



How Flash Sale, Product Expiry, And Quality Affect Consumer Purchase Intentions Online On Shopee

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Abstract

In the digital age, online shopping has become an important part of consumer behavior, thus encouraging businesses to develop strategies that can influence purchasing decisions. This study aims to analyze the influence of flash sales, product expiration date information, and product quality on consumer purchase intent on e-commerce platforms. Flash sales, which are characterized by time-limited discounts, are widely used to create a sense of urgency and encourage impulse purchases. Meanwhile, expiration date information is crucial in building consumer trust, especially for perishable products, as it relates directly to perceptions of safety and reliability. But there are also consumers who target products that are close to their expiration date because the price is usually slammed very cheaply. Product quality, which includes tangible attributes as well as consumer perceptions, remains a key factor in ensuring consumer satisfaction and loyalty. The provision of high-quality products and clear expiration date information, combined with timely flash sales, can strengthen trust, encourage quick purchases, and build consumer loyalty in the competitive e-commerce market. This study uses a quantitative approach with a sample of 100 active e-commerce users. The results of the study show that Partially Flash Sale, Product Expiry and Quality have a significant effect on Purchase Intention (Y).

Keywords: Flash sale; Expiration date, Product quality; Purchase intention



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INTRODUCTION

The rapid development of e-commerce and online shopping has encouraged marketplace platforms to implement various promotional strategies to increase consumer buying interest. One popular strategy is flash sales, which are discount offers in a very limited time. Flash sales create a sense of urgency (scarcity) that can encourage impulse buying behavior. suggests that "scarcity promotion" in flash sales has a significant positive effect on impulsive buying, and this effect is mediated by consumer arousal (passion) (Tsabita, S&Isa, 2025). Currently under research (Lamis, S.F., 2022). The results show that arousal affects pleasure. Furthermore, attitudes towards flash sales are influenced by information, visuality, entertainment, and economic benefits. This research can provide guidance for online marketplaces in developing flash sale features to increase impulse purchase opportunities. This reinforces the trend that flash sales are not just about discounts, but also play psychological (emotional) factors making arousal important in influencing impulsive buying intentions. Flash sales trigger impulse purchases and positive emotions in consumers that improve the customer's shopping experience. Of several platforms, Shopee is the most accessed e-commerce by the Indonesian people in 2025. In second place is Tik Tok Shop, followed by Tokopedia. Next there is Lazada, then Blibli and others (Katadata, 2025).

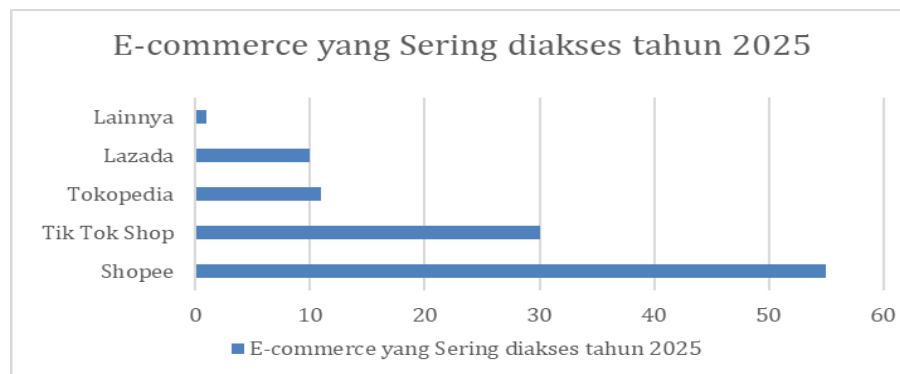


Figure 1. Frequently accessed E-Commerce

Meanwhile, product quality is consistently identified as an important variable in consumer behavior, because the perception of quality not only affects satisfaction but also purchase intention. The perceived (perceived) quality of a product, often inferred from the signals available (such as physical appearance, brand, or price), directly and positively influences the consumer's intention to buy. The better the perception of quality, the higher the consumer's purchase intention (Li, X., & Zhao, 2024). However, behind the urgency, consumer concerns arise regarding product quality and other risks such as expiration dates. On the other hand, the issue of product expiry or expiration period is becoming increasingly relevant, especially for products that are easily damaged or have a limited shelf life. Information about shelf-life or expiration dates can affect consumers' perception of risk and their confidence in the product. Recent research by (Khan, M., 2025). It shows that the perception of shelf life and perceived risk significantly affect consumers' purchase intent in the context of online food shopping. Meanwhile, research by (Song, M., 2021) confirms that the perception of time left before expiration has an impact on purchase intent. Additionally, the literature suggests that consumers' efforts to check expiration dates are also an important strategy in reducing the risk of purchasing defective or low-quality products.

In the study (Setyarini, W., & Sulistyorini, 2024) it is emphasized that consumer perception of the level of vulnerability of a product to be damaged, decrease in quality, or approach the expiration date has a significant influence on consumer purchasing behavior in e-commerce, especially in the context of impulse buying. In the study, an ambivalent dimension emerged: on the one hand it increased impulse buying, but on the other hand it increased consumer awareness. The ultimate impact depends on the intensity of the promotion and the level of trust in the online store. In addition, there is a synergistic relationship between the flash sale, quality, and expiry variables. Although flash sales suppress prices and create urgency, if consumers feel that the quality of the product is low or they are worried that the product will expire soon, this can lower the purchase intention, or even cause the opposite effect such as rejection or avoidance. Conversely, if the quality of the product is maintained high even though it is sold in a flash sale, and if the expiration information is presented clearly and honestly, consumers may feel more confident and comfortable to buy. Research on these three factors (flash sale, expiry, and quality) in one framework of online buying intent is still relatively limited. Therefore, this research is important to close the existing theoretical and practical gaps.

RESEARCH METHODS

In this study, a quantitative method was used to explain and test the causal relationship between independent variables and dependent variables. Data collection was carried out by distributing questionnaires online through the Google Form platform. All question items use a Likert scale that allows numerical and consistent measurement of respondents' perceptions

(Hair, J. F., 2019). The population in the study is a whole of individuals who meet the criteria relevant to the research focus that is the basis for sampling in the study. The population in this study is all Shopee users who are over 17 years old and have participated in flash sales in Jakarta and its surroundings at least 1 time (Darma, 2022). Meanwhile, Sample refers to a number of elements of the population that are selected through a certain sampling method, so that the analysis of the sample can provide an overview of the condition of the population. The use of samples helps researchers save resources while maintaining the quality and accuracy of the data. Sampling using the Hair method is the number of indicators multiplied by 5 by 100 respondents (Hair, 2019). After that, data was collected from the questionnaire that had been filled out by the respondents. Next, data processing was carried out using multiple linear analysis techniques. Multiple linear analysis is a statistical method for analyzing the influence of two or more independent variables on a single dependent variable. This analysis is used to predict how changes in several independent variables will affect the dependent variables, as well as to measure how much influence each variable will be together (Ovan & Saputra, 2020); (Sugiyono, 2019).

RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics

The gender comparison of respondents is shown in the table below.

Table 1. Percentage of Respondents' Gender

No	Gender People	%
1	Male 46	46
2	Female 54	54

From the table above, 46% of respondents are male and the remaining 54% are female.

Respondent Age

The percentage of respondents based on age group can be seen in the table below.

Table 2. Percentage of Age Group

No	Age (year) People %
1	< 20 18 18
2	21-30 15 15
3	31-40 25 25
4	41-50 22 22
5	> 51 20 20

As many as 18% of respondents are under 20 years old. And 15% of respondents were between 21-30 years old. There are 25% of respondents between the ages of 31-40 years. Furthermore, there are 22% of respondents who are between 41-50 years old. Finally, there are 20% of respondents over 51 years old.

Respondent Education

The percentage of respondents based on their education can be seen in the table below.

Table 3. Respondent Education

No	Education	People	%
1	Elementary School	14	14
2	High School	23	23

3	D1/D2/D3	24	24
4	S1	21	21
5	S2-S3	18	18

There were 14% of respondents with elementary-junior high education, 23% of high school education, 24% of D1-D3, 21% of respondents with S1 education and 18% with S2-S3 education.

Respondent Occupation

The percentage of respondents based on their work can be seen in the table below.

Table 4. Respondent Occupation

No	Occupation	People	%
1	Civil/TNI/Polri	22	22
2	Private Employees	16	16
3	Entrepreneurship	13	13
4	Labor	24	24
5	Student	25	25

Of all respondents, 22% worked as civil/TNI/Polri. As many as 16% as private employees. There are 13% of respondents who are entrepreneurs. There are 24% of respondents as laborers. And as many as 25% as students.

Validity Test

Table 5. Validity Test for Flash Sale, Product Expiry, and Quality

Code	r Count	R Table	Description
FS1	0,422	0,1946	Valid
FS2	0,506	0,1946	Valid
FS3	0,395	0,1946	Valid
FS4	0,403	0,1946	Valid
FS5	0,516	0,1946	Valid
PE1	0,875	0,1946	Valid
PE2	0,878	0,1946	Valid
PE3	0,863	0,1946	Valid
PE4	0,865	0,1946	Valid
PE5	0,845	0,1946	Valid
Q1	0,882	0,1946	Valid
Q2	0,878	0,1946	Valid
Q3	0,843	0,1946	Valid
Q4	0,885	0,1946	Valid
Q5	0,854	0,1946	Valid
PI1	0,877	0,1946	Valid
PI2	0,876	0,1946	Valid
PI3	0,889	0,1946	Valid
PI4	0,865	0,1946	Valid
PI5	0,883	0,1946	Valid

Source : Data processed spss 26

From the test criteria of Validity to Flash Sale, Product Expiry, and Quality r calculated to be greater than r table 0.1946, the research instruments on the three variables are valid.

Reliability Test

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	r Critical	Description
Flash Sale	0,918	0,7	Reliabel
Product Expiry	0,916	0,7	Reliabel
Quality	0,921	0,7	Reliabel
Purchase Intentions	0,926	0,7	Reliabel

Source: Data processed spss 26

The reliability test was carried out by comparing the value of Cronbach's Alpha with the significant level/level used. The level used can be 0.5 or 0.6 or 0.7. If the value of Cronbach's Alpha is greater than a significant level, then the instrument is said to be reliable (Darma, 2022). From the results of the analysis above, all variables in the study such as Flashsale with a value of 0.918, Product Expiry with a value of 0.916, Quality with a value of 0.921 and Purchase Intention with a value of 0.926 which have a Cronbach's Alpha value greater than the significance level value of 0.6. So all instruments in this study are reliable.

Multiple Linear Analysis Test

Table 7. Multiple Linear Test Results

Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig
(Constant)	-6.279	1.620		-3.875	0.000
Flashsale	0.444	0.058	0.439	7.711	0.000
Product Expiry	0.471	0.055	0.486	8.528	0.000
Quality	0.421	0.058	0.409	7.201	0.000

Source: Data processed spss 26

Based on the table above, the multiple linear regression equation for independent variables (Flash Sale, Product Expiry, and Quality) is obtained against dependent variables (Purchase Intentions) as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -6.279 + 0.444X_1 + 0.471X_2 + 0.421X_3 + e$$

R Square Test

Table 8. Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.832a	0.693	0.683	3.421

Source : Data processed spss 26

The determination test result was 0.693 which means that 69.3% of the Purchase Intention was influenced by Flashsale, Product Expiry and Quality. And the remaining 30.7% was influenced by other variables that were not studied.

Results t Test

The t-test (t-distribution) is intended to find out how far an individual independent variable is influenced in relation to the dependent variable. If the significance value > 0.05, then the hypothesis is rejected. This means that independent variables do not have a significant effect on dependent variables. Conversely, if the significance value < 0.05, then the hypothesis is accepted. This means that independent variables have a significant effect on dependent

variables (Sugiyono, 2019). From the results of Table 7 above, the following conclusions are drawn: The significance of the Flash Sale (X1) of 0.000 is smaller than 0.05, so H_0 is rejected and H_a is accepted. So partially Flash Sale (X1) has a significant effect on Purchase Intention (Y). The significance of the Product Expiry (X2) of 0.000 is less than 0.05 so that H_0 is rejected and H_a is accepted. So partially Product Expiry has a significant effect on Purchase Intention (Y). The significance of Quality (X3) of 0.000 is smaller than 0.05 so that H_0 is rejected and H_a is accepted. So partially Quality has a significant effect on Purchase Intention (Y).

Discussion

The Relationship of Flash Sale with Purchase Intention

The significance of the Flash Sale (X1) of 0.000 is smaller than 0.05, so H_0 is rejected and H_a is accepted. So partially Flash Sale (X1) has a significant effect on Purchase Intention (Y). Flash sale is one of the promotional strategies in digital marketing that offers products at large discounted prices in a very limited time and a limited amount of stock. This strategy is widely used in e-commerce to create a sense of urgency (time pressure) and scarcity (scarcity), thus encouraging consumers to make a purchase immediately without much consideration. This means that in this study, flash sales are influential in encouraging buying intentions. This is in line with research (Nafaturrahmah, M., & Astuti, 2023) entitled Determining Factors Affecting Consumers' Purchase Intent at Online Flash Sale on Shopee. As a result, Flash sales have been proven to create conditions that increase consumer buying interest. Furthermore, research from (Faturrohman & Widarta, 2024) with the theme The influence of flash sales, viral marketing and electronic word of mouth (E-WOM) on the purchase intention of Z generation in online shopping on TikTok Shop marketplace. Where the results show that Flash sales simultaneously along with viral marketing and e-WOM affect the purchase intention of Generation Z consumers on TikTok Shop. Flash sale promotions are able to create a perception of scarcity and urgency that encourages consumers to make purchases.

Relationship of Product Expiry to Purchase Intention

The significance of the Product Expiry (X2) of 0.000 is less than 0.05 so that H_0 is rejected and H_a is accepted. So partially Product Expiry has a significant effect on Purchase Intention (Y). When viewed from consumer behavior, product expiration has a significant influence on purchase and consumption decisions. Consumers tend to prefer products with a longer shelf life because they are considered safer and provide higher use value. As shown in a study (Ahn & Park, 2024) titled The Effect of Time Frame and Spatial Distance on Consumer Intention to Purchase a Near-Expiry Product: Focusing on the Expiration Date and Country of Origin. The results of the study show that information on the proximity of the expiration date has a significant effect on purchase intention. Consumers evaluate product risks based on the time gap to the expiration date and the product's origin. Likewise, research conducted by (Rovan, R., 2025) with the theme Influence of halal label, expiration date, and product composition on consumer purchase decisions mediated by purchase intention at MSME Gallery. The results show that the study found that the expiration date has a positive and significant effect on purchase intention. The clearer and more reliable the expiration date information provided to consumers, the higher the purchase intention that appears.

The Relationship of Quality with Purchase Intention

The significance of Quality (X3) of 0.000 is smaller than 0.05 so that H_0 is rejected and H_a is accepted. So partially Quality has a significant effect on Purchase Intention (Y). Product quality is also defined as the level of conformity between product characteristics and standards

or expectations that consumers want. Products that have high quality are generally able to provide consistent and reliable performance. From the perspective of consumer behavior, product quality has a significant influence on purchasing decisions. Consumers tend to choose products with better quality because they are considered to be able to provide higher value and reduce the risk of dissatisfaction. Therefore, product quality is one of the main factors that affect purchase intention and overall purchase decisions (Ardiansyah, Y., Abdillah, W., & Hayu, 2024). This is in line with research from (Alifia & Hartono, 2022) entitled Effects of product quality, service quality, price, familiarity, reputation, and application quality on Shopee users' purchase intention. Where the results show that product quality has a positive and significant effect on purchase intention. The better the product quality perceived by consumers, the higher their intention to make purchases through e-commerce. Furthermore, it is supported by research from (Gómez-Suárez et al., 2024) entitled Impact of heuristic-systematic cues on the purchase intention of the electronic commerce consumer through the perception of product quality. The results show that product quality perception is the main factor that drives purchase intent in e-commerce. Product information, ratings, reviews, and other quality signals increase the perception of quality which in turn increases purchase intent.

CONCLUSION

Partially, Flash Sale (X1) has a significant effect on Purchase Intention (Y). Then, partially Product Expiry has a significant effect on Purchase Intention (Y). And finally, Quality also partially has a significant effect on Purchase Intention (Y). As for practical advice: the results of this study can be used on marketers/sellers or marketplaces to evaluate the variables in this study to help increase buying or selling interest. And for theoretical advice: further research should be done with the addition of other variables to increase consumer buying interest.

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