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Analysis Of The Influence Of Free Shipping, Flash Sale And Online Customer Review On The Purchase Decision Of Somethinc Products On The Shopee Platform Among Students Of The Faculty Of Economics, Indo Global Mandiri University

Eka Putri Dwitami[1], Meilin Veronica[2], Yeni[3]

[1,2,3] Indo Global Mandiri University

Email Corresponding Author: eka207366@gmail.com, meilin.veronica@uigm.ac.id, yeni@uigm.ac.id

Abstract

The development of e-commerce increases competition in the skincare industry and encourages consumers to consider various marketing stimuli before making a purchase. This study aims to analyze the effect of Free Shipping, Flash Sale, and Online Customer Review on Purchase Decisions for Somethinc products on Shopee among students of the Faculty of Economics, Universitas Indo Global Mandiri. The study used a descriptive quantitative approach with a population of 854 students and a sample of 273 respondents selected through purposive sampling. Data were collected using a Likert scale questionnaire from 1 to 5 and analyzed using SPSS 26 through validity, reliability, classical assumptions, multiple linear regression, t-test, F-test, and coefficient of determination tests. The results show that Free Shipping, Flash Sale, and Online Customer Review have a positive and significant effect, both partially and simultaneously, on Purchase Decisions. In conclusion, these three factors play a role in increasing purchase decisions, with a contribution of 73.1%.

Keywords:E-Commerce, Flash Sale, Free Shipping, Online Customer Review, Purchase Decision.

INTRODUCTION

The development of digital technology has brought significant changes across various sectors, including business and economics through the growth of e-commerce. E-commerce enables various business activities, such as marketing, information

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exchange, purchasing, and payment transactions, to be conducted electronically (Zahri et al., 2022). In Indonesia, e-commerce activity continues to grow rapidly. According to Goodstats.id (2025), 48.4% of respondents conducted e-commerce transactions at least once a month. In addition, the value of e-commerce transactions increased from IDR 42 trillion in 2017 to IDR 487 trillion in 2024. This condition indicates that e-commerce has become an important part of consumers' purchasing activities while creating increasingly greater market opportunities for businesses to market their products digitally.

One of the e-commerce platforms widely used by Indonesian consumers is Shopee. Goodstats.id (2025) reported that Shopee ranked first with 53.22% of users. Meanwhile, the Beauty & Body Care category ranked second with a percentage of 41%. The high use of Shopee and the strong interest in beauty products indicate a broad market opportunity for the skincare industry. However, this condition has also intensified competition among brands. Consumers have various product alternatives, making them more selective when determining which products to purchase (Pratama et al., 2022). In this competitive environment, Somethinc recorded a market share of only 1.23% and ranked seventh among the best-selling skincare brands on Shopee (Goodstats.id, 2025), below several competitors such as Skintific, Wardah, and Glad2Glow.

Purchasing decisions refer to the process through which consumers consider and evaluate various alternatives before determining which product to purchase (Zahri et al., 2022). In the context of e-commerce, purchasing decisions can be influenced by various stimuli offered by platforms and sellers, one of which is free shipping. Free shipping is a promotional strategy that reduces or eliminates shipping costs, thereby reducing the financial burden borne by consumers (Zahri et al., 2022). Shopee provides free shipping programs that can be utilized by consumers, including the Free Shipping Xtra program for Somethinc products. Previous studies have reported inconsistent findings regarding the effect of free shipping on purchasing decisions. Zahri et al. (2022) found that free shipping had a positive and significant effect on purchasing decisions. This finding is consistent with Prasna et al. (2026), who reported a positive and significant effect on purchasing decisions. However, Yulistiyani et al. (2024) found that free shipping did not have a significant effect on purchasing decisions. These differences indicate that the effect of free shipping on purchasing decisions still needs to be examined in different consumer contexts and characteristics.

In addition to free shipping, flash sales are another promotional strategy widely used in e-commerce. A flash sale is a promotion characterized by price discounts, limited product quantities, and a short promotional period, with the aim of encouraging consumers to make purchases within a specific period (Rahmawati et al., 2023). Somethinc utilizes flash sale strategies through Shopee, particularly during double-date promotional events such as 9.9, 10.10, and 11.11, which are generally accompanied by

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countdown timers and promotional banners (Aisyah & Rosyidi, 2023). Zahri et al. (2022) found that flash sales had a positive and significant effect on purchasing decisions. Meanwhile, Aisyah and Rosyidi (2023) found a positive but insignificant effect. The findings of Tirtayasa et al. (2021) also showed that the variables examined had a positive and significant effect on purchasing decisions (Iqbal et al., 2024). These differences in findings indicate that the effectiveness of promotional strategies in encouraging purchasing decisions remains a relevant issue for further investigation.

Another factor that consumers may consider before making a purchase is online customer reviews. Online customer reviews serve as a source of information that consumers can use to obtain an overview of product quality and the experiences of previous users (Sinaga, 2024). For Somethinc products sold through Shopee, consumers can find various customer reviews, including reviews accompanied by photos of product use. These reviews can serve as a consideration for potential consumers when evaluating products before making purchasing decisions. Previous studies on online customer reviews have also produced different findings. Faradita et al. (2023) found that online customer reviews had a positive and significant effect on purchasing decisions, whereas Saskiana (2021) found that online customer reviews did not have a significant effect. Hildayanti et al. (2023), in their study of the influence of social media marketing and online customer reviews on purchase intention through the Shopee application, also examined online customer reviews as a relevant aspect of consumer behavior on e-commerce platforms. These differences in previous findings provide an important basis for re-examining the relationship between online customer reviews and purchasing decisions, particularly among consumers of Somethinc products on Shopee.

This phenomenon is also reflected in the results of a preliminary survey conducted among students of the Faculty of Economics, Indo Global Mandiri University. As many as 76% of respondents stated that they had purchased Somethinc products because of flash sales, while 88% were interested in purchasing the products because of free shipping. In addition, 91% of respondents stated that shipping costs influenced their purchasing decisions. Nevertheless, the use of Somethinc products in the preliminary survey remained lower than that of Skintific. Somethinc was used by 12 respondents, whereas Skintific was used by 15 respondents. This condition indicates a gap between the high consumer response to various promotional strategies and Somethinc's usage position compared with competing brands. Therefore, free shipping, flash sales, and online customer reviews are important aspects to examine in relation to purchasing decisions for Somethinc products through Shopee.

Based on these phenomena and the differences in previous research findings, this study aims to analyze the influence of free shipping, flash sales, and online customer reviews on purchasing decisions for Somethinc products through Shopee among

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students of the Faculty of Economics, Indo Global Mandiri University, both partially and simultaneously. This study is important because competition in the skincare industry is becoming increasingly intense, Somethinc's position remains below several competing brands on Shopee, and previous studies concerning free shipping, flash sales, and online customer reviews have produced inconsistent findings. The novelty of this study lies in examining these three variables simultaneously in relation to purchasing decisions for Somethinc products through Shopee, with students of the Faculty of Economics, Indo Global Mandiri University as the research subjects.

METHOD

This study uses a descriptive quantitative method to analyze the influence of Free Shipping, Flash Sales, and Online Customer Reviews on the Purchase Decision of Somethinc products on the Shopee platform among students of the Faculty of Economics, Indo Global Mandiri University. The data used are quantitative data obtained through questionnaires and analyzed statistically (Sugiyono, 2023). The study was conducted for five months, from September 2025 to January 2026 at Indo Global Mandiri University, Palembang.

The research instrument used a questionnaire with a Likert scale of 1 to 5 (Sugiyono, 2023). Free Shipping was measured through attractiveness, purchase intention, and purchase motivation (Alfitroch et al., 2022), Flash Sales through frequency, quality, time, and accuracy and suitability of promotional targets, while Online Customer Reviews through Perceived Usefulness, Reviewer Expertise, Source Credibility, Review Valence, Volume of Reviews, and Argument Quality (Shihab & Siregar, 2023; Faradita et al., 2023). Purchase Decisions were measured through product choice, brand, distributor, time, and purchase amount (Shihab & Siregar, 2023). Data were analyzed using SPSS version 26 through validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, t-test, F-test, and coefficient of determination tests (Ghozali, 2021).

The study population was 854 students from the Faculty of Economics, Universitas Indo Global Mandiri, from the 2022 to 2025 intake, consisting of the Management, Accounting, and Master of Management (BAA, UIGM, 2025) study programs. The sample was determined using non-probability sampling with a purposive sampling method based on certain criteria (Lenaini et al., 2021). Using the Slovin formula at a 5% error rate, 272.40 respondents were obtained and rounded up to 273. Respondent criteria included active students from the Faculty of Economics, UIGM, from the 2022 to 2025 intake, aged 17 to 30 years, from the three study programs, and familiar with and having used Somethinc products in the past six months.

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The research procedure began by identifying the phenomena and problems related to the purchasing decision of Somethinc products on Shopee, then determining the variables of Free Shipping, Flash Sale, Online Customer Review, and Purchase Decision. Primary data was obtained through a questionnaire from 273 respondents who met the criteria, while secondary data came from books, journals, the internet, and relevant previous research (Sugiyono, 2023). The collected data were then tested for validity and reliability, followed by classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficients of determination to answer the research problem formulation.

Results and Discussion

Respondent Characteristics

Table 1 Respondent Characteristics Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 years	185	67.8	67.8	67.8
	21-25 years old	85	31.1	31.1	98.9
	26-30 years old	3	1.1	1.1	100.0
	Total	273	100.0	100.0	

Based on Table 1, the majority of respondents (185 people, 67.8%) were aged 17–20. This indicates that Somethinc users in this study were predominantly young students who are interested in beauty care and trends.

Table 2 Respondent Characteristics Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	17	6.2	6.2	6.2
	Woman	256	93.8	93.8	100.0
	Total	273	100.0	100.0	

Based on Table 2, above, it shows that based on gender, it is known that female respondents dominate the number of research samples, namely 256 people (93.8%), while male respondents numbered 17 people (6.2%).

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Table 3 Respondent Characteristics Based on Student Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Active	273	100.0	100.0	100.0

Based on Table 3, above shows that student status, all respondents in this study were active students, namely 273 people (100%).

Table 4 Respondent Characteristics Based on Study Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Management	164	60.1	60.1	60.1
	Accountancy	109	39.9	39.9	100.0
	Total	273	100.0	100.0	

Based on Table 4 above, it is known that the majority of respondents came from the Management Study Program, namely 164 people (60.1%). Furthermore, respondents from the Accounting Study Program numbered 109 people (39.9%).

Table 5 Respondent Characteristics Based on Generation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2022	51	18.7	18.7	18.7
	2023	89	32.6	32.6	51.3
	2024	101	37.0	37.0	88.3
	2025	32	11.7	11.7	100.0
	Total	273	100.0	100.0	

Based on Table 5, which shows the characteristics of respondents from the Faculty of Economics, Universitas Indo Global Mandiri, by class, the largest number of respondents came from the class of 2024, with 101 students (37.0%). Furthermore, respondents from the class of 2023 numbered 89 (32.6%), followed by the class of 2022 with 51 (18.7%). Meanwhile, respondents from the class of 2025 had the smallest number, with 32 (11.7%).

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Analysis of Research Results

Table 6 Validity Test Results

Variables	Statement Items	Rhitung	Rtable	Information
Free Shipping	X1.1	0.456	0.118	Valid
	X1.2	0.874	0.118	Valid
	X1.3	0.374	0.118	Valid
	X1.4	0.875	0.118	Valid
	X1.5	0.872	0.118	Valid
	X1.6	0.552	0.118	Valid
Flash Sale	X2.1	0.609	0.118	Valid
	X2.2	0.559	0.118	Valid
	X2.3	0.621	0.118	Valid
	X2.4	0.403	0.118	Valid
	X2.5	0.440	0.118	Valid
	X2.6	0.609	0.118	Valid
	X2.7	0.622	0.118	Valid
	X2.8	0.542	0.118	Valid
Online Customer Review	X3.1	0.568	0.118	Valid
	X3.2	0.497	0.118	Valid
	X3.3	0.558	0.118	Valid
	X3.4	0.569	0.118	Valid
	X3.5	0.467	0.118	Valid
	X3.6	0.594	0.118	Valid
	X3.7	0.487	0.118	Valid
	X3.8	0.576	0.118	Valid
	X3.9	0.595	0.118	Valid
	X3.10	0.493	0.118	Valid
Buying decision	Y1	0.746	0.118	Valid
	Y2	0.441	0.118	Valid
	Y3	0.746	0.118	Valid
	Y4	0.493	0.118	Valid
	Y5	0.513	0.118	Valid
	Y6	0.541	0.118	Valid

Based on Table 6, above, it shows that all question items show a calculated r value > r table at a significance level of 5 percent.

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Table 7 Reliability Test Results

Variables	Alpha coefficient	Significance level	Information
Free Shipping	0.732	0.60	Reliable
Flash Sale	0.667	0.60	Reliable
Online Customer Review	0.721	0.60	Reliable
Buying decision	0.614	0.60	Reliable

Based on Table 7 above, it shows that the recapitulation above shows that all research variables have a Cronbach's Alpha value above 0.60, namely the Free Shipping variable (0.732), Flash Sale (0.667), Online Customer Review (0.721), and Purchase Decision (0.614).

Table 8 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		273
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	1.39324347
Most Extreme Differences	Absolute	.049
	Positive	.024
	Negative	-.049
Test Statistics		.049
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on table 8, the Kolmogorov Smirnov test for normality in the table above shows an Asymp. Sig. (2-tailed) value of 0.200. This indicates that the significant value is greater than the α level value = 0.05, therefore it can be concluded that the residual value data of the regression model in this study is normally distributed.

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Table 9 Multicollinearity Test Results

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Free Shipping	.587	1,704
	Flash Sale	.531	1,884
	Online Customer Review	.551	1,814
a. Dependent Variable: Purchasing Decision			

Based on the test results in Table 9, it shows that the Tolerance value of each variable is X > 0.10 (X1 = 0.587, X2 = 0.531 and X3 = 0.551). Meanwhile, the VIF value test results for all variables are X < 10 (X1 = 1.704, X2 = 1.884 and X3 = 1.814).

Table 10 Heteroscedasticity Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,932	.549		3,516	.001
	Free Shipping	.017	.018	.076	.965	.335
	Flash Sale	-.037	.021	-.147	-1,771	.078
	Online Customer Review	.001	.015	.003	.040	.968
a. Dependent Variable: ABS_RES						

Based on table 10, above shows the test results with the Glejser test model on the Free Shipping variable, a significance value of 0.335 was obtained, Flash Sale obtained a significance value of 0.078 and Online Customer Review obtained a significance value of 0.968 where all three significance values were > 0.05.

Table 11 Results of Multiple Linear Regression Analysis

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,151	.915		3,442	.001
	Free Shipping	.324	.030	.446	10,811	.000

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	Flash Sale	.350	.035	.436	10,052	.000
	Online Customer Review	.057	.024	.099	2,322	.021
a. Dependent Variable: Purchasing Decision						

Based on Table 11, a multiple linear regression equation was obtained with a constant of 3.151. This means that if Free Shipping, Flash Sale, and Online Customer Review are zero, then the Purchase Decision is 3.151.

The Free Shipping coefficient of 0.324 indicates a positive influence on Purchase Decisions. Flash Sales have a coefficient of 0.350, indicating a positive influence on Purchase Decisions. Meanwhile, Online Customer Reviews have a coefficient of 0.057, also indicating a positive influence on Purchase Decisions.

Hypothesis Testing

Table 12 Partial Results (t-Test)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,151	.915		3,442	.001
	Free Shipping	.324	.030	.446	10,811	.000
	Flash Sale	.350	.035	.436	10,052	.000
	Online Customer Review	.057	.024	.099	2,322	.021
a. Dependent Variable: Purchasing Decision						

Based on Table 12, Free Shipping obtained a t-count value of 10.811 > t-table 1.969 with a significance of 0.000 < 0.05, so it has a positive and significant effect on Purchasing Decisions and H1 is accepted. Flash Sale obtained a t-count value of 10.052 > t-table 1.969 with a significance of 0.000 < 0.05, so it has a positive and significant effect on Purchasing Decisions and H2 is accepted. Online Customer Review obtained a t-count value of 2.322 > t-table 1.969 with a significance of 0.021 < 0.05, so it has a positive and significant effect on Purchasing Decisions and H3 is accepted.

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Table 13 Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1437,691	3	479,230	244,160	.000b
	Residual	527,987	269	1,963		
	Total	1965,678	272			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Online Customer Reviews, Free Shipping, Flash Sale						

Based on the results of the F test, the Ftable was obtained at 2.64 with df1 = 3 and df2 = 269. The calculated F value was 244.160 > Ftable 2.64 with a significance of 0.000 < 0.05, so H4 was accepted. This means that Free Shipping, Flash Sale, and Online Customer Review simultaneously have a significant effect on Purchasing Decisions.

Table 14 Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.855a	.731	.728	1,401
a. Predictors: (Constant), Online Customer Reviews, Free Shipping, Flash Sale				
b. Dependent Variable: Purchase Decision				

Based on Table 14, the correlation coefficient (R) value is 0.855. This value indicates that the relationship between Free Shipping (X1), Flash Sale (X2), and Online Customer Review (X3) together with Purchase Decision (Y) is in the very strong category.

Table 15 Results of the Coefficient of Determination (R2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.855a	.731	.728	1,401
a. Predictors: (Constant), Online Customer Reviews, Free Shipping, Flash Sale				
b. Dependent Variable: Purchase Decision				

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Based on Table 15, it shows that the coefficient of determination (R2) is 0.731. This means that the purchasing decision of Somethinc products on the Shopee platform for students of Universitas Indo Global Mandiri in Palembang City can be explained by 73.1% by the dependent variables in the form of Free Shipping (X1), Flash Sale (X2) and Online Customer Review (X3) while the remaining 26.9% is influenced by variables not included in this study.

DISCUSSION

1. The Influence of Free Shipping on Purchasing Decisions

Based on the results of multiple linear regression analysis, the Free Shipping variable has a regression coefficient value of 0.324 with a positive relationship direction. The calculated t value obtained is 10.811, which is greater than the t table value of 1.969. In addition, the significance value of 0.000 indicates a value smaller than the 0.05 significance level. Thus, it can be concluded that Free Shipping has a partial positive and significant effect on the Purchase Decision of Somethinc products on the Shopee platform among students of Universitas Indo Global Mandiri, so that the first hypothesis (H1) is accepted.

The results of this study indicate that the positive influence of the free shipping promotion indicates its significant role in the purchasing decision-making process for Somethinc products. The greater the benefits of free shipping perceived by students, the higher their likelihood of making a purchase. This is because shipping costs are a significant cost component considered by students when shopping online. With the free shipping promotion, the cost burden is reduced, so Somethinc products are perceived as having higher value and are more worthy of purchase.

This situation demonstrates that free shipping not only serves as a price incentive but also as a factor that can increase consumer interest and confidence in making purchasing decisions. For students who tend to be rational and selective in managing their spending, eliminating shipping costs provides an additional benefit that directly influences purchasing preferences. Therefore, free shipping promotions can encourage consumers to make transactions more quickly and confidently.

The findings of this study align with the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which states that individual behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In this context, free shipping promotions shape consumers' positive attitudes toward purchasing behavior due to the perceived benefit of cost savings. Furthermore, free shipping also increases perceived behavioral control, as consumers feel more comfortable and able to make purchases without the constraints of shipping costs.

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In line with this, Maharani et al. (2024) stated that free shipping is a form of promotion in which shipping costs are waived, eliminating the need for consumers to bear the cost. This strategy is considered effective because it directly reduces the total cost incurred by consumers and increases the product's appeal, especially to consumers with limited budgets, such as students.

The results of this study also support previous research conducted by Ulva et al. (2025) and Lusiana and Ratnanto (2025), which concluded that free shipping has a positive and significant effect on purchasing decisions on e-commerce platforms. These findings indicate that free shipping promotions can increase purchase interest and encourage consumers to make immediate transactions.

Thus, the results of this study confirm that free shipping is a significant factor in increasing purchasing decisions for Somethinc products on the Shopee platform among students at Universitas Indo Global Mandiri. Therefore, sellers and e-commerce platforms are advised to continue optimizing free shipping programs with easy-to-understand terms, consistent implementation, and clear promotional information to encourage increased purchasing decisions in the future.

2. The Effect of Flash Sales on Purchasing Decisions

Based on the results of multiple linear regression analysis, the Flash Sale variable has a regression coefficient value of 0.350 with a positive relationship direction. The calculated t value of 10.052 is greater than the t table of 1.969, and the significance value of 0.000 is smaller than the 0.05 level of significance. Thus, it can be concluded that Flash Sale has a partial positive and significant effect on the Purchase Decision of Somethinc products on the Shopee platform among students of Universitas Indo Global Mandiri, so the second hypothesis (H2) is accepted.

The results of this study indicate that the positive influence of flash sales programs indicates a significant role for them in the purchasing decision-making process for Somethinc products. The more attractive the flash sales program, the higher the likelihood of students making a purchase. This is because the limited time and substantial discounts in flash sales create a perception of high profit for consumers. This encourages students to make a transaction immediately to avoid missing out on the opportunity to obtain products at lower prices.

This situation demonstrates that flash sales serve not only as a promotional strategy but also as a psychological trigger that encourages consumers to make quick purchasing decisions. For students on a budget, the combination of a lower price and a limited time frame increases the product's appeal and strengthens consumer confidence to make a purchase immediately.

The findings of this study align with the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which states that individual behavior is influenced by

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attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of flash sales, positive consumer attitudes are formed due to incentives such as large discounts, cashback, or free shipping, which increase product appeal. Furthermore, the time limit in flash sales also influences perceived behavioral control, as consumers feel the need to make a purchase decision immediately before the promotional period ends.

In line with this, Syafiudin et al. (2022) stated that flash sales are a marketing strategy used by online businesses to increase store visits by offering various incentives, such as significant discounts, cashback, or free shipping, to customers for a specific period. This strategy is considered effective because it creates a sense of urgency and increases the product's perceived value in the eyes of consumers.

The results of this study also support previous research conducted by Andriyana et al. (2024) and Aribowo et al. (2020), which showed that flash sales have a positive and significant impact on consumer purchasing decisions on e-commerce platforms. These findings indicate that flash sales programs not only increase consumer interest but also encourage consumers to make transactions quickly within a relatively short time.

Thus, the results of this study confirm that flash sales are a significant factor influencing the purchasing decisions of Somethinc products on the Shopee platform among students at Universitas Indo Global Mandiri. Therefore, sellers and e-commerce platforms are advised to continue optimizing flash sales programs through competitive discount offers, clear promotional durations, and easy-to-understand information delivery, thereby increasing purchasing decisions and strengthening consumer loyalty.

3. The Influence of Online Customer Reviews on Product Purchasing Decisions

Based on the results of multiple linear regression analysis, the online customer review variable has a regression coefficient value of 0.057 with a positive relationship direction. The calculated t value of 2.322 is greater than the t table of 1.969, and the significance value of 0.021 is smaller than the 0.05 significance level. Thus, it can be concluded that online customer reviews partially have a positive and significant effect on the Purchase Decision of Somethinc products on the Shopee platform among students of Universitas Indo Global Mandiri, so that the third hypothesis (H3) is accepted.

The results of this study demonstrate this positive influence, indicating that online customer reviews play a significant role in the purchasing decision-making process. The more positive and convincing the reviews provided by other consumers, the more likely students were to purchase Somethingnc products. This is because customer

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reviews can provide a realistic picture of product quality, benefits, and direct user experience, thus helping consumers assess products before making a purchase.

This situation demonstrates that online customer reviews serve not only as a source of information but also as a means of building consumer trust. For students, as a group of consumers who tend to be rational and selective, reviews from other users are a key consideration because they are considered more objective than promotional information provided by sellers. Therefore, positive reviews can increase consumer confidence and encourage purchasing decisions.

The findings of this study align with the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which states that individual behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In this context, online customer reviews play a role in shaping consumers' positive attitudes toward a product through information and the experiences of other users. Furthermore, customer reviews also influence subjective norms due to the social influence of other consumers who have used the product, and increase perceived behavioral control by providing confidence that the purchasing decision is the right one.

In line with this, (Sinaga, 2024) states that online customer reviews are the most honest opinions shared online and can serve as a promotional tool because they can influence consumer perception and trust in a product. Honest, informative, and relevant reviews will strengthen a product's image in the eyes of consumers and increase their confidence in making a purchase.

The results of this study also support previous research conducted by Ulva et al. (2025) and Kurnia et al. (2024), which stated that online customer reviews have a positive and significant influence on purchasing decisions on e-commerce platforms. These findings confirm that consumers tend to rely on other users' experiences as a basis for decision-making, making customer reviews a crucial factor in influencing purchasing behavior.

Thus, the results of this study confirm that online customer reviews are a significant factor in increasing purchasing decisions for Somethinc products on the Shopee platform among students at Universitas Indo Global Mandiri. Therefore, sellers are advised to maintain product and service quality to garner positive reviews and actively respond to customer reviews to build trust and encourage increased purchasing decisions in the future.

4. The Influence of Free Shipping, Flash Sales, and Online Customer Reviews on Purchasing Decisions

Based on the results of simultaneous testing using the F test, the calculated F value was 244.160, which was greater than the F table value of 2.64, and the

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significance value was 0.000, which was smaller than the specified significance level of 0.05. These results indicate that Free Shipping, Flash Sale, and Online Customer Review together have a positive and significant influence on Purchasing Decisions. Thus, the fourth hypothesis (H4) in this study is declared accepted.

This indicates that students' purchasing decisions for Somethinc products on the Shopee platform are not influenced by a single factor, but rather by the integration of various promotional strategies and information received by consumers. Free shipping plays a role in reducing shipping costs, thereby increasing the product's value in the eyes of consumers. Flash sales create a sense of urgency and benefit through limited-time discounts, while online customer reviews provide a realistic picture of product quality based on the experiences of other users. These three variables complement each other in shaping consumers' beliefs, attitudes, and motivations for making purchasing decisions.

The results of this study align with Ajzen's (1991) Theory of Planned Behavior, which states that individual behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, free shipping and flash sales shape consumers' positive attitudes toward purchasing behavior due to the perceived financial benefits and convenience. Meanwhile, online customer reviews influence subjective norms through social influence from other consumers who have used the product, and increase perceived behavioral control by providing confidence that the purchasing decision is the right one with minimal risk.

These findings demonstrate that improving purchasing decisions cannot be achieved in isolation but requires an integrated approach. Offering free shipping promotions without supporting attractive flash sales and positive customer reviews will not yield optimal results. Conversely, when these three strategies are implemented simultaneously, consumers will experience a higher perceived value, a stronger sense of trust, and a greater incentive to make a purchase.

Based on the results of this study, it can be concluded that optimizing the free shipping program, implementing effective flash sales, and simultaneously managing online customer reviews are effective strategies for increasing purchasing decisions for Somethinc products on the Shopee platform among students at Universitas Indo Global Mandiri. With this integrated approach, sellers and e-commerce platforms are expected to create a more engaging, compelling shopping experience that is oriented towards improving consumer purchasing decisions.

CONCLUSION

Based on the research results, Free Shipping, Flash Sale, and Online Customer Review partially have a positive and significant effect on the Purchase Decision of

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Somethinc products on the Shopee platform for students of the Faculty of Economics, Universitas Indo Global Mandiri. Simultaneously, the three variables also have a significant effect on the Purchase Decision with an R Square value of 0.731, which indicates that 73.1% of the variation in Purchase Decision can be explained by Free Shipping, Flash Sale, and Online Customer Review, while 26.9% is explained by other factors outside the research. This finding implies that Somethinc sellers need to optimize the Free Shipping program, Flash Sale, and customer review management in an integrated manner to increase consumer confidence and purchase decisions.

This study has limitations in the object and characteristics of respondents, which only included students of the Faculty of Economics, Universitas Indo Global Mandiri, so the results cannot be generalized to a wider consumer group. Furthermore, the study only used three independent variables, so there are still other factors that could potentially influence Purchasing Decisions. Future research is recommended to expand the object and characteristics of respondents and consider other relevant variables to obtain more comprehensive results. Practically, the results of this study can be considered by Somethinc in designing marketing strategies on Shopee through providing shipping promotions, limited offers, and improving the quality and management of consumer reviews.

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