



## Analysis of Flash Sales and Online Customer Reviews on the Purchasing Decisions of Customers of the Tokopedia Online Shop in Medan City

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### ABSTRACT

This research aims to determine the effect of flash sales and online customer reviews on the purchasing decisions of customers at the Tokopedia online shop in Medan City. The research method is quantitative research using SPSS 27 software. This study uses multiple linear regression. The sample in this study consists of 96 respondents using a questionnaire. The research shows that flash sales and online customer reviews, both partially and simultaneously, have a positive and significant effect on the purchasing decisions of customers at the Tokopedia online shop in Medan City

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## INTRODUCTION

Online shops usually engage in buying and selling activities by utilizing social media such as Facebook, Instagram, WhatsApp, and Line, where buyers can inquire about product information and negotiate prices. In contrast, e-commerce typically has only one seller on a single website with a variety of products under the same brand, for example, Zalora.com and Berrybenka.com. Meanwhile, a marketplace can also be referred to as a virtual market because it consists of many sellers and buyers who meet on the application to conduct buying and selling activities, with a wide variety of products available from various stores. Examples of marketplaces in Indonesia today include Shopee, Tokopedia, Bukalapak, and many more.

Tokopedia is an Indonesian technology company engaged in the field of e-commerce. It was founded by William Tanuwijaya and Leontinus Alpha Edison, and was officially launched on August 17, 2009. The initial mission of Tokopedia was to achieve digital economic equality in Indonesia, by providing a platform for business actors, especially Micro, Small and Medium Enterprises to sell online.

TikTok, now known as ByteDance, formally announced on December 12, 2023, that it will buy 75% of Tokopedia's stock. The investment is worth around 23.4 trillion rupiah, or 1.5 billion US dollars. Through this partnership, TikTok hopes to increase its presence in Indonesia's e-commerce market, specifically through the TikTok Shop platform. Even though TikTok currently owns a sizable amount of Tokopedia, GoTo, the group of businesses that once controlled Tokopedia, still owns 25% of the company's shares. Tokopedia's ownership stake in PT GoTo Gojek Tokopedia Tbk (GoTo) is unaffected by this partnership.

Tokopedia offers various features and attractive promotions for sellers and buyers. Some popular features include My Store Coupons and Store Flash Sales for sellers, as well as free shipping, cashback, and special discounts for buyers. In addition, Tokopedia also has promotions like Buy More Save More which allows buyers to get bigger discounts by purchasing more products.

According to Hanaysha (2022), the purchase decision is the desire of consumers to buy products that are widely agreed upon as desired purchases, whether to buy or not, when to buy, where to buy, and how to pay for it. According to Hanaysha (2022), there are several factors that influence purchasing decisions, namely Shopee marketing, flash sales, and online customer reviews.

It can be noted that Tokopedia experienced a decline in monthly visitors in 2024. Where the number of visitors was 67.1 million in December 2024, after a decrease from 73.4 million in October 2024 and 71.2 million in November 2024. The results of a preliminary survey conducted by researchers on Tokopedia online shop customers in the city mall of Medan also indicated that customers

felt that the marketing events held by Tokopedia were not at the right time. Furthermore, the flash sales have not attracted new customers to shop at Tokopedia. Consumers feel that the flash sales held at Tokopedia are not suitable. Online customer reviews have not fully reduced the risks of online shopping on Tokopedia. Online customer reviews have not made it easier for consumers to find information about a product on Tokopedia. Not all customers choose the Tokopedia brand based on product ratings from buyers. Based on this background, this research is important to conduct to understand and analyze the extent of the influence of flash sales and online customer reviews on the purchasing decisions of online shop customers on Tokopedia in the city of Medan.

## **LITERATURE REVIEW**

### **Flash Sale**

Flash sales are promotions with large discounts in a short time to quickly attract consumer interest (Zhang, 2018; Owen, 2022; Arestrias, 2021; Kedaton, 2022). According to Zhang (2018), there are indicators of flash sale promotions, namely the frequency of promotions, the quality of promotions, the timing of promotions, and the accuracy or relevance of the target in promotions.

### **Online Customer Review**

Online customer reviews are consumer reviews or comments regarding product experiences that influence perception and purchasing decisions (Suryani, 2022; Gallo, 2019; Sianipar, 2021; Sarmis, 2020). According to Suryani (2022), there are five indicators of online customer reviews: perceived usefulness, source credibility, argument quality, valence, and volume of review.

### **Purchasing Decision**

The purchasing decision is the process of consumers selecting, buying, and paying for products based on internal and external considerations (Hanaysha, 2022; Marpaung, 2022). According to Hanaysha (2022), there are six indicators involved in the purchasing decision, namely product selection, brand selection, seller selection, purchase amount, purchase time, and payment method. Among the factors influencing purchasing decisions are flash sales and online customer reviews (Hanaysha, 2022).

H1: Flash sales have a positive and significant impact on customer purchasing decisions at the online shop Tokopedia in Medan City.

H2: Online customer reviews have a positive and significant impact on customer purchasing decisions at the online shop Tokopedia in Medan City.

H3: Flash sales and online customer reviews have a positive and significant impact on customer purchasing decisions at the online shop Tokopedia in Medan City.

The following is a description of the conceptual framework used in this study:

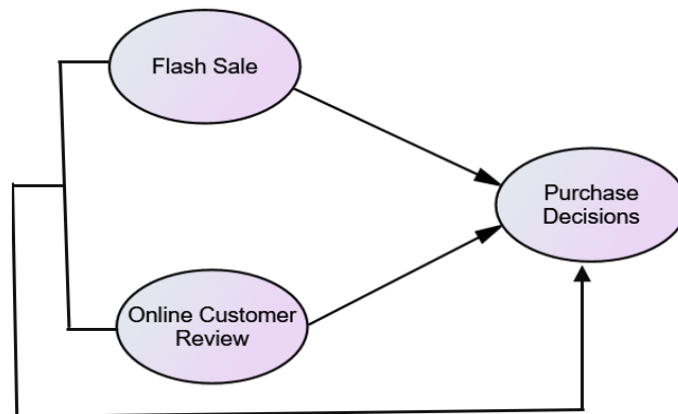


Figure 1. Conceptual Framework

## METHODOLOGY

This research uses quantitative research with an associative approach to determine the influence between variables. The research variables include what will be studied. This study uses 2 (two) independent variables, namely: Flash Sale (X1) and Online Customer Review (X2) and 1 (one) dependent variable, namely Purchase Decision (Y). The population in this study is all customers of the Tokopedia online shop at Sun Plaza Mall in Medan City, which cannot be estimated or predicted.

The sampling in this study uses a purposive sampling method with the following criteria:

- a) Customers of the Tokopedia online shop
- b) Aged at least 17 years
- c) Have made transactions online at the Tokopedia online shop.

In sampling, this study uses the Zikmund formula. From the calculations, the minimum sample size obtained is 96.04. In this study, the sample taken is 96 consumers. This study uses primary data as its data type. Primary data is information that has been collected directly from respondents by means of questionnaires sent to the respondents themselves. A questionnaire is used in the data collection method.

Data analysis techniques using: 1) multiple linear regression; 2) t-test; 3) F-test; and 4) determination test. The regression equation in this study:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Y = Purchase Decision

X1 = Flash Sale

X2 = Online Customer Review

a = Constant

b1-b2 = Regression Coefficients

e = error term

## RESEARCH RESULT

### Multiple Linear Regression

Multiple linear regression is as follows:

$$Y = 3,270 + 0,324 X1 + 0,217 X2.$$

The multiple linear regression equation can be interpreted as follows:

- The purchase decision value (Y) is 3.270 if all of the independent variables are taken to be zero.
- The purchase decision (Y) will rise by 0.324 if the flash sale increases by 1.
- The decision to buy (Y) will rise by 0.217 if the number of online customer reviews rises by 1.

### t Test

The results show that:

- The impact of flash sales on purchase decisions: H1 is accepted and H0 is denied, indicating that flash sales have a significant partial impact on purchasing decisions, with a t count of  $3.215 > t \text{ table } 1.986$  and significant  $0.000 < 0.05$ .
- The impact of online customer reviews on purchasing decisions: H2 is accepted and H0 is denied, indicating that online customer reviews have a substantial partial influence on purchasing decisions, with a t count of  $3.592 > t \text{ table } 1.986$  and significant  $0.000 < 0.05$ .

### F Test

The findings indicate that, for  $\alpha = 0.05$ , F observed is 147.637 and F table is 2.70 (refer to the F table appendix). According to the regression model, flash sales and online customer reviews both significantly influence purchase decisions in this study since the significance probability is much lower than 0.05, namely  $0.000 < 0.05$ . Hypothesis 3 (H3) is so approved.

### R2 Test (Determination)

The results show that the adjusted R Square figure of 0.819 can be called the coefficient of determination, which in this case means that 81.9% of the purchasing decisions can be obtained and explained by shopee marketing, flash sales, and online customer reviews. Meanwhile, the remaining  $100\% - 81.9\% =$

18.1% is explained by other factors or variables outside the model, such as brand, service quality, and others.

## **DISCUSSION**

The influence of flash sales on purchasing decisions is positive and significant. Flash sales serve as a marketing strategy that provides the incentive of low prices or discounts for a limited time, which can increase consumer purchasing interest both impulsively and in a planned manner. Various studies show that flash sales have a direct impact on increasing consumer purchasing decisions on the Tokopedia platform in Medan City, especially among active users such as Gen Z.

The influence of online customer reviews on purchasing decisions is very positive and significant. Positive and good customer reviews can enhance consumer trust in the product and encourage them to make purchasing decisions. This is supported by the theory that online reviews help shape consumer attitudes towards products, so positive reviews create a positive attitude and increase purchases.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the research and analysis that have been conducted, several conclusions have been drawn that can answer the objectives of this research, namely:

- a) Flash sales partially have a positive and significant impact on the purchasing decisions of customers in the online shop Tokopedia in Medan City.
- b) Online customer reviews partially have a positive and significant impact on the purchasing decisions of customers in the online shop Tokopedia in Medan City.
- c) Flash sales and online customer reviews simultaneously have a positive and significant impact on the purchasing decisions of customers in the online shop Tokopedia in Medan City.

## **ADVANCED RESEARCH**

This research has several limitations, including a small sample size, the research location being limited to one mall in the city of Medan, and only using two independent variables. It is hoped that future research can increase the sample size, expand the research area, and add other independent variables in the study, such as: Tokopedia marketing, brand image, trust, and others.

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