors that can drive consumers to make impulsive purchases is promotion. Buyers often become impulsive because they are lured by creative and attention-grabbing marketing tactics (Hermawan & Radiansyah, 2024). Impulsive buying not only reflects unplanned purchasing behavior but also shows that a marketing strategy significantly influences consumer habits to become more dynamic. In Laksmawan & Handayani, (2024), some people believe that shopping is an activity that can relieve stress, as costumers can experience satisfaction by spending money. This phenomenon has a negative impact in consumer financial management. The presence of uncontrolled impulsive buying can lead to a consumptive lifestyle. The trend of online shopping in Indonesia has increased due to the significant attention drawn by e-commerce, through its marketing tactics such as flash sales, cashback, discounts, the slogan "Free Shipping," and others to attract users to shop on the Shopee app (O. Syahputra, Z. Wahyuni, 2024).

One of the promotional strategies introduced by Shopee to increase sales is using the flash sale promotional marketing strategy (Ferdiansyah, 2023). A flash sale is a sales strategy for exclusive products with a limited time offer, providing products at a lower cost than their original selling price (Al Jonet et al., 2024). According to Septiyani & Hadi, (2024), the goal is to create a sense of urgency and trigger impulsive buying from

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consumers. Flash sale can influence consumers to make impulsive buying due to the time limitation and the fear of missing out on the promotion. Usually, Shopee holds flash sale programs at 09:00 am, 12:00 am, 18:00 pm, and 00:00 am. Western Indonesia Time (WIB). Marketing strategies using flash sale programs tend to lead consumers to believe that the offers available at that time will not be repeated in the future (Permatasari et al., 2023). So that consumers are prompted to make a purchase as soon as possible so as not to miss the discount. According to NGUYEN-VAN et al., (2024), using flash sale promotions will benefit consumers sellers, and online platforms. There are previous research findings conducted by (Al Jonet et al., 2024; Ferdiansyah, 2023; Gumilang et al., 2024; O. Syahputra, Z. Wahyuni, 2024) indicating that the flash sale variable has a significant effect on impulsive buying, whereas in the study by Septiyani & Hadi, (2024), it has an insignificant effect on impulsive buying.

One of Shopee's strategies to expand its promotional reach so that it is easily remembered by consumers is by engaging in marketing activities such as launching television commercials, billboards, social media, and others (Ferdiansyah, 2023). One of them is by using a tagline. According to O. Syahputra, Z. Wahyuni, (2024), a tagline is a part of an advertesiment that aims to make the ad memorable for consumers. A tagline has two main functions: to maintain the continuity of a series of advertisements within a campaign and to simplify an advertising message strategy in positioning so that it becomes concise, repeatable, attention-grabbing, and memorable (Ferdiansyah, 2023). The tagline used by Shopee from the past until now is “Free Shipping to All of Indoensia”. This means Shopee offers free shipping costs to all of Indonesia for its users who meet certain terms and conditions to use the promotion. When consumers receive the free shipping promotion, it triggers them to make impulsive buying. Because the free shipping promotion offered by Shopee does not come around all the time. There are previous research results conducted by (Ferdiansyah, 2023; O. Syahputra, Z. Wahyuni, 2024) where the tagline variable “free shipping” significantly affects impulsive buying, whereas in the study by Laksmawan & Handayani, (2024), the tagline variable “free shipping” does not significantly affect impulsive buying.

Another strategy that is currently trending on e-commerce platforms is live streaming. Live streaming is a real-time audio and video broadcast of an internet program giving viewers the feeling of being present at the event (Septiyani & Hadi, 2024). Shopee is one of the e-commerce platforms that uses a live streaming strategy, implemented through the “Shopee Live” feature. According to Fitryani & Aditya Surya Nanda, (2021), impulsive buying behavior occurs when e-commerce sellers use strategies to encourage

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impulsive purchases by uploading attractive product photos and videos to sales live streaming so that e-commerce costumers can see and determine their desire to buy. By showing engaging videos and detailed product information from live hosts, it can influence consumers to make impulsive purchases. With the presence of sales through live streaming, an environment is created for streamers and consumers to interact with each other, capturing spontaneous consumer behavior, additionally streamers all well-known individuals, which can, enhance consumer trust (Ha et al., 2025). There are previous research results conducted by (Al Jonet et al., 2024; Gumilang et al., 2024) indicating that the live streaming variable significantly affects implusive buying. Meanwhile, in the study by Adawiyah et al., (2024), the live streaming variable does not significantly affect impulsive buying.

The inconsistency in previous research led the researchers to decide to re-examine the influence of Flash Sale Promotions, the “Free Shipping” Tagline, and Live Streaming on Impulsive Buying in Shopee e-commerce. This research develops in the field of Flash Sale Promotions and the “Free Shhipping” tagline from the studies (Ferdiansyah, 2023; O. Syahputra, Z. Wahyuni, 2024) on the influence of Flash Sale Promotions and the “Free Shipping” Tagline on Impulsive Buying. The researchers also developed in the field of live streaming from the studies (Al Jonet et al., 2024; Gumilang et al., 2024) on the influence of Flash Sales and Live Streaming on Impulsive Buying. Due to the differences in variables from previous research, this study will focus on the live streaming variable, which is the novelty of this research.

LITERATURE REVIEW

S-R Theory (Stimulus-Response)

Stimulus Response Theory or S-R theory is one of the theories that is consistent with this research. This theory was popularized by John Broadus Watson in the 1920’s, starting with the famous experiment known as the "Little Albert Experiment" (Isnaini et al., 2023). Watson stated that the factors that can influence the levels of anxiety, fear, and panic towards stimuli, such as experience, environmental conditions, and social factors, will shape the reaction to the stimuli, which is called a response (Isnaini et al., 2023). The Stimulus-Response Theory views communication as fundamentally defined as a mechanism consisting of simple action-reaction (Aprilia et al., 2024). In this theory, it is assumed that every stimulus given will receive a varied response from the public, such as using verbal words, non-verbal cues, and certain symbols that will stimulate others to respond (Purwanti, 2018).

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The essence of this theory is that every effect produced by the media on individuals must begin with exposure to media messages (Aprilia et al., 2024). Thus, Stimulus-Response (S-R) can be a relevant analytical tool for understanding consumer impulsive buying behavior. Stimuli such as attractive promotions, big discounts, limited edition products, or appealing displays can increase consumers' desire to take action and make a purchase. Next, the result is the emergence of a response as a tangible action by the consumer, which in this case is manifested through an impulsive purchase decision without any consideration. In this study, the Stimulus-Response Theory (S-R) model is related to :

1. Stimulus

   In this study, the stimulus is defined as a message medium in the form of flash sale promotions, the tagline "free shipping," and live streaming on Shopee users.
2. Response

   The response referred to in this study is to stimulate interest in the stimulus of flash sale promotions, the tagline "free shipping," and live streaming, which can trigger impulsive purchases.

Impulsive Buying.

Impulsive buying or impulsive purchase is a shopping decision that occurs suddenly, without planning or deep consideration (Pulu & Firdausy, 2024). On the other hand, impulsive buying can also be defined as a psychological tendency of a person to make purchases without planning or mature intent (Erlinda Dwi Prastiwi & Ety Dwi Susanti, 2024). Usually, consumers make spontaneous purchases due to influencing factors such as promotions, discounts, or limited products. There are two factors, that influence impulsive buying, namely internal and external factors. According to Pulu & Firdausy, (2024), internal factors include demographic characteristics, personal factors such as emotions, self-control and perceived value of the product. External factors, which are situational factors referring to the consumer’s situation, involve the environment, time, or products with specific conditions such as promotions, limited editions, and so on. The indicators of impulsive buying according to (Rookh, 1987) are as follows :

1. Spontanity
2. Power, compulsen and intensity
3. Excitement and stimulation
4. Disregard of consequences

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The influence of flash sale promotions on impulsive buying.

Flash sale is past of a sales promotion that offers special deals to costumers for a limited number of products (Yusuf & Erliyana, 2024). According to Agrawal & Sareen, (2016), flash sales, also known as "daily deals," are part of sales promotions that offer customers special deals or discounts on certain products for a limited time. According to Kotler and Keller (2006;272) in the research by Amanah & Pelawi, (2015), it is stated that in sales promotion, there are indicators in flash sale promotions, namely: Promotion quality, Frequency, Relevance and accuracy of promotion targets, Promotion timing. The relationship between S-R (Stimulus-Response) and impulsive buying is that a person makes an impulsive purchase driven by an attractive promotional message (stimulus). Because flash sale promotions have a limited time, they create a fear of missing out on the promotion. This results in a response of impulsive actions in the form of unplanned purchases. Impulsive purchases are increasing due to the quality of the promotion, frequency, relevance and accuracy of the promotion's target, and the timing of the promotion. The assumption is that flash sale promotions have a significant impact on impulsive buying, meaning that the higher the quality and magnitude of the flash sale promotion, the greater the likelihood of someone making an impulsive purchase. This statement is supported by previous research conducted by (Al Jonet et al., 2024; Ferdiansyah, 2023; Gumilang et al., 2024; O. Syahputra, Z. Wahyuni, 2024) that flash sale promotions have a significant impact on impulsive buying.

H1 : Flash sale promotions have a significant impact on impulsive buying.

The influence of the “free shipping” tagline on impulsive buying.

According to Chiaravalle and Schenck (2007) in Y. Wijaya, (2024), a tagline is also called a slogan or motto, which is phrase that includes the brand name and can quickly convey the brand’s position and identity to consumers. On the other hand, a tagline is part of a marketing strategy in the form of a slogan and a brief statement that serves as a distinctive feature and differentiatior to attract and be remembered by custumers, wheter intentionally or unintentionally (Laksmawan & Handayani, 2024). The indicators of the tagline in the study (Darno, 2017) in Y. Wijaya, (2024) are Familiarity, Differentiation, and Messenger of value. The relationship between S-R (Stimulus-Response) and impulsive buying is that a person will make an impulsive purchase because they are driven by the stimulus factor from the tagline "free shipping" as a sign from Shopee that they are holding a free shipping promotion. With the presence of free shipping vouchers on the Shopee app that do not appear every day, consumers will be

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tempted to respond with an impulsive purchase, which is also influenced by Familiarity, Differentiation, and the Messenger of Value. The assumption that the tagline "free shipping" significantly influences impulsive buying means that the more often Shopee offers free shipping promotions, the more consumers will engage in impulsive purchases. This statement is supported by previous research conducted by (Ferdiansyah, 2023; O. Syahputra, Z. Wahyuni, 2024; Y. Wijaya, 2024) that the tagline "free shipping" has a significant impact on impulsive buying.

H2 : The tagline “free shipping” has a significant impact on impulsive buying.

The influence of live streaming on impulsive buying.

Live streaming is the process of broadcasting audio and video live over the internet, creating an interactive experience for users to feel the direct presence in an event or program without needing to be at the physical location, while allowing real-time online interaction through text, voice, and video (Gumilang et al., 2024). One of the moost popular stimuli implemented by Shopee is the live streaming shopping feature. According to Sukma IP & Siregar S, (2024), live streaming shopping can encourage impulsive buying, as consumers can see the products directly, obtain detailed information, and interact with sellers through the comment section. There are live streaming indicators from research conducted by (Chen et al., 2020; Song & Liu, 2021; Xu et al., 2020), namely Credibility, Interactivity, Information Quality. The relationship between S-R (Stimulus-Response) and impulsive buying is that a person will make a spontaneous purchase driven by product demonstrations and interactions by the live host through the live streaming feature as a stimulus from the Shopee e-commerce platform. The intense conversation process during the live session can generate a response, namely, consumers making spontaneous purchases. The occurrence of impulsive buying behavior is increasing due to the influence of Credibility, Interactivity, and Information Quality as additional factors in the stimulus when consumers make impulsive purchases. The assumption is that live streaming has a significant impact, meaning that the better the live host is at demonstrating the product, interacting well with consumers, and providing high-quality information, the higher the likelihood of consumers making impulsive purchases. This statement is supported by previous research conducted by (Al Jonet et al., 2024; Erlinda Dwi Prastiwi & Ety Dwi Susanti, 2024; Gumilang et al., 2024; Septiyani & Hadi, 2024), which found that live streaming has a significant impact on impulsive buying.

H3 : Live streaming has a significant impact on impulsive buying.

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Framework

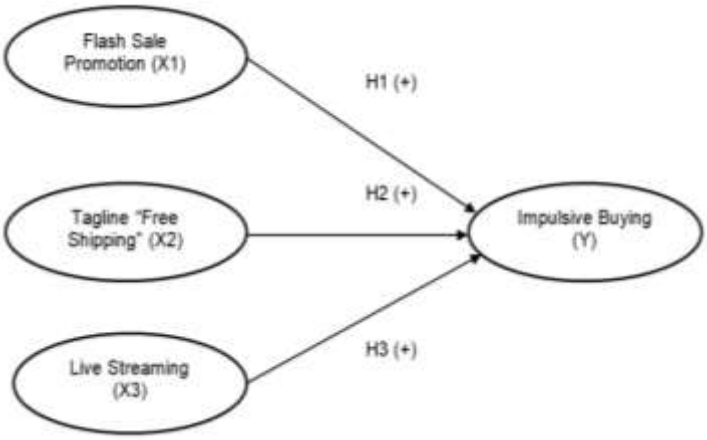


Figure 2. Framework

H1 : Flash sale promotions have a significant impact on impulsive buying.
H2 : The tagline "free shipping" has a significant impact on impulsive buying.
H3 : Live streaming has a significant impact on impulsive buying.

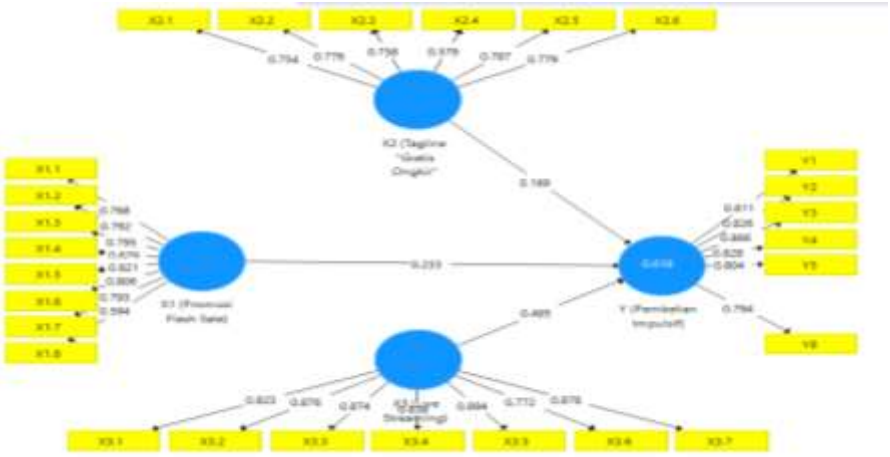


Figure 3. PLS Algorithm Results

RESEARCH METHOD

This research a quantitative study with a population of students from Muhammadiyah Purwokerto University and Jenderal Soedirman University in Purwokerto. The reason the researchers chose these two universities as the subjects of

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their study is that each is the best university in Purwokerto. Jenderal Soedirman University as the best state university in Purwokerto and Muhammadiyah University of Purwokerto as the best private university in Purwokerto (Kumparan, 2025). The sampling technique in this study uses purposive sampling, with the sample criteria being students who have used or are users of the Shopee application, are active students from Jenderal Soedirman University and Muhammadiyah University of Purwokerto, and have made at least one or more purchases on Shopee. The number of respondents was 178, which is in accordance with the sampling method from Roscoe's theory in Sugiyono, (2024), stating that a suitable sample size for research is between 30 to 500 respondents. The collection of respondent data in this study used a Google Form distributed both online and offline, and the measurement refers to a Likert scale with the lowest scale of 1 (strongly disagree) to the highest scale of 5 (strongly agree). The collected data will be analyzed using Structural Equation Modeling – Partial Least Squares 3 (SEM-PLS 3) to test the influence of flash sale promotion variables, the "free shipping" tagline, and live streaming on impulsive buying.

RESULTS AND DISCUSION

Results

Respondent Characteristics

Based on the results of the Google Forms questionnaire distribution conducted from April to June 2025, data were obtained from 182 respondents. However, there were 4 respondents who did not meet the criteria, so the number of data used was 178 respondents. Then the data was input using Microsoft Excel 2010 and subsequently processed using Smart PLS 3. From the data processing results, the characteristics of the respondents were obtained as follows.

Table 1. Respondent Description

Characteristics of the respondents	Category	Amount	Presentation
Gender	Man	80	45%
	Woman	98	55%
Age	17-20 Years	44	25%
	21-30 Years	133	74,5%
	31-40 Years	1	0,5%

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	40> Years	-	
Orginating Institution	Jenderal Soedirman University	113	63,5%
	Muhammadiyah of Purwokerto University	65	36,5%
Income/allowance	< Rp. 500.000	78	44%
	Rp. 500.000-Rp. 1.000.000	62	35%
	Rp. 1.000.000-3.000.000	36	20%
	>Rp. 3.000.000	2	1%
Shopee app user	Student	178	100%
Acitve student	Jenderal Soedirman University	113	63,5%
	Muhammadiyah of Purwokerto University	65	36,5%
The number of transactions on the Shopee app	One-time buying	7	4%
	Buying more than once	171	96%

Based on the table of respondent characteristics above, it can be concluded that the majority of respondents are female, totaling 98 students (55%), while male respondents number 80 students (45%). This indicates that women are more inclined to make online purchases on the Shopee application. The majority of respondents are in the age range of 21-30 years, totaling 133 students (74.5%). From the two universities that were the subjects of the research, the majority of respondents came from Jenderal Soedirman University, with a total of 113 (63.5%). This indicates that students at Jenderal Soedirman University have the highest participation in making purchases on Shopee. The

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majority of respondents who made online purchases had an income of <Rp. 500,000, totaling 78 students (44%). Indicating that despite having low income, they are still influenced to make impulsive purchases due to factors such as flash sale promotions, the tagline "free shipping," and live streaming. The respondents in this study are active students from two universities in Purwokerto, with 113 respondents (63.5%) from Jenderal Soedirman University and 65 respondents (36.5%) from Muhammadiyah University of Purwokerto. After conducting the observation, the results showed that the student respondents had a high level of interest in purchasing on the Shopee e-commerce platform, with 171 respondents making more than one purchase (96%) and 7 respondents making one purchase (4%). This indicates that students from the two universities are more inclined to make purchases on the Shopee e-commerce platform.

Measurement Model Test

Convergent Validity serves the function of testing the validity of indicators and statements used to measure variables. According to Haryono, (2016), in the development of a new model or indicator, a Loading Factor (LF) value between 0,5-0,6 is still acceptable. The Outer Loading results can be seen in table 2, as follows :

Table 2. Variable, Indicator, Loading Factor running 1

Variable	Indicator	Loading factor running 1	Loading factor running 2
	Quality of promotion	0,769	0,768
Flash Sale Promotions (X1) According to Kotler and Keller (2006;272) in the research (Amanah & Pelawi, 2015)		0,796	0,792
	Promotion frequency	0,799	0,795
		0,607	0,629
	Relevance or accuracy of the promotion	0,832	0,821
		0,806	0,806
	Promotion Period	0,792	0,793
		0,568	0,594

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	Familiarity	0,756	0,754
		0,786	0,776
	Differentation	0,761	0,758
Tagline " Free Shipping" (X2) According to (Darno, 2017) in the research (Y. Wijaya, 2024)		0,563	0,579
	Messeger of value	0,785	0,787
		0,775	0,779
	Credibility	0,824	0,823
Live Streaming (X3) (Chen et al., 2020; Song & Liu, 2021; Xu et al., 2020)		0,876	0,876
	Interactivity	0,875	0,874
		0,837	0,838
	Information Quality	0,893	0,894
		0,771	0,772
		0,879	0,878
	Spontanity	0,806	0,811
		0,823	0,826
	Power, compulsen, and intensity	0,842	0,866
		0,779	0,828
		0,750	0,804
Impulsive Buying (Y)	Excitement and stimulation	-0,878	
(Rookh, 1987)		-0,827	
	Disregard for consequences	0,839	0,794
		-0,833	

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In the first running trial, all indicators had a factor loading value > 0.5, indicating that convergent validity was met. This statement is supported by Haryono, (2016) that if the standard factor loading value is ≥ 0.5 or ≥ 0.7, it is considered valid. However, the Impulsive Buying variable has a factor loading value < 0.5, so a second running test was conducted by eliminating the indicators (Y6, Y7, and Y9). After the second running test, the analysis results showed that all remaining indicators met the validity criteria and could be used for further analysis.

Table 3. Avarage Variance Extracted (AVE)

Variabel	Averege Variance Extraced(AVE)
Flash Sale Promotions	0,569
Tagline “Free Shipping”	0,551
Live Streaming	0,725
Impulsive Buying	0,675

From Table 3 above, it shows that the Average Variance Extracted (AVE) value of each variable is ≥ 0.5, indicating that each construct has met the criteria for discriminant validity. This is in accordance with Haryono, (2016), who stated that the Average Variance Extracted (AVE) value must be ≥ 0.5.

To assess discriminant validity, the square root of AVE for each variable must be greater than the square root of its correlation with other variables (Joseph, F.Hair, 2016). The results from the SmartPLS output for the Fornell-Larcker value can be seen in Table 4 as follows :

Table 4. Discriminant Validity Test (Fornell-Larcker Criterion)

	Flash Sale Promotions	Tagline “Free Shipping”	Live Streaming	Impulsive Buying
Flash Sale Promotions	0,754			
Tagline “Free Shipping”	0,624	0,742		
Live Streaming	0,617	0,590	0,852	

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Impulsive Buying	0,644	0,606	0,738	0,822

In Table 4 above, it shows satisfactory Fornell-Larcker values. Flash Sale Promotion (X1) at 0.754, "Free Shipping" Tagline (X2) at 0.742, Live Streaming (X3) at 0.852, and Impulsive Buying (Y) at 0.822. Thus, all variables have good discriminant validity.

A Heterotrait-Monotrait (HTMT) value < 0.90 indicates that the construct has good discriminant validity (Joseph, F.Hair, 2016). Discriminant validity arises if the HTMT value is too high. The results from the SmartPLS output for the HTMT value can be seen in the following table 5:

Table 5. Heterotrait-Monotrait (HTMT) Value

	Flash Sale Promotions	Tagline "Free Shipping"	Live Streaming	Impulsive Buying
Flash Sale Promotions				
Tagline "Free Shipping"	0,722			
Live Streaming	0,637	0,637		
Impulsive Buying	0,671	0,661	0,798	

Based on table 5. above, each variable shows a Heterotrait-Monotrait (HTMT) value < 0,90 indicating that the construct has good discriminant validity.

Reliability Test

The reliability of the construct is evaluated using Cronbach's Alpha and Composite Reliability (CR), both of which must be ≥ 0,7 (Haryono, 2016). Cronbach's Alpha shows the consistency between indicators in the construct, while CR assesses the overall reliability of the indicators. If both of these conditions are met, then the instrument is considered reliable.

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Table 6. Cronbach's Alpha and Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Flash Sale Promotions	0,893	0,913
Tagline "Free Shipping"	0,838	0,879
Live Streaming	0,936	0,949
Impulsive Buying	0,904	0,926

In table 6. above, the Composite Reliability values for each variable are shown to be ≥ 0,7. Therefore, it can be stated that the research instrument has high consistency and stability. Additionally, the Cronbach's Alpha values for all constructs are also ≥ 0,7. Thus, it can be concluded that the indicators in this study are declared reliable.

Structural Model Test

Inner model is a structural model that connects latent variables (Joseph, F.Hair, 2016). This evaluation includes R Square (R2) and direct effect. R Square is used to measure the success of the regression model in predicting the value of the dependent variable.

Table 7. R Square Value

	R Square	*R Square Adjusted*
Impulsive Buying	0,618	0,611

Based on Table 7, the Adjusted R Square for impulsive buying (Y) is 0.579. This means that impulsive buying can be explained by the variables of Flash Sale Promotion, the tagline "Free Shipping," and Live Streaming by 61.1%. Meanwhile, the remaining 38.9% is influenced by other variables not examined in this study.

Table 8. F Square Value

	Flash Sale Promotions	Tagline "Free Shipping"	Live Streamiang	Impulsive Buying
Flash Sale Promotions				0,074
Tagline "Free Shipping"				0,041

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Live Streamiang				0,353

F-Square is used to measure the extent of the influence of an independent variable on a dependent variable after other independent variables have been included in the model. According to Joseph, F.Hair, (2016), the F-Square value is interpreted as follows: ≥ 0.02 small, ≥ 0.15 medium, and ≥ 0.35 large. The influence of flash sale promotions on impulsive purchases at 0.074 is considered small. Additionally, the influence of the "free shipping" tagline on impulsive purchases at 0.041 is considered small. Meanwhile, the influence of live streaming on impulsive purchases at 0.353 is considered large.

Hypothesis Testing

Hypothesis Testing is conducted by examining the probability values (P Values) and T Statistics obtained from the bootstrapping results. To determine significance, a threshold of P Values < 0,05 is used. The SmartPLS output results for the bootstrapping hypothesis testing analysis can be seen in the following table:

	Original Sample (O)	*T Statistics (|O/STDEV|)*	*P Values*	*Explanation*
Flash Sale Promotions -> Impulsive Buying	*0,233*	*2,718*	*0,003*	*H1 Accepted*
Taglie "Free Shipping" -> Impulsive Buying	*0,169*	*2,110*	*0,018*	*H2 Accepted*
Live Streaming -> Impulsive Buying	*0,495*	*5,917*	*0,000*	*H3 Accepted*

Based on the analysis results in Table 9, it shows that H1 is accepted, H2 is accepted, and H3 is accepted. According to Haryono, (2016), it is stated that if the t-statistic value is greater than ± 1.96, the variable is considered significant, and if not, it is

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considered not significant. This is the same as if the p-value ≤ 0.05, the indicator variable is considered significant, whereas if the p-value ≥ 0.05, the indicator variable is considered not significant. H1 is accepted because the T-Statistics value ≥ 1.96 is 2.718 and the P Values ≤ 0.05 is 0.003, thus it is stated that the flash sale promotion has a significant effect on impulsive buying. Meanwhile, H2 is accepted because the T-Statistics value ≥ 1.96 is 2.110 and the P Values ≤ 0.05 is 0.018, thus it can be stated that the tagline variable "free shipping" does not have a significant effect on impulsive buying. Additionally, H3 is accepted because it has a T-Statistics value ≥ 1.96 of 5.917 and P Values ≤ 0.05 of 0.000, thus it can be stated that live streaming has a significant effect on impulsive buying.

DISCUSION

Hypothesis 1: The Influence of Flash Sale Promotions on Impulsive Purchases

Based on the test results above, it shows that H1 is accepted, which means that flash sale promotions have a significant influence on impulsive purchases. These findings indicate that the higher the flash sale promotion offered, the more impulsive purchases will increase during the event. The Flash Sale Promotion stimulus triggers a reaction from students of Jenderal Soedirman University and Muhammadiyah University of Purwokerto to respond to a promotion or information that is considered relevant to their needs. The individual's internal process is related to the concern of missing out on the flash sale promotion due to the limited time of the promotion, which contributes to impulsive buying. When there are flash sale promotions, consumer impulsive buying behavior increases. In the study by Al Jonet et al., (2024), it is revealed that the more flash sale promotions and limited-time offers provided by the Shopee marketplace can influence impulsive buying behavior among Shopee customers when shopping online. The results of this study are in line with the research conducted O. Syahputra, Z. Wahyuni, (2024), which states that flash sale promotions significantly influence impulsive buying.

Hypothesis 2: The Influence of the "Free Shipping" Tagline on Impulsive Purchases

The results of the test on the variable "free shipping" tagline show a significant influence on impulsive purchases, thus H2 is accepted. These findings indicate that when students from Jenderal Soedirman University and Muhammadiyah University of Purwokerto see the "free shipping" tagline as a stimulus on the Shopee application, it prompts them to react by making impulsive purchases. With "free shipping" not being available all the time, it affects their emotions, causing anxiety about missing out on the

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promotion. Thus, it triggers a response to make an impulsive purchase as soon as possible to not miss the opportunity. This shows that by providing a "free shipping" voucher, it will attract their attention to make impulsive purchases, as it can reduce the shipping costs of the products they buy from Shopee (O. Syahputra, Z. Wahyuni, 2024). These findings are in line with the research conducted by O. Syahputra, Z. Wahyuni, (2024) that the presence of the "free shipping" tagline significantly influences impulsive purchases.

Hypothesis 3: The Influence of Live Streaming on Impulsive Buying

Based on the test results that have been conducted, it shows that the live streaming variable has a significant influence on impulsive buying, thus H3 is accepted. This result indicates that the more frequently or intensively students from Jenderal Soedirman University and Muhammadiyah University of Purwokerto engage in live streaming activities, the greater the likelihood of consumers making impulsive purchases. With live streaming, consumers will have an interactive and real-time experience, where they can directly see product demonstrations, quickly obtain information, and consult directly with the live host. The delivery of specific messages accompanied by emotional prompts during live streaming can serve as a stimulus that triggers consumers to respond by making impulsive purchases. The opportunity to trigger consumers to make impulsive purchases will increase if live streaming is conducted simultaneously with a flash sale promotion. This statement is supported by the research of Gumilang et al., (2024), which suggests that this combination can create a sense of urgency to buy while also providing detailed product information to the audience, allowing them to feel a direct engagement with the streamer. This result is in line with the research conducted by Gumilang et al., (2024) that live streaming significantly influences impulsive buying.

CONLUSION

Based on the results of this study, Flash Sale promotions, the tagline "Free Shipping," and Live Streaming each have a significant impact on impulsive buying among Shopee users. Impulsive buying is driven by Flash Sale promotions, the "Free Shipping" tagline, and Live Streaming. Students from two universities in Purwokerto tend to have a relatively high level of impulsive buying. The impulsive behavior of students from both universities increases when they see flash sale promotion ads on the Shopee app. Additionally, they are triggered by the tagline "free shipping," which heightens their fear of missing out on the free shipping opportunity and leads to impulsive purchasing

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behavior. Additionally, during live streaming, when students interact intensively with the live host, it can stimulate emotions through the information and offers provided by the live host, leading to an increase in impulsive buying behavior among students at the two universities. Watching live streaming serves as a sales promotion tool that benefits consumers. The results show that the variables in this study have a relatively high influence, but they are still potentially affected by other variables that have not been examined in this research. The researchers suggest that future studies should include additional variables such as Fear of Missing Out (FoMO), discounts, cashback, and expand the research objects to other e-commerce platforms to enhance the existing study.

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