

# Digital Triggers: How Flash Sales, Live Streaming, and Free Shipping Fuel Impulse Buying of Pinkflash Cosmetics Among Gen Z

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## ABSTRACT

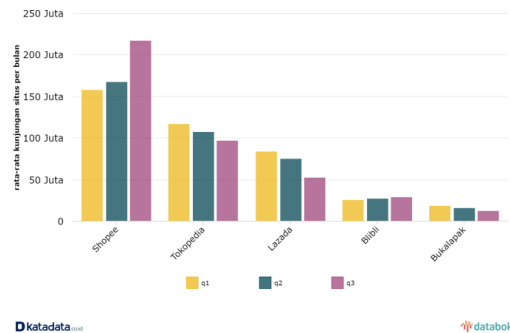
This study sought to ascertain the impact of flash sales, live streaming, and free shipping on impulsive purchases of Pinkflash cosmetic goods at Shopee. Generation Z residents of Pekanbaru who have bought Pinkflash items from Shopee in the past year make up the study's population. A Google Forms questionnaire was employed as part of the data collection method. Using the purposive sampling technique, the study's sample size was 100 respondents. This study's data analysis is quantitative and makes use of multiple linear regression techniques. Based on the research results obtained, it shows that the partial test results of the flash sale variable have a positive and significant effect on impulse buying. The live streaming and free shipping variables partially has no effect on impulse buying. Based on the results of the simultaneous test, the flash sale, live streaming, and free shipping variables together have an effect on impulse buying. Based on the results of the coefficient of determination test, it shows that the R square is 0.388.



## INTRODUCTION

The current era is getting faster and more advanced, especially in the fields of technology and information. This also has a positive impact, convenience and benefits for the community towards the economy in Indonesia. At this time, online shopping has become a habit of people in buying necessities. Of the many e-commerce, the Shopee application is one of the most widely used. Shopping at Shopee also has several advantages, including: ease of payment, fast transaction process, free shipping service, many attractive discounts, live shopee, and easy-to-access applications for beginners.

Figure 1. Marketplace Categories with the Most Visitors in Indonesia



Source: <https://databoks.katadata.co.id/datapublish/2023>

Women often buy cosmetic products online at Shopee than directly in stores or malls. Quoted from the raena beauty website accessed on November 28, 2023, Pinkflash is one of the most popular beauty brands in the marketplace. Pinkflash offers a variety of beauty products, including lipstick, eyeshadow, foundation, blush on, and others. Pinkflash products are formulated with high-quality ingredients and have passed clinical trials. Pinkflash was founded in 2020, which is now in 2024 the age of generation Z is 12 to 27 years old, which makes the product popular among the younger generation.

The presence of technology that facilitates access to information and transactions can encourage consumers to make impulse purchases. According to Stern (1962) in (Ünsalan, 2016) stating that the term "impulse buying" is generally considered the same as "unplanned buying" which describes every purchase made by buyers but not planned in advance. Increasing the ease of online transactions can encourage people to make impulsive purchases, so that people's consumer attitudes increase. One of the factors that influence impulse buying behavior is flash sale. Flash sale directly lower product prices in a short time and limited product quantities (Wangi & Andarini, 2023).

Factors that influence impulse buying other than flash sale are live streaming. According to (Mindiasari et al., 2023) live streaming is a practice where sellers broadcast live to interact with consumers about the products offered, and in some cases, often demonstrate how to use the product. According to a UPS survey, 93% of online shoppers will take action to qualify for free shipping, such as adding more items to their cart. This shows the effectiveness of free shipping as a marketing strategy for impulse buying. Free shipping offers are mainly aimed at attracting customers who are particularly concerned about the cost of shipping (Boone & Ganeshan, 2013). Free shipping according to (Andina Wulandari & Edastama, 2022) includes discount on shipping costs that can make consumers feel that their transactions are cheaper.

Research conducted by Owen de Pinto Simanjuntak with the title “The Effect of Flash Sale Promotion and Discount on Online Impulsive Buying (Study on Shopee User Students at Sari Mutiara University Indonesia)” in 2022. The results of the research conducted show that the flash sale and discount variables are able to explain the online impulsive buying variable by 57% while the remaining 43% is influenced by other variables not included in this study.

## **LITERATURE REVIEW**

### **Flash Sale**

According to (Rahmawati, 2022), flash sale are a popular promotional strategy among e-commerce that offers price and quantity reductions for products in a short time. Shi & Chen (2015) and (2018) in (Martaleni et al., 2022) said that sellers will offer consumers special promotions that are short-lived, limited in number, and significant discounts from time to time. Indicators used in measuring flash sale variables according (Belch & Belch, 2018) to: discounts, frequency, duration, product availability, and promotions.

### **Live Streaming**

Live streaming is a form of content that allows users to broadcast live, such as singing, dancing, or playing games, with the aim of selling products (Priharsari & Purnomo, 2022). According to Cenfetelli and Benbasat (2019) in (Sapa et al., 2023) in general, live streaming in e-commerce helps bridge the gap between products and buyers, supporting business growth more effectively. Indicators that will be examined in live streaming according (Faradiba & Syarifuddin, 2021) to: promotion time, bonuses, the same product description, and visual marketing.

### **Free Shipping**

Free shipping is a marketing strategy offered by sellers to consumers to encourage them to buy goods online without paying shipping costs (Kusumasari, n.d.). According to Novita Sari (2020) in (Ritonga & Risal, 2023) indicators of free shipping are: attention, interest, desire, and action.

### **Impulse Buying**

Impulse buying refers to making a quick, unplanned purchase without carefully considering other options or the potential consequences (Zhang et al., 2022). According to Engel & Blackwell (1995) in research (Azka et al., 2023), things that influence impulse buying by showing the presence of indicators: strength, spontaneity, ignoring consequences, and excitement and stimulation.

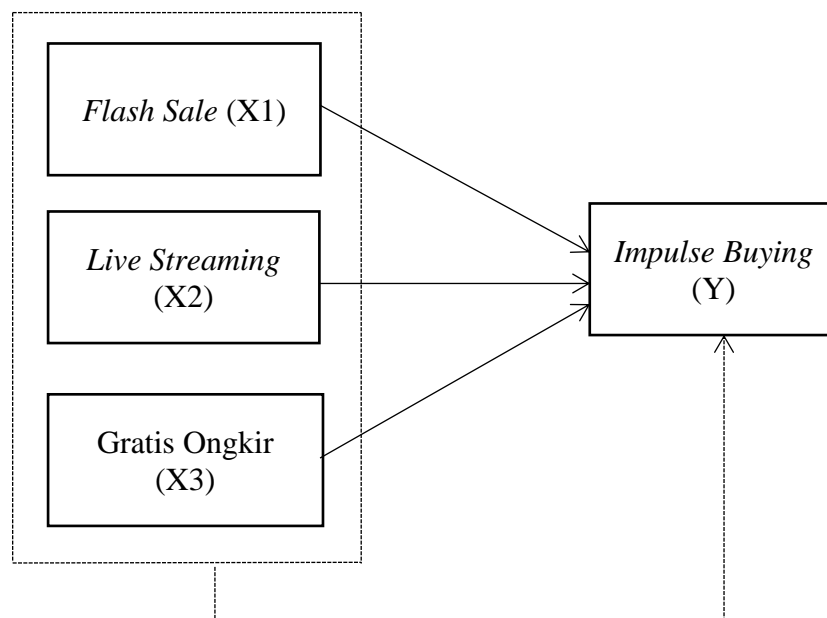
## **METHODOLOGY**

This research was conducted in Pekanbaru City with the object of research taken from generation Z consumers who had purchased Pinkflash products on Shopee. This research was conducted from February 2024 to June 2024. The data used in this test used primary data obtained in real terms by filling out a questionnaire with google form and secondary data taken from existing sources by the researcher. In this study, for sample selection, the examiner used a non-probability technique with a purposive sampling

method. The number of samples to be taken using the lameshow formula is 100 generation Z people who have shopped for Pinkflash products on Shopee impulsively in the last 1 year who live in Pekanbaru. The questionnaire in this study used a Likert scale which was managed using the SPSS application.

The research framework is as follows:

Figure 2. : Research Framework



Source: (Engel & Blackwell, 1995), (Belch & Belch, 2018), (Faradiba & Syarifuddin, 2021), and (Novita Sari, 2020).

Based on the description above, the authors conclude the following hypothesis:

Ha1: It is suspected that there is a partial influence between flash sales on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

Ho1: It is suspected that there is no partial influence between flash sales on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

Ha2: It is suspected that there is a partial influence between live streaming on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

Ho2: It is suspected that there is no partial influence between live streaming on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

Ha3: It is suspected that there is a partial influence between free shipping on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

Ho3: It is suspected that there is no partial influence between free shipping on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

Ha4: It is suspected that there is a simultaneous influence between flash sales, live streaming, and free shipping on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

Ho4: It is suspected that there is no simultaneous influence between flash sales, live streaming, and free shipping on impulse buying on PINKFLASH products at Shopee (Study on Generation Z in Pekanbaru).

## RESULTS AND DISCUSSION

### Results

#### Respondent Characteristics

This respondent identification research aims to determine the overall picture of the respondents in this study and can be seen in the following table:

Table 1: Respondent Identity

Identity	Sub Identity	Frequency	Percentage
1. Gender	1) Man	6	6%
	2) Woman	94	94%
	TOTAL	100	100%
	<hr/>		
2. Age by category	1) Baby boomers (1946-1964)	0	0
	2) Generation X (1965-1980)	0	0
	3) Generation Y (1981-1996)	0	0
	4) Generation Z (1997-2012)	100	100%
	TOTAL	100	100%
<hr/>			
3. Employment status	1) Students	90	90%
	2) Housewife	0	0
	3) Businessman	3	3%
	4) Private sector employee	7	7%
	5) Government employees	0	0
	TOTAL	100	100%
<hr/>			
4. Monthly income	1) Rp500,000-Rp1,500,000	64	64%
	2) Rp1,500,000 – < Rp2,500,000	24	24%
	3) Rp2,500,000 – < Rp4,500,000	6	6%
	4) Rp. 4,500,000 or more	6	6%
	TOTAL	100	100%
<hr/>			
5. Transacted in the last 1 year	1) 1 time	54	54%
	2) 2 times	20	20%
	3) > 2 times	26	26%
	TOTAL	100	100%

Source: SPSS data processing results, 2024

Data Quality Test

Validity Test

Validity testing is carried out to assess the validity of an instrument, namely whether the instrument actually measures what it should measure.

Table 2: Validity Test Results

No.	Variables	Statement	R (count)	R (table)	Information
1.	Flash Sale	X1,1	0,673	0,196	VALID
		X1,2	0,698	0,196	VALID
		X1,3	0,683	0,196	VALID
		X1,4	0,769	0,196	VALID
		X1,5	0,789	0,196	VALID
		X1,6	0,770	0,196	VALID
2.	Live Streaming	X2,1	0,782	0,196	VALID
		X2,2	0,770	0,196	VALID
		X2,3	0,765	0,196	VALID
		X2,4	0,775	0,196	VALID
3.	Free Shipping	X3,1	0,729	0,196	VALID
		X3,2	0,748	0,196	VALID
		X3,3	0,829	0,196	VALID
		X3,4	0,828	0,196	VALID
		X3,5	0,781	0,196	VALID
4.	Impulse Buying	Y1	0,808	0,196	VALID
		Y2	0,813	0,196	VALID
		Y3	0,692	0,196	VALID
		Y4	0,827	0,196	VALID
		Y5	0,714	0,196	VALID

Source: SPSS data processing results, 2024.

Based on the table above, it can be seen that all  $r_{count} > r_{table} 0.196$ , so all statement items used are valid.

Reliability Test

This test was conducted using the Cronbach's Alpha analysis technique with the help of the SPSS program which is said to be reliable if the value is greater than 0.60.

Table 3: Reliability Test Recapitulation

Variables	Cronbach's Alpha	Sign	Criteria	Information
Flash Sale (X1)	0, 824	>	0,6	Reliable
Live Streaming (X2)	0, 774	>	0,6	Reliable
Free Shipping (X3)	0, 842	>	0,6	Reliable
Impulse Buying (Y)	0,829	>	0,6	Reliable

Source: SPSS data processing results, 2024.

From the table it can be seen that this research questionnaire is reliable or can be trusted.

### Research Data Analysis

#### Multiple Linear Regression

Aims to test the hypothesis and determine the impact of each independent variables, namely flash sale (X1), live streaming (X2), and free shipping (X3) on the dependent variable, which is impulse buying (Y).

Table 4: Multiple Linear Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients				
		B	Std. Error	Beta		
1	(Constant)	-2.322	2.314		-1.003	.318
	Total.X1	.564	.136	.450	4.159	.000
	Total.X2	.332	.198	.190	1,676	.097
	Total.X3	.073	.137	.052	.535	.594

a. Dependent Variable: Total.Y

Source: SPSS data processing results, 2024.

From the table above, it can be seen that the magnitude of the constant = -2.322. The regression coefficient value X1 = 0.564, X2 = 0.332, and X3 = 0.073. Based on the results of the calculation, the regression equation is  $Y = -2.322 + 0.564X_1 + 0.332X_2 + 0.073X_3$ .

Based on the multiple regression equation above, it can be stated that:

The constant value of -2.322 indicates that the value of the dependent variable will be the same as the constant even though the independent variable has a value of zero.

The coefficient value for X1 (flash sale) is 0.564, which means that every 1% increase in the flash sale variable will increase impulse buying. purchasing of 0.564 units, assuming other variables remain constant.

The coefficient value for X2 (live streaming) is 0.332, which means that every 1% increase in the live streaming variable will increase impulse buying by 0.332 units, assuming other variables remain constant.

The coefficient value for X3 (free shipping) is 0.073, which means that every 1% increase in the free shipping variable will increase impulse buying. purchasing of 0.073 units, assuming other variables remain constant.



Partial Test (T-Test)

Table 5: T-Test Results

Coefficients <sup>a</sup>		Unstandardized		Standardized	t	Sig.
Model		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-2.322	2.314		-1.003	.318
	Total.X1	.564	.136	.450	4.159	.000
	Total.X2	.332	.198	.190	1,676	.097
	Total.X3	.073	.137	.052	.535	.594

a. Dependent Variable: Total.Y

Source: SPSS data processing results, 2024.

Flash Sale Variable

Hypothesis formulation

Ho: Flash sale has no effect on impulse buying.

Ha: Flash sale has an impact on impulse buying.

The t-count value for X1 is 1.984, which is obtained from a significance level of 0.05 with  $n - k - 1 = 96$  and from the SPSS output is 4.159.

$t_{count}$  value obtained is greater than the  $t_{table}$ , which is  $4.159 > 1.984$ , also the value for sig. t-test is smaller than 0.05, which is  $0.000 < 0.05$ . So, Ho is rejected and Ha is accepted. From these calculations, it can be concluded that Ho is rejected and Ha is accepted, which means that flash sale has an influence on impulse buying.

Live Streaming Variable

Hypothesis formulation

Ho: Live streaming has no effect on impulse buying.

Ha: Live streaming has an impact on impulse buying.

The t-count value for variable X2 is 1.984, which is obtained from a significance value of 0.05 with  $n - k - 1 = 96$  and from the SPSS output is 1.676.

$t_{count}$  value obtained is smaller than the  $t_{table}$ , which is  $1.676 < 1.984$ , also the value for sig. t-test is greater than 0.05, which is  $0.097 > 0.05$ . So, Ho is accepted and Ha is rejected. From the calculation above, it can be concluded that Ho is accepted and Ha is rejected, which means that live streaming does not influence on impulse buying.

Free Shipping Variable

Hypothesis formulation

Ho: Free shipping has no effect on impulse buying.

Ha: Free shipping has an impact on impulse buying.

The calculated T value for variable X3 is 1.984, which is obtained from a significance level of 0.05 with  $n - k - 1 = 96$  and from the SPSS output is 0.535.

$t_{count}$  value obtained are smaller than the  $t_{table}$ , which is  $0.535 < 1.984$ , also the value for sig. t-test is greater than 0.05, which is  $0.594 > 0.05$ . So,  $H_0$  is accepted and  $H_a$  is rejected. From the calculation above, it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected, which means that free shipping does not influence on impulse buying.

Simultaneous Test (F-Test)

Table 6: F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335,892	3	111,964	20,318	.000 <sup>b</sup>
	Residual	529,018	96	5,511		
	Total	864,910	99			

a. Dependent Variable: Total.Y  
 b. Predictors: (Constant), Total.X3, Total.X1, Total.X2

Source: SPSS data processing results, 2024.

From the table above it can be concluded:

Formulation of hypothesis

$H_0$ : All independent variables cannot explain the variation in the value of the dependent variable.

$H_a$ : All independent variables can explain the variation in the value of the dependent variable.

The level of significance ( $\alpha$ ) used is 0.05. With df (degree of freedom)  $n - k = 97$ , the  $F_{table}$  result is 2.70. Based on the table above, the F count value is 20.318. With the  $F_{count}$  value obtained greater than the  $t_{table}$ , namely  $20.318 > 2.70$ , and a significance level of 0.05,  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that the value of all independent variables can explain the variation in the dependent value. This means flash sale, live streaming, free shipping simultaneously influences impulse buying.

Coefficient of Determination Test

Table 7: Results of the Determination Coefficient Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623 <sup>a</sup>	.388	.369	2.347

a. Predictors: (Constant), Total.X3, Total.X1, Total.X2  
 b. Dependent Variable: Total.Y

Source: SPSS data processing results, 2024.

It is known that the R Square value of 0.388 means that flash sale, live streaming, and free shipping contribute greatly to influencing impulse buying by 38.8% and the rest is determined by other variables that influence impulse buying behavior.

## Discussion

### The Influence of Flash Sale on Impulse Buying

It is known that the results of the study on the influence of flash sale on impulse buying of Pinkflash cosmetic products on Shopee show that the  $t_{count}$  value is greater than the  $t_{table}$ , which is  $4.159 > 1.984$ , and the significance value of the t-test is less than 0.05, which is  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted, which means that flash sales have an effect on impulse buying.

In accordance with the theory of Solomon and Rabolt (2009) quoted in the journal (Amelia, Ratih 2019), impulse buying behavior during flash sale promos tends to be divided into pure impulse buying and planned impulse buying. Most respondents agreed that the flash sale promotion program at Shopee encouraged consumers to make unplanned purchases on the products offered. Consumers feel anxious that the desired item will run out soon, and this is a strong motivation to make impulse purchases. The results of this study are in accordance with previous tests conducted by (Syauqi et al., 2022) obtained the results that flash sale have a significant effect on impulse buying.

The results of the SPSS test in this study support the theory of Belch & Belch (2015), stating that flash sale are included in promotional tools that directly and immediately stimulate sales. The concept of limited time in flash sale that offer significant discounts, triggers the urge to immediately make purchases without careful consideration.

### The Influence of Live Streaming on Impulse Buying

The results of this study regarding the influence of live streaming on impulse buying of Pinkflash cosmetic products on Shopee show that the  $t_{count}$  value is smaller than the  $t_{table}$ , which is  $1.676 < 1.984$ , and the significance value of the t-test is greater than 0.05, which is  $0.097 > 0.05$ . Thus,  $H_0$  is accepted and  $H_a$  is rejected, which means that live streaming has no effect on impulse buying.

Live streaming is usually considered a profitable opportunity for consumers to make purchases, especially on e-commerce Shopee. Consumers often buy more than one item because of discount vouchers during live streaming, which can trigger impulse buying. However, previous research by (Rahayu et al., 2024) showed that live streaming did not have a significant effect on impulse buying.

Likewise, the results of this study, conducted on generation z consumers in Pekanbaru who bought Pinkflash products, showed that most respondents did not agree with the influence of live streaming on impulse buying because live streaming has not become a major factor in unplanned purchases of Pinkflash products on Shopee.

Consumers who watch live streaming tend to be those who already want to buy Pinkflash products intentionally or planned. Most consumers feel that there is a lack of intense interaction on Shopee live streaming because consumers who comment on the live streaming are often not seen by the host.

#### The Influence of Free Shipping on Impulse Buying

The results of the study on the influence of free shipping on impulse buying of Pinkflash cosmetic products on Shopee show that the  $t_{count}$  value is smaller than the  $t_{table}$ , which is  $0.535 < 1.984$ , and the significance value of the t-test is greater than 0.05, which is  $0.594 > 0.05$ . Therefore,  $H_0$  is accepted and  $H_a$  is rejected. This indicates that free shipping has no effect on impulse buying.

The tagline "free shipping" has a significant impact on the purchasing decision process, because many consumers are reluctant to shop online due to the shipping costs they have to bear. Consumers feel reluctant to pay shipping costs that are sometimes higher than the price of the purchased item, plus the terms and conditions that apply. However, previous research by (Rusni & Solihin, 2022) shows that free shipping does not have a significant effect on impulse buying.

Likewise, the results of this study, conducted on generation z consumers in Pekanbaru who bought Pinkflash cosmetic products on Shopee, showed that most respondents also disagreed with the influence of free shipping on impulse buying because the "Free Shipping" often embedded in each advertisement was not fully provided by Shopee to consumers domiciled in Pekanbaru City. Therefore, we usually still have to add shipping costs, so the impression is not free shipping but a shipping discount.

#### The Influence of Flash Sale, Live Streaming, and Free Shipping on Impulse Buying

The results of the study on the influence of flash sale, live streaming, and free shipping on impulse buying of Pinkflash cosmetic products on Shopee show that the  $F_{count}$  value obtained is greater than the  $t_{table}$ , namely  $20.318 > 2.70$ , and a significance level of 0.05, then  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that flash sale, live streaming, and free shipping simultaneously influences impulse buying.

It is known that the R Square value of 0.388 means flash sale, live streaming, free shipping contributes greatly to influencing impulse buying by 38.8% and the rest is determined by other variables that influence impulse buying behavior.

The flash sale, live streaming, and free shipping strategies implemented simultaneously by Shopee have proven effective in increasing impulse buying of Pinkflash cosmetic products on Shopee among Generation Z in Pekanbaru. Other cosmetic brands looking to reach Generation Z in this region may consider implementing similar strategies to increase their online sales. The combination of these three strategies, coupled with Shopee's easy access and Pinkflash's popularity among Generation Z, creates ideal conditions for impulse buying.

## CONCLUSION

Based on the data analysis and research results listed in the previous section, it can be concluded that flash sale has a positive effect on impulse buying. This is indicated on the value for a significant t-test is smaller than 0.05, which is  $0.000 < 0.05$ . Live streaming has no effect on impulse buying. This is indicated on the value for a significant t-test is greater than 0.05, which is  $0.097 > 0.05$ . Free shipping has no effect on impulse buying. This is indicated on the value for a significant t-test is greater than 0.05, which is  $0.594 > 0.05$ . Flash sale, live streaming, and free shipping have a simultaneous effect on impulse buying. This is indicated by the  $F_{\text{count}}$  value obtained is greater than the  $t_{\text{table}}$ , namely  $20.318 > 2.70$ , and a significance level of 0.05. Based on the research that has been conducted, it is recommended for further researchers to test or add other variables from the rest, which is 61.2% of research variables that have not been tested.

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