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Digital Marketing Strategy And Logistics Performance As Drivers Of Customer Satisfaction: Empirical Evidence From A Local Streetwear Brand

Irfan Hafizh Hamaminata[1], Maulana Agung P[2,] May Roni[3]

[1,2,3] Social Science and Political Science Faculty, Lampung University, Bandar Lampung Indonesia

Email: hafizhirfan0@gmail.com, maulana.agung@fisip.unila.ac.id, mayroni@fisip.unila.ac.id

Abstract

In the contemporary retail fashion sector, aligning digital promotional incentives with robust distribution logistics is essential for securing long-term brand equity and customer retention. Responding to this operational paradigm, this study investigates the partial and simultaneous influence of time limited promotional tools through Flash Sale (X1) and order-fulfillment efficiency through Delivery Speed (X2) on Customer Satisfaction (Y) at a leading Indonesian streetwear brand, Thanksinsomnia, which operates on the Shopee marketplace. A quantitative explanatory methodology was employed by surveying 100 digitally active urban consumers in the city of Bandar Lampung, selected through purposive sampling criteria. The primary metrics collected were statistically evaluated using multiple linear regression analysis via SPSS software. The empirical results show that Flash Sale has a significant, positive effect on customer satisfaction by increasing the perceived value of the promotion. Simultaneously, Delivery Speed shows a highly significant positive effect on satisfaction and emerges as the most dominant driver ($\beta = 0{,}443$) in the structural model, largely due to the inter-island transit challenges faced by regional consumers outside Java Island. Simultaneously, the two operational pillars explain a substantial proportion of the variance in regional consumer-satisfaction metrics ($R^2 = 0{,}512$). Collectively, these findings demonstrate that integrating local supply-chain responsiveness with strategic promotional touchpoints plays a major role in minimizing purchase barriers and generating superior consumer evaluations in the regional digital market.

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INTRODUCTION

The global transformation of electronic commerce has reshaped the competitive landscape of the creative industry, with the fashion retail sector acting as a primary driving force. In the contemporary digital era, consumer orientation is no longer limited to evaluating a product's physical quality alone, but has expanded to encompass the totality of the end-to-end transactional experience. This shift in shopping behavior requires businesses not only to be skilled at designing aggressive digital marketing tactics, but also to ensure the reliability of their supply chain and delivery logistics in order to minimize transactional friction in the online market (Kotler & Keller, 2022).

This shift in consumption patterns toward digital channels is highly pronounced in regional urban centers such as the city of Bandar Lampung. As a major demographic gateway in the southern part of Sumatra Island, the region has a technology-literate, working-age population that is highly adaptive to developments in fashion subculture, one of which is the streetwear clothing trend. According to Eru Cakra & Setiawan (2021), streetwear clothing has developed into a powerful medium of self-identity expression for urban youth. However, the high market enthusiasm in the regions often collides with limited physical access, given that most leading streetwear brands concentrate their offline stores exclusively on Java Island. It is this gap in local physical retail supply that forces regional consumers to transact massively through integrated marketplaces such as Shopee (Malika, 2024).

One domestic streetwear brand that has successfully optimized this e-commerce ecosystem is Thanksinsomnia. Known for its casual, youth-oriented designs, the brand extensively uses time-limited promotional models such as Flash Sale on Shopee to build a sense of urgency and capitalize on seasonal traffic spikes (for example, double-date campaigns). However, because Thanksinsomnia's order-fulfillment center is centralized in Java, cross-island logistics performance—particularly delivery speed—becomes highly critical for consumer retention in Sumatra. Customer satisfaction acts as the final validation for long-term brand advocacy and repurchase intention. Given that prior empirical literature by Juniar et al. (2022) and Septiana & Susilowati (2024) has focused only on general e-commerce platforms or local offline events, this study fills that gap by directly evaluating the interaction between flash sale and delivery speed in shaping

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customer satisfaction for a specific domestic streetwear brand among regional urban consumers.

Furthermore, the integration between promotional marketing tactics and logistics operational reliability is becoming increasingly crucial in ensuring the overall success of digital transactions. Although the appeal of price incentives through flash sale has proven effective at capturing attention and triggering initial purchase conversion, the totality of the consumer experience does not end at the payment-completion stage. Today's urban consumers, especially the younger generation, have high expectations for instant gratification, where an excessively long logistics wait time caused by cross-island transit constraints can easily erode the perceived value of the discount already obtained. Khoa & Huynh (2022) argue that a brand's inability to balance the aggressiveness of online promotion with the speed of physical delivery risks creating transactional anxiety, damaging consumer trust, and hindering the realization of long-term brand advocacy.

Faced with this challenging demographic landscape and geographic barriers, local fashion brands are required to formulate a more holistic and measurable operational strategy. Choosing the city of Bandar Lampung as the focus of observation provides an ideal empirical representation of how the gap in physical retail accessibility outside the industrial hub of Java Island can be effectively bridged through the e-commerce ecosystem. By exploring the relationship between these two pillars in greater depth, this study aims to contribute a valuable literature framework as well as applicable managerial guidance for players in the domestic streetwear industry. The findings of this study are ultimately expected to reinforce the notion that alignment between aggressive digital-marketing stimuli and supply-chain responsiveness is the key to winning customer-satisfaction metrics in the regional market.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction represents an affective and cognitive post-purchase evaluation in which consumers measure the actual performance of a commercial offering against their initial expectations (Mointi & Sauw, 2022). In the digital market, this evaluation is shaped by several touchpoints beyond the physical product, including e-service quality, checkout simplicity, and order-fulfillment reliability. According to Manyanga et al. (2022), positive post-purchase satisfaction strengthens behavioral

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loyalty among consumers, minimizes perceived risk, and fosters brand equity through organic word-of-mouth promotion.

In the contemporary fashion retail landscape, consumer-satisfaction orientation is no longer limited solely to evaluating the physical quality of clothing, but has expanded to cover the totality of the end-to-end transactional experience. This customer satisfaction acts as a crucial final validation for a brand to secure long-term brand equity, advocacy, and consumer repurchase intention in the digital market. Furthermore, achieving total customer satisfaction in the era of modern retail digital marketing cannot be realized partially. This satisfaction metric is strongly governed by the integrative alignment between external stimuli in the form of price-incentive appeal at the pre-purchase stage and the responsiveness of the physical fulfillment system at the final distribution stage. It is this integration of strategic promotional elements and logistics-distribution reliability that has proven successful in minimizing purchase barriers and generating superior consumer evaluations (Hui et al., 2025)

Flash Sale Promotional Strategy

Flash sale is defined as a special sales-promotion mechanism characterized by substantial price cuts offered within a very limited time window and with a predetermined stock limitation (Darim & Miranda, 2024). This operational strategy leverages two main principles of consumer psychology: a high perceived economic saving and absolute temporal scarcity. The tight time constraint triggers a sense of urgency and minimizes the cognitive-evaluation period, encouraging impulsive purchasing behavior (Nasution & Ardila, 2024). The main operational metrics for flash sale include the appeal of the discount level, tactical campaign scheduling, real-time inventory visibility, and payment-gateway stability under high-traffic conditions.

The effectiveness of flash sale in the fashion industry is strongly driven by the psychological phenomenon of the scarcity effect. In the context of the streetwear clothing subculture, where design exclusivity and trends move very quickly, the time and product-quantity limitations create cognitive pressure on consumers. According to Wulandari & Arochman (2026), this artificial scarcity situation is seen not merely as an opportunity to gain economic benefit through a low price, but also as a social achievement when a buyer successfully secures a product that is contested by many people. Time pressure effectively reduces consumers' intention to delay product evaluation, and instead drastically stimulates impulsive purchasing behavior in order to avoid post-decision regret.

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In the marketplace ecosystem of today, flash sale has transformed from a mere conventional price-cutting tactic into a gamified digital shopping experience. The presence of interface elements such as the countdown timer and the real-time stock progress bar continually provoke the user's emotional engagement. When a consumer successfully completes the checkout flow amid intense digital traffic competition, it triggers hedonic satisfaction and perceived enjoyment, whose value often exceeds the monetary discount itself. It is this psychological satisfaction gained from the sensation of 'winning' the product that ultimately contributes strongly to a positive affective evaluation and deepens customer loyalty toward the related brand (Verma, 2025).

Logistics Performance (Delivery Speed)

Delivery speed refers to the total operational time duration calculated from the moment a transaction is verified on the digital platform until the actual physical receipt of the package by the end consumer (Primadi & Tohir, 2023). Within the e-commerce network, order-fulfillment speed is a core element for reducing consumer transactional anxiety. This operational construct depends on the efficiency of internal processing (handling time) and the delivery performance of third-party couriers. For regional consumers separated from the centralized warehouse by maritime boundaries, cross-island delivery speed serves as a key indicator of brand reliability and supply-chain competence.

Fitriyani & Mokodompit (2026) argue that in the context of cross-island distribution operations, the delivery-speed metric becomes a highly critical driver because a brand's core supply-chain infrastructure is often centralized in Java, while regional consumers must contend with physical transit barriers such as port delays and cargo-consolidation friction. This challenging geographic reality causes consumers in regional areas to show a much higher level of sensitivity to package waiting-time duration. Therefore, the standard anxiety surrounding inter-island logistics can only be mitigated when the internal warehouse-handling cycle is managed tightly to minimize delivery time. Delivering orders faster than the estimated schedule directly meets the younger generation's modern expectation of instant gratification. This ability to manage delivery-time precision ultimately turns an operational challenge into a strong competitive advantage that locks in brand trust (Radyi et al., 2024)

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RESEARCH METHOD

This study uses a quantitative explanatory approach aimed at explaining the causal relationship between variables through empirical statistical hypothesis testing (Sahir, 2021). The target population includes urban consumers residing in the city of Bandar Lampung who have actively purchased Thanksinsomnia products through Shopee. According to Sugiyono (2023), if the consumer population size is not known precisely (an infinite population), the minimum sample size is determined using the Cochran formula with a 10% margin of error, yielding a basic requirement of 96 respondents. To optimize statistical precision, a total of 100 valid responses were collected.

Primary data collection was carried out through a digital questionnaire instrument distributed online. Sampling was structured using a purposive sampling approach with strict inclusion criteria: respondents had to reside in the city of Bandar Lampung, hold an active Shopee account, be aware of Thanksinsomnia's flash sale program, and have completed at least one product-purchase transaction within the last six months. Indicators were measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The data-evaluation framework was estimated using multiple linear regression analysis run through statistical software.

The choice of a quantitative explanatory methodology surveying 100 digitally active urban consumers in the city of Bandar Lampung was specifically designed to capture the actual dynamics of electronic transactions. This survey approach is highly relevant given that the region has a technology literate, working-age population that is highly adaptive to fashion-subculture developments, ensuring that the quantitative responses provided are representative of real market conditions. As a final step to ensure analytical precision, all primary metrics collected were statistically evaluated using multiple linear regression analysis via SPSS software.

Data Analysis Method

The conceptual model in this study was constructed to examine how the alignment of a time-based digital promotion system and physical distribution responsiveness affects consumers' affective evaluation. This conceptual framework positions the Flash Sale (X1) operational strategy and Delivery Speed (X2) reliability as independent stimuli, while Customer Satisfaction (Y) acts as the final outcome of the customer's total post-purchase evaluation.

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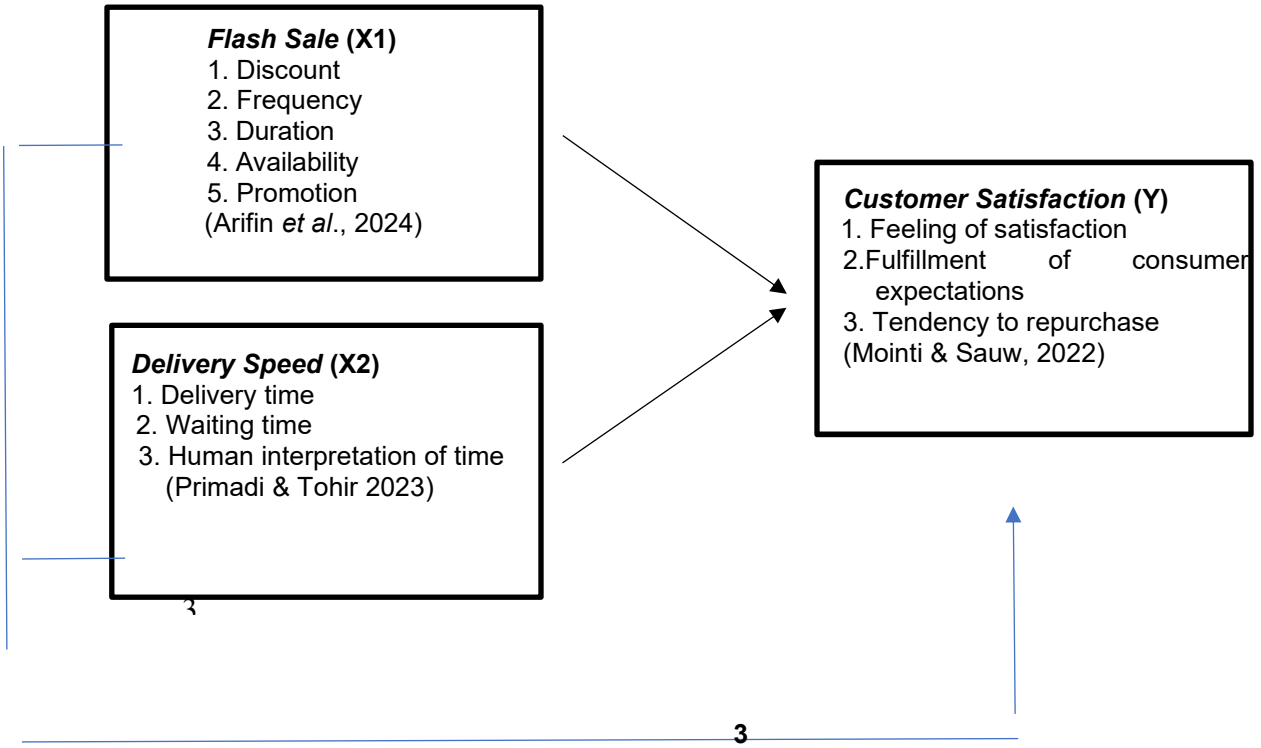


Figure 1. Conceptual Framework

Hypotheses

H1: Flash Sale has a positive and significant partial effect on Customer Satisfaction.

H2: Delivery Speed has a positive and significant partial effect on Customer Satisfaction.

H3: Flash Sale and Delivery Speed simultaneously have a positive and significant effect on Customer Satisfaction.

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RESULT AND DISCUSSION

Descriptive Statistical Analysis

Before conducting the structural linear-regression estimation, the research instrument consisting of the questionnaire statement items was first tested for quality using Product Moment correlation analysis to measure the level of validity. The instrument-testing criterion is based on comparing the calculated r-value against the critical r-table threshold of 0.312 (obtained through the degrees of freedom of the instrument's initial testing with an error level of a = 0.05).

Table 1. Validity Evaluation Results for Questionnaire Statement Items

Research Variable	Item Code	Calculated r-Value	r-Table Value	Conclusion
Flash Sale (X1)	X1.1	0.495	0.312	Valid
	X1.2	0.615	0.312	Valid
	X1.3	0.408	0.312	Valid
	X1.4	0.531	0.312	Valid
	X1.5	0.530	0.312	Valid
	X1.6	0.537	0.312	Valid
	X1.7	0.543	0.312	Valid
	X1.8	0.665	0.312	Valid
	X1.9	0.371	0.312	Valid
	X1.10	0.524	0.312	Valid
Delivery Speed (X2)	X2.1	0.725	0.312	Valid
	X2.2	0.649	0.312	Valid
	X2.3	0.689	0.312	Valid
	X2.4	0.617	0.312	Valid
	X2.5	0.452	0.312	Valid
	X2.6	0.443	0.312	Valid
Customer Satisfaction (Y)	Y.1	0.690	0.312	Valid
	Y.2	0.714	0.312	Valid
	Y.3	0.540	0.312	Valid
	Y.4	0.524	0.312	Valid
	Y.5	0.630	0.312	Valid
	Y.6	0.425	0.312	Valid

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Based on the mapping results in Table 1, all operational statement items for the flash sale, delivery speed, and customer satisfaction variables recorded calculated r-values exceeding the critical r-table threshold (0.312). Thus, all statement indicators are declared valid and legitimate for use as data-collection instruments. After the validity testing was completed, the instrument's internal consistency was measured statistically using the Cronbach's Alpha coefficient. In line with quantitative methodology parameters, a set of questionnaire variables is deemed reliable when the cumulative Cronbach's Alpha value is above the minimum standard threshold of 0.60.

Table 2. Summary of Model Reliability Parameters

Research Variable Construct	Cronbach's Alpha Value	Eligibility Criterion
Flash Discount Promotion (Flash Sale - X1)	0.693	Reliable (Consistent)
Distribution Speed (Delivery Speed - X2)	0.644	Reliable (Consistent)
Consumer Satisfaction (Customer Satisfaction - Y)	0.619	Reliable (Consistent)

The statistical output data in Table 2 clearly show that the Cronbach's Alpha index for all three constructs studied consistently exceeds the minimum eligibility-acceptance threshold (0.60). This result indicates that the digital questionnaire instrument distributed has a high level of stability and can be fully trusted for subsequent inferential statistical-analysis processing.

Respondent Demographic Characteristics

Descriptive statistical analysis of the demographic profile of the 100 field respondents is summarized in the following structured table:

Table 3. Demographic Profile of Research Respondents

Profile Characteristic	Group Category	Percentage (%)
Gender	Male	84.0%
	Female	16.0%
Respondent Age	< 17 Years	6.0%

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	18 - 23 Years	75.0%
	24 - 30 Years	19.0%
Occupation	Student / College Student	68.0%
	Private Employee	17.0%
	Entrepreneur	11.0%
	Civil Servant / Courier	4.0%
Monthly Income	< Rp 1.000.000	36.0%
	Rp 1.000.000 - Rp 3.000.000	47.0%
	> Rp 3.000.000	17.0%

Based on the distribution of respondent data, it is clear that males hold the highest percentage (84.0%), with an age concentration in the transition phase from adolescence to early adulthood, namely 18-23 years (75.0%). The largest market share in this research is occupied by students and college students (68.0%), who have a lower-middle purchasing power, namely between Rp 1.000.000 and Rp 3.000.000 per month (47.0%).

This demographic condition provides empirical evidence that the local streetwear industry is highly dependent on the segment of young people still in education. This dominance of young male customers with limited shopping budgets triggers significant price sensitivity. As an audience accustomed to the digital ecosystem (digital native), this profile directly explains why discount availability and delivery-time-accuracy guarantees are the main drivers of their consumption habits.

Descriptive Variable Values

The cumulative score assessment of respondents' answers to each construct indicator in the study is summarized in the following mean index values:

Table 4. Mean Value Index of Variables

Variable Construct	Mean Value	Interpretation Category
Flash Sale (X1)	4.26	Strongly Agree
Delivery Speed (X2)	4.29	Strongly Agree
Customer Satisfaction (Y)	4.26	Strongly Agree

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The high cumulative score assessment from respondents, which uniformly produces an average above 4.20 with an interpretation category of "Strongly Agree," reflects a very strong positive sentiment from the market. The highest mean value recorded for the delivery-speed variable (4.29) further confirms that the reliability of physical distribution is perceived as extremely crucial by consumers in the city of Bandar Lampung. Collectively, the high index across these three operational constructs confirms that the implementation of the time-limited marketing strategy and responsive order fulfillment has been rated very well and is in line with urban consumers' expectations

Classical Assumption Testing Results

Classical assumption testing was carried out prior to the regression analysis to ensure that the research data meets the basic requirements of a good regression model. The normality test aims to determine whether the residual values are normally distributed or not. Initial detection of this distribution was performed visually using a Normal Probability Plot (P-Plot) graph.

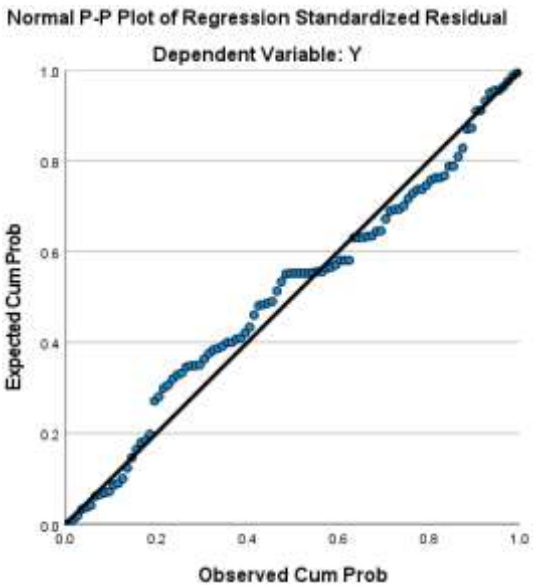


Figure 2. Normality Test Results

Based on the visual display of the Normal P-P Plot graph, it is clearly seen that the residual data points concentrate their distribution closely and line up neatly, following

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the slope direction of the diagonal line without showing signs of extreme deviation. This graphical pattern visually confirms that the basic normality assumption of the observed data has been met. To avoid subjectivity bias from reading the visual diagram, the test was confirmed using non-parametric One-Sample Kolmogorov-Smirnov statistical analysis on the Unstandardized Residual value.

Table 5. One-Sample Kolmogorov-Smirnov Estimation Results

Test Statistical Parameter	Residual Output Value (Unstandardized)
Number of Observed Samples (N)	100 Respondents
Normal Parameter Value (Mean)	.0000000
Normal Parameter Value (Std. Deviation)	1.49437417
Test Statistic Index	087
Asymp. Sig. (2-tailed)	**.059**

Referring to the empirical data recap in Table 5, with a sample size of 100 respondents, a Test Statistic value of 0.087 was obtained with an asymptotic significance level (Asymp. Sig. 2-tailed) of 0.059. Because this significance value is greater than alpha = 0.05 (0.059 > 0.05), it empirically proves that the residual values in the regression model are normally distributed.

The heteroscedasticity test results via the scatterplot graph show that the residual data points are scattered randomly and evenly above and below the value of 0 on the Y-axis without forming a particular geometric pattern, confirming the absence of heteroscedasticity symptoms. In addition, the multicollinearity test proves there is no linear relationship or excessive overlap between the independent variables, indicated by Tolerance values of 0.841 (flash sale) and 0.827 (delivery speed), both greater than 0.10, as well as VIF values of 1.189 and 1.209, consistently far below the threshold of 10.00.

Multiple Linear Regression Analysis

The structural parameter estimation of the causal-path relationship between the independent strategy mix and the dependent variable was evaluated simultaneously.

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Details of the regression-coefficient values along with their partial significance levels (t-test) are presented in the following table:

Table 6. Regression Coefficient Parameters (Partial t-Test)

Construct Attribute	Regression Coefficient (β)	Calculated t-Value	Significance (p-value)	Decision Status
(Constant)	1.845	2.112	0.037	Significant
Flash Sale (X1)	0.286	2.651	0.008	H_1 Accepted
Delivery Speed (X2)	0.443	6.296	0.000	H_2 Accepted

Based on the empirical estimates compiled in the table above, the multiple linear regression equation can be mathematically formulated through the following function model:

$$\mathbf{Y = 1,845 + 0,286X_1 + 0,443X_2 + e}$$

The results of the simultaneous hypothesis test (F-test) and the evaluation of the model's predictive fit strength are summarized in the following model-summary table:

Table 7. Summary Parameters of the Simultaneous Model Evaluation and Model Summary

Coefficient of Determination (R^2)	R-Square Adjusted	Calculated F-Value	Model Significance	Decision Status
0.512	0.502	50.891	0.000	H_3 Accepted

The Adjusted R-Square parameter value of 0.502 indicates that the variation in changes to the regional Customer Satisfaction metric can be explained simultaneously by the combination of the flash sale promotional strategy and delivery speed performance, at 50.2%. Meanwhile, the remaining 49.8% is controlled by other external factors outside this regression model.

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DISCUSSION

Flash Sale's Contribution to Customer Satisfaction

The statistical parameters confirm H_1, revealing that the flash sale campaign produces a significant positive partial effect on customer satisfaction ($\beta = 0{,}286, t = 2{,}651, p = 0{,}008$). This finding shows that time-limited discounts on Shopee significantly improve post-purchase evaluations among consumers in Bandar Lampung. A high discount level lowers the transactional sacrifice relative to the premium quality of the domestic brand, creating substantial customer value (Inderst & Obradovits, 2024). According to Marjerison et al., (2022), this time-limited sales promotion functions as a strong external input that streamlines the internal cognitive-evaluation stage for digital-native buyers. This dynamic creates a temporary sense of urgency that motivates rapid conversion.

Successfully navigating limited product availability during peak promotional waves offers consumers a sense of achievement alongside direct economic value, reinforcing the modern marketing insight linking extreme discount speed with increased consumer satisfaction. Furthermore, within the streetwear subculture ecosystem, which is heavily influenced by trends and peer-group recognition, successfully winning a flash sale from brands such as Thanksinsomnia often goes beyond mere economic gain. The psychological achievement of obtaining a limited product prompts urban consumers in Bandar Lampung to share their success experience on social media. This kind of organic exposure indirectly turns satisfied customers into credible brand ambassadors. This proves that a well-executed flash sale strategy not only secures immediate sales conversion, but also serves as a catalyst for word-of-mouth promotion that strengthens brand equity within the regional digital landscape (Hidayat et al., 2025)

The Effect of Delivery Speed on Customer Satisfaction

The path analysis firmly validates H_2, showing that delivery speed has a highly significant positive partial impact on consumer satisfaction ($\beta = 0{,}443, t = 6{,}296, p = 0{,}000$). This shows that this logistics construct holds the highest regression coefficient across the entire structural model, proving it to be the most dominant driver of digital customer satisfaction in the regional market. This pronounced impact is rooted in the geographic reality of regional urban centers such as the city of Bandar Lampung. Because Thanksinsomnia's core supply-chain infrastructure is located across the Sunda Strait (Java Island), cross-island distribution faces physical transit barriers, including port delays and cargo-consolidation friction. As a result, regional consumers show

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heightened sensitivity to waiting time. When the internal warehouse-handling cycle is managed tightly to minimize delivery time, the standard anxiety surrounding inter-island logistics can be mitigated.

Delivering orders faster than scheduled directly meets the modern expectation of instant gratification, turning a logistics advantage into a strong competitive edge that locks in brand trust and consumer satisfaction (Teotia, 2025). The high coefficient of the delivery speed variable also reflects the shift in younger-generation expectations, which are increasingly intolerant of uncertainty in the order-fulfillment process (Al-Muani et al., 2024). Beyond the physical duration of cross-island logistics travel, the ability of the Shopee platform and its shipping partners to provide transparent tracking updates (live tracking) also plays a crucial role in controlling consumers' perception of waiting time. When a local fashion brand is able to manage delivery speed in such a way that it seemingly erases the geographic distance between Java and Sumatra, it creates a deep emotional closeness. Consumers in the regions will ultimately feel they are being served with the same priority as those in the industrial hub, thereby minimizing barriers to making repeat purchases in the future (Siriudomset et al., 2025).

The Simultaneous Relationship Between Operational Strategy and Customer Satisfaction

Verification of the simultaneous test via the F-test empirically proves the validity of the third hypothesis (H3), in which the flash sale promotion mix and delivery speed logistics performance jointly have a significant effect on Thanksinsomnia's customer satisfaction on Shopee ($F = 50.891$; $p < 0.001$). This integrative finding confirms that in the modern retail digital-marketing landscape, total customer satisfaction cannot be achieved partially. The appeal of discounted price incentives at the initial stage must be orchestrated in alignment with the responsiveness of the physical fulfillment system at the final distribution stage. While the flash sale strategy provides comprehensive product information and captures consumer attention, delivery speed strengthens consumer trust through fast and punctual delivery of goods. This integration of price-promotion elements and logistics distribution has proven successful in generating deep satisfaction (Xu, 2025).

The significance of flash discounts and delivery speed in these findings is highly relevant to the streetwear subculture character embodied by Thanksinsomnia. Streetwear clothing often relies on a 'drop' system, or limited availability, which triggers fear of missing out (FOMO) among the younger generation. When Shopee's flash sale

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strategy successfully facilitates this urgency with a more affordable price, the high expectations of urban consumers in Bandar Lampung must be promptly answered with cross-island logistics speed. Cargo transit delays from Java not only reduce the efficiency value of the discount obtained, but also dampen consumers' psychological euphoria in obtaining 'hyped' goods, which can ultimately drastically degrade overall satisfaction.

The managerial implications of these simultaneous findings require players in the domestic streetwear industry to focus not only on front-end aggressiveness (digital marketing), but also to strengthen back-end resilience (supply chain operations). Pumping up traffic and stimulating scarcity through flash sale without readiness in packaging and distribution capacity actually risks becoming an operational boomerang that generates negative reviews. Therefore, a balanced orchestration between the time-limited marketing program and partnerships with reliable logistics-service providers is a blueprint that must be adopted. This is in line with Wulan Tresna et al. (2021), who state that long-term brand equity in the e-commerce market in Indonesia can only be won by brands able to deliver the best value incentives on the phone screen while also realizing the fastest physical fulfillment at the consumer's doorstep.

CONCLUSION

This quantitative explanatory study concludes that the digital promotion strategy through flash sale price cuts has proven effective in partially increasing customer satisfaction by triggering the psychological drive of shopping urgency. At the same time, delivery logistics performance through delivery speed acts as the most dominant structural predictor in determining final satisfaction, affirming the importance of package arrival-time predictability within the younger generation's culture of instant gratification. Simultaneously, the integrative alignment between price-promotion incentives and physical distribution responsiveness significantly governs the customer satisfaction metrics of a local streetwear brand on the Shopee marketplace.

Research Limitations: This study has scope limitations because it purely evaluates a linear model of two transactional operational variables and restricts the empirical observation locus to the regional urban-consumer segment in the city of Bandar Lampung only, so generalizing the findings to formal fashion product categories or other offline digital platforms needs to be tested carefully.

Future Recommendations: Future researchers are advised to expand the study's structural framework by integrating renewable digital constructs such as interactive

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service quality (e-service quality), online customer reviews, and brand image. Strengthening the mixed-methods approach through in depth interviews is also highly recommended to more comprehensively explore fashion consumers' style aesthetic motivations and subcultural preferences.

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