



The impact of flash sales and brand image on purchase intention and its impact on purchase decision

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ARTICLE INFO

Article history:

Received April 30, 2023

Revised May 18, 2023

Accepted May 30, 2023

Keywords:

Brand Image

Flash sale

Purchase Intention

Purchase Decision

ABSTRACT

The current era of real and virtual worlds has developed rapidly, this has encouraged many industries to make changes, especially in the technology industry and sales including the marketplace. Indonesia is dominated by many marketplaces, one of the largest is Tokopedia. This study aims to find out whether there is an effect of the Flash Sale, Brand Image, program on Purchase Intention, and its impact on Purchase Decision users of D-Link products by targeting 97 respondents. This study uses the SPSS test and it is known that Flash Sale affects Purchase Intention and Purchase Decision while Brand Image affects Purchase Intention and does not affect Purchase Decision directly.

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1. INTRODUCTION

The current era of the real and virtual world has grown rapidly, which has prompted many industries and governments to embark on a revolutionary journey towards Industry 4.0 (Ramakrishna et al., 2020). The Industry 4.0 revolution is an era in which the advancement of digital technologies and the Internet is characterized by the emergence of modern technologies. All of these technologies aim to improve connectivity between components in the industry aimed at building inclusive and sustainable industries (Hidayatno et al., 2019). In addition, the 4.0 era is also an era where technology develops mainly automation and connectivity in all fields very rapidly, thus creating a movement and change in various industries. In this 4.0 era we are facing new challenges, such as changing habits and activities done face-to-face into activities that can be done anywhere, anytime, and without facing other parties just by using electronic devices such as gadgets which are one of the real evidence of the technological advances we have experienced, it will also affect the mindset and lifestyle of humans (Hijriyani & Astuti, 2020)

These advances can be seen from how we can make online transactions, payment tools such as e-wallet, digital card, and also be able to buy items and access online shopping just with their smartphones and just have to wait for items to arrive at their doorstep (Purwantono et al., 2021). Similarly, as said by Mubarok (2021) the Industrial Revolution 4.0 also changed the way of human life, including socio-economic and lifestyle. Meaning is a lot of things that were not thought of before and arrived to emerge into new innovations, and open up huge business land, for example is start-up in the field of

transportation such as Go-check, Grab and retail trade fields such as Tokopedia, Shopee and so on. The above statement shows that there are many technologies that help us in the era today, one of the technologies that facilitates the sale of products or services in this era is with the presence of online shopping through social media and various e-commerce platforms. Chaffey (2019) revealed that e-commerce is often understood as a shopping box between consumers and retail companies only, like consumers with Amazon, but as time goes on, e-Commerce has become an online transaction box carried out by consumers or any third party, so ecommerce or website in this era gives many opportunities to do business.

Based on ecommerce website visitor data for Q1 2021, Tokopedia is one of the e-commerce companies that boasted its market, and Tokopedia itself was first launched to the public on 17 August 2009 with the vision of building Indonesia to be better through the internet. Tokopedia itself also competes with its competitors to provide convenience and suitable prices for its users by facilitating the seller with marketing tools, one of Tokopedia's facilities and services for its seller is the flash sale program. The main purpose of sales with a flash sale program is to improve transactions in e-commerce, stimulate product sales, increase brand awareness on particular brands and above all to increase sales. The flash sale program is also a tool to determine the amount of product requests and to reach more consumers (Hertanto & Sulhaini, 2020). To raise interest and sales numbers, the seller can not just go by using the facilities provided by Tokopedia or follow the flash sale program already provided. Seller has another thing to pay attention to, namely brand image. The brand image also affects the consumer whether they will buy the product they sell or not. Brand Image through online advertising will also increase brand awareness and brand image, as social media users can easily interact with others. In addition, purchase intention is also a result of the process of analyzing several choices of the same or similar products and carried out by the consumer. When a purchase intention is already owned by a consumer, it is likely that a transaction will occur, but it can not be avoided if the consumer does not execute his purchase intent into a transactional process. According to researchers, the seller is said to be successful when he can already invite the consumer to make a transaction, or execute his purchase intention into a purchase decision. Purchase intention and purchase decision are a condition of cause and effect that means if there is a purchase intention then the consumer is likely to result in a transaction process.

Researchers also conduct research on previous research and use it as a reference tool or advice. A study by Sundjaja et al., (2020) concluded that the flash sale program improved and delivered positive results over the purchase intention of e-commerce users. Researching the experience and satisfaction level of the flash sale transactions carried out. A further study by Waluya (2019) found that brand image influenced purchase decisions. The last study that will be presented by the researchers is a study by Komalasari et al., (2021) in his study said that purchase intention has a significant and positive influence on the purchase decision, they also said that When consumers have a purchase intent then the high probability of purchase decision will occur so it is very important for the company to increase the purchase intent of consumers. The researchers chose to research D-Link because based on secondary data provided by the researchers, it showed that marketing tools such as flash sales used by D-link were not so effective in increasing sales.

2. RESEARCH METHOD

This research uses a questionnaire research method aimed at obtaining data as well as information carried out by providing a series of written questions to respondents, namely D-Link users, D-link consumers, and Tokopedia users who have made transactions with D- Link. The questionnaire is submitted using a Likert scale that covers numbers from 1 to 5, such as Very Agree (SS) scored 5, Agreed (ST) score 4, Neutral (N) score 3, Disagreed

(TS) score 2, Very Disagree (STS) score 1. The type of data used in this study is the primary data from the questionnaire, while the secondary data comes from previous articles, journals, and books. The method of sampling used in this study is non-probability sampler. Sampling is done by random sampling or random, due to the large number of populations and there is no definitive data that explains the identity of the user of the D-Link product, then the researchers will use the Cochran formula or an unknown population formula. This study uses the double linear regression method with the help of SPSS 25.

3. RESULTS AND DISCUSSIONS

3.1. Determination Coefficient of Sub-Structure 1

Table 1. Determination Coefficient of Sub-Structure 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804a	.647	.641	1.37682

Source: SPSS (2023)

Table 1, shows the coefficient of determination of 0.804. This means that the influence of the Flash Sale variable (X1) and the Brand Image variable (X2) on the Purchase Intention variable (Y) is 64.7%, while the remaining 35.3% is influenced by other variables. Simultaneous and Individual Sub-Structural Impact Tests

Table 2. Anova Sub-Struktur 1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	417.273	2	208.636	110.062	.000b
	Residual	227.475	120	1.896		
	Total	644.748	122			

Source: SPSS (2023)

Based on table 2, it can be explained that this model is significant because the p-value = 0.000 Sig in the ANOVA table is smaller than α Decision: Sig = 0.000 or <0.05 then H_a is accepted and H_o is rejected.

Table 3. Substructural coefficient 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.359	.898		4.853	.000
	TOTAL_FS	.164	.050	.249	3.310	.001
	TOTAL_BI	.540	.067	.611	8.120	.000

Source: SPSS (2023)

Based on table 3, it can be concluded that the Flash Sale variable (X1) and the Brand Image variable (X2) contribute significantly to the Purchase Intention variable (Y).

3.2. Determination Coefficient of Sub-Structure 2

Table 4. Results of Sub-Structure Determination Coefficient 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886a	.785	.780	1.37674

Source: SPSS (2023)

Table 4, shows the coefficient of determination of 0.886. This means that the magnitude of the influence of the Flash Sale variable (X1), the Brand Image variable (X2)

and the Purchase Intention variable (Y) on the Purchase Decision variable (Z) is 78.5%, while the remaining 21.5% is influenced by other variables.

Simultaneous and Individual Sub-Structure Effect Tests

Table 5. Anova Sub-Structure 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	825.925	3	275.308	145.250	.000b
	Residual	225.554	119	1.895		
	Total	1051.480	122			

Source: SPSS (2023)

Based on table 5, it can be explained that this model is significant because the p-value = 0.000 Sig in the ANOVA table is smaller than α Decision: Sig = 0.000 or <0.05 then H_a is accepted and H_o is rejected.

Table 6. Substructural coefficient 2

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	2.252	.982		2.292	.024
	TOTAL_FS	.307	.052	.365	5.925	.000
	TOTAL_BI	.047	.083	.042	.570	.570
	TOTAL_PI	.718	.091	.562	7.867	.000

Source: SPSS (2023)

Based on table 6, it can be concluded that the Flash Sale variable and the Purchase Intention variable contribute significantly to the Purchase Decision variable, while the Brand Image variable has no effect on the purchase decision variable.

DISCUSSION

Flash sale is a marketing strategy in which a product or service is offered at a very attractive discount price and is only available for a limited time (Nastiti, 2020). The aim is to encourage consumers to immediately purchase such products or services. Overall, flash sales can have a significant influence on Purchase Intention, especially if factors such as discount price and limited time are considered. However, other factors such as consumer confidence in the brand and product quality perception can also influence the impact of flash sales on purchase intentions. This study is in line with a previous study conducted by Herlina (2021) that explains that flash sale has an influence on purchase intention.

Brand Image may have an indirect influence on Purchase Decision through Purchase Intention of users of D-Link products. Brand image or brand image refers to the perception that consumers have of a brand. When a brand like D-Link has a positive image in the eyes of consumers, it can increase Purchase Intention or intention to buy products from that brand. When consumers have a high Purchase Intention, then the probability that they will make a Purchase Decision or a decision to actually buy D-Link products will also increase. On the contrary, if the D-Link brand image is negative or less good in the eyes of consumers, then it can reduce Purchase Intention and affect a decrease in Purchase Decision. However, it should be noted that the influence of the brand image on the purchase decision does not depend solely on the Purchase Intention. There are other factors such as product quality, competitive prices, and consumer needs that can also influence a person's purchase decision. Siregar (2022) in his research also mentions that there is an influence of brand image on purchase intention.

Significant influence between purchase intention and purchase decision. In many cases, Purchase Intention can directly influence the purchase decision. The higher the purchase intention, the greater the likelihood that a person will buy the product or service. However, there are also other factors that can influence purchase decisions, such as price,

product quality, competition, consumer confidence in brands, and other psychological factors. Flash Sale has a direct influence on the Purchase Decision of users of D-Link products. Flash Sale may have a direct influence on the Purchase Decision or purchase decision. Flash Sale is a marketing strategy that uses limited time and attractive discount prices to influence consumers to make impulsive purchases. In a Flash Sale situation, consumers feel that they have limited opportunities to buy the product at an attractive discount price. This can trigger a sense of urgency and make consumers feel that they should immediately buy the product before it runs out. In addition, Flash Sale can also affect consumer price perception of the product. The discount prices offered on Flash Sale can make consumers feel that they get a better value than the regular price, although in fact the discount may not be significant. Sivaram (2019) explains the impact of purchase intentions on purchase decisions

Flash Sale may have a direct influence on a Purchase Decision or a Customer's purchase decision. Flash Sale usually offers attractive discounts or promotions, with a limited time, so it can encourage consumers to make immediate purchases (Martaleni et al., 2022). When consumers are exposed to information about Flash Sale, they can respond by making a purchase of the products or services offered. In other words, Flash Sale directly affects consumer purchasing decisions. Sawitri (2023) explains that flash sale influences the purchase decision

Directly, a positive brand image can make consumers more likely to buy products from the brand because they believe that the brand can provide good quality and performance. Indirectly, a strong brand image can affect consumer perception of the brand and its products. In the long run, this can build a high brand loyalty and make consumers more likely to buy products from those brands. This research is inconsistent with the research conducted by Kim (2019) that explains brand image influence on purchase decisions.

Purchase Brand Image may have an indirect influence on Purchase Decision through Purchase Intention of users of D-Link products. Brand image or brand image refers to the perception that consumers have of a brand (Ebrahim, 2020). When a brand like D-Link has a positive image in the eyes of consumers, it can increase Purchase Intention or intention to buy products from that brand. When consumers have a high Purchase Intention, then the probability that they will make a Purchase Decision or a decision to actually buy D-Link products will also increase. On the contrary, if the D-Link brand image is negative or less good in the eyes of consumers, then it can reduce Purchase Intention and affect a decrease in Purchase Decision. This research is inconsistent with a study conducted by Listyowati (2020) which explains that flash sale influences purchase decisions.

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4. CONCLUSION

Flash sales and brand image have a significant influence on purchase intent and purchase decision. Flash sales can increase purchase intention through attractive prices and limited time, but can damage the brand image if the product sold is considered cheap or low

quality. In contrast, a strong brand image can enhance purchase intentions and purchase decisions, but a weak brand image may make consumers hesitate to buy a product or service. In addition, purchase intention has also been shown to play a mediator role in the relationship between flash sale and purchase decision. The practical implication of this study is that marketers can consider flash sales and brand image factors in designing more effective marketing strategies to enhance consumer purchase intent and decision making. However, it should be remembered that excessive flash sales can damage the brand image in the long run, so it needs to be offset by a sustainable marketing strategy to build consumer confidence in the brand. Future research can further explore other potential mediators or moderators in this relationship to deepen our understanding of the dynamics between flash sales, brand image, purchase intention, and purchase decision-making.

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