The Influence of Flash Sale and Brand Image on Purchasing Decisions (Skincare User Study the Originote on Shopee E-Commerce in Majalengka Regency)

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ABSTRACT

The beauty industry in Indonesia continues to develop year by year. Many people want to improve and enhance their skin to feel confident when meeting others around them. This encourages companies to continuously develop attractive marketing strategies and retain consumers due to the emergence of many new, local skincare brands. The availability of good flash sales will facilitate consumers in purchasing these products. Another factor that drives purchasing decisions is brand image; when the brand image associated with a product is high, it makes it easier for, consumers to recognize the product, thus facilitating their purchasing decisions. This research aims to determine how flash sales and brand image affect the purchasing decisions of The, Originote skincare products on the Shopee E-Commerce platform. The method used in this study is a survey method with a descriptive and verificative approach. size of 100 respondents. Data collection techniques include questionnaires. The analytical tools used in this study are multiple linear regression analysis and the coefficient of determination analysis, which is preceded by classical assumption testing, followed by model feasibility testing and hypothesis testing (t-test).

Keywords: Brand image; flash sale; purchasing decisions

INTRODUCTION

The personal care and beauty industry is growing along with the advancement of time and technology. Some people, especially women, consider skin care very important. Caring for skin is not only an aesthetic need but it is part of a healthy lifestyle. Given the increasing number of productive adults who use beauty products, there is a large domestic market potential. Based on Statistics data, sourced from (DataIndonesia.id) that revenue from body care and beauty products in Indonesia in 2023 reached US$8.6 billion. Its value is predicted to grow by 5.64% to US$9.07 billion in 2024.

In the world of skin care in Indonesia, the skin care business is growing every year. This is evidenced by the many local skincare brands that offer high quality and relatively affordable prices. Due to the high level of competition in the beauty world, many local skin care brand companies are continuously developing marketing strategies to attract and retain consumers (Ghina, 2023). To create a marketing strategy that can outperform competitors in this field, marketers must be able to predict future consumer purchasing behavior by measuring consumers' willingness to buy products before they are sold, so that their marketing strategies can compete with competitors. Understanding consumer behavior can help companies identify their markets, because consumer behavior is greatly influenced by consumer behavior.

Purchasing decisions according to Setiadi in Sudarmin (2023) are choices that consumers consider in solving a problem, namely the type, brand or model of a product that consumers want to buy. In the decision-making process, consumers always consider many things before deciding to buy a product. They will pay attention to factors that can influence their decisions, including flash sales and brand image. This is the most important consideration for consumers when deciding to buy a particular product. .

Flash sale According to Zhang in Fayadly, et al. (2020), flash sales are a popular form of e-commerce marketing where online businesses offer new products/services in limited quantities at discounted prices for a certain period of time before the start of the buying season. By conducting flash sales, companies can strengthen consumer perceptions that the brand offers quality products. Otherwise, flash sales can attract customers and increase brand awareness.

Other factors that influence purchasing decisions are brand image. According to Nuri and Vivin in Dini (2023), brand image is that consumers have attitudes and perceptions that are reflected in the associations that occur in the minds of consumers. So brand image can be interpreted as a consumer's perception of a product. With a brand, it can strengthen its positive image so that it is always remembered in the minds of consumers. This brand image concerns the reputation and trust of the brand, which will later become a guideline for consumers in making product purchasing decisions. One of the local skincare brands that has caught the attention of researchers is The Originote, which has gone viral on social media such as TikTok and e-commerce Shopee, and is one of the local brands that has been successful and successful in the skincare industry. This product was produced and marketed in 2018, but only became popular in 2022 after one of the products promoted was the hyaculera moisturizer. Because it has many benefits and good testimonials, many consumers want to try it. This brand has achieved Brand Choice Award 2023 and presented directly by INFOBRAND.ID in collaboration with TRANS N CO Indonesia as a research institution (infobrand.id

Researchers found that, most of the Majalengka community uses The Originote skincare products every day. One of the best-selling products on Shopee E-Commerce is The Originote Skincare. Users of The Originote Skincare on Shopee E-Commerce are generally influenced by attractive offers such as flash sales and brand image. The Originote makes it easy for customers to make purchasing decisions by using various features provided by Shopee e-commerce.

The following is sales data for The Originote Skincare on the Shopee E-Commerce obtained in March 2024, as follows:

Table 1. Sales Data on Several Types of The Originote Skincare Products
March 2024

No	Types of products	Sales Value (Billion)	Item Sold (pcs)
1.	Ceramella Sunscreen	3. 90	91. 953
2.	Micellar Water	3. 38	66. 663
3.	Ceraluronic Essence Toner	2. 36	65. 801
4.	Niacinamide Serum	1. 78	46. 579
5.	Acne Serum	1. 11	30. 697

Source: Markethac.id

With the data above, it has been shown that people are turning to *Skincare The Originote* to care for, improve and beautify their skin to feel more confident.

From the description above, the researcher is interested in conducting a study entitled: "The Influence of Flash Sale and Brand Image on Purchasing Decisions (Study of The Originote Skincare Users on Shopee E-Commerce in Majalengka Regency)".

LITERATURE REVIEW, FRAMEWORK AND HYPOTHESIS

Consumer Behavior

Consumer behavior according to Jefri, et al. (2021) is the active involvement of individuals or groups (consumers) in purchasing or using goods or services. Which includes the decision-making process to ensure that consumers get the goods and services they want.

Flash Sale

According to I Wayan (2024) Flash sale is a sales technique that displays items that are being sold and makes purchases in a short period of time in certain quantities. In this study, flash sales use indicators according to Darwipta in Shinta (2024), namely discount, frequency, duration, availability, and attractive flash sale promo.

BrandiImage

According to Kotler and Keller in Yasa (2024) brand image is an assumption about a brand that is reflected by consumers by holding on to consumer memories of a particular brand or product. In this study, brand image uses indicators according to Keller in Diva & Sidharta (2023), namely strength, uniqueness and favorable.

Purchase Decision

Purchasing decisions according to Kotler and Armstrong in Intan & Fani (2019) state that purchasing decisions are buying what they want. With a brand, consumers will be able to accept and have a sense of pride in a brand that they get because it has a quality product. In this study, purchasing decisions use indicators according to Thomas in Awliya (2021), namely according to needs, having benefits, accuracy in buying products, and repeat purchases.
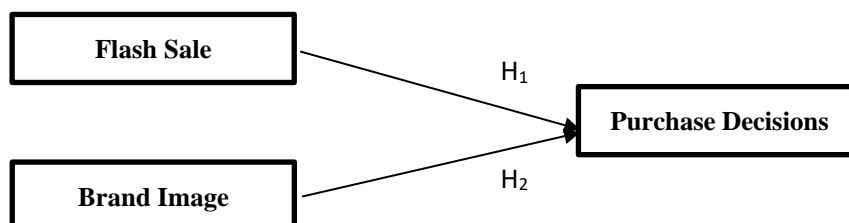

Figure 1. Research Paradigm

Hypothesis

H_1: Flash sales have an influence on purchasing decisions

H_2: Brand image has an influence on purchasing decisions

METHODS

The research method used is a survey method with a descriptive and verification analysis approach. The population is the people of Majalengka Regency who use The Originote skincare on the Shopee E-Commerce. The sampling technique is the incidental sampling method with a sample size of 100 respondents. The data collection technique is by questionnaire. The analysis tool used in this study uses multiple linear regression analysis and coefficient of determination analysis which were previously tested for classical assumptions first, then the model feasibility test and hypothesis testing (t-test) were carried out.

RESULTS AND DISCUSSION

Data Normality Test

Table 2. Results Test, Data Normality
One-SampleKolmogorov-SmirnovTest

		Unstandardized, Residual
This		100
Normal Parametersa	Meaning	,0000000
	Std. Deviation	2.88399908
Most Extreme Differences	Absolute	,070
	Positive	,070
	Negative	-.070
Test Statistics		,070
Asymp. iSig. (2-tailed)		,200c,d

a. Test distributionist, Normal

b. Calculated from data

c. Lillie for Significances Correction.

d. This dis,a lower bound,offthe true significance

Source: SPSS 25 output

From the results above, the Asymp Sig is 0.200, which indicates that the significance value is more than 5%. So this data is normally distributed or the normality test has been met.

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Bl	Std. Error	Beta		
1 (Constant)	4,895	3,005		1,629	,107
FLASH SALE	,281	,122	,199	2,292	,024
BRAND IMAGE	,482	,090	,467	5,380	,000

a. Dependent Variable: PURCHASE DECISION

Source: SPSS 25 output

The results of the above tests obtained a regression equation, namely:

Y = 4.895 + 0.281 + 0.482 + ε

So the interpretation is:
1. The constant in the regression model 4.895 is positive. This means that if the flash sale and brand image variables have a value of (0), the purchasing decision variable will remain.
2. The regression coefficient on the flash sale variable (X1) is 0.281 and has a positive sign. This means that the better the flash sale, the higher the purchasing decision for The Originote Skincare products.
3. The regression coefficient on the Brand Image variable (X2) is 0.482 with a positive sign (one direction). This means that the better the Brand Image, the higher the purchasing decision for The Originote Skincare products.
4. Residual value (ε) means other variables that are not studied and influence purchasing decisions (error term).

Determination Coefficient Analysis

Table 6. Results of Determination Coefficient Analysis Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig. l	Correlations		
		B	Std. Error	IBeta			Zero-order	Partial	Part
1	(Constant)	4,895	3,005		1,629	,107			
	FLASH SALE	,281	,122	,199	2,292	,024	,266	,227	,197
	BRAND IMAGE	,482	,090	,467	5,380	,000	,496	,479	,462

a. Dependent Variable: PURCHASE DECISION
Source: SPSS 25 output

From the results obtained zero-order on the flash sale variable 0.266 and for the brand image variable 0.496. Then the influence of each "independent variable" on the "dependent" variable can be calculated, namely:

1. Coefficient of determination of flash sale on purchasing decision
   KD   = r^2 X 100%
       = (0, 266)2 X 100% = 7.08%
   From the results above, it can be seen that the contribution of flash sales to the purchasing decision of The Originote skincare products is 7.08%.
2. Coefficient of determination of brand image on purchasing decisions
   KD   = r^2 X 100%
       = (0.496)2 X 100% = 24.60%
   From the results above, it can be seen that the contribution of brand image to the purchasing decision of The Originote skincare product is 24.60%.

Model Feasibility Test (F Test)

Table 7. Model Feasibility Test Results (F Test)
ANOVA

Model I		Sum of Squares	dfu	Mean Squared	F4	Sig.9
1	Regression	327,061	2	163,530	19,264	,000b
	Residuals	823,428	97	8,489		
	Total	1150,488	99			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), BRAND IMAGE, FLASH SALE
Source: SPSS 25 output

From the table above, it shows that the F count value is obtained at 19.264 at a significance level of 5% with a profitability value (sig) = 0.000. Meanwhile, for the F table value at a significance level of 5% with df = 2 dfu = 1 = nk-1 = 100k– 2 – 1 = 97. In the dF distribution table for dk = 97 is 3.09. So it shows a significance of 5% F count> F table = 19.264> 3.09. So from these results, this study is fit in predicting purchasing decisions for The Origin skincare products.

Hypothesis Test (t-Test)

Table 8. Results Hypothesis Test (t-Test))
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta)	t	Sig.
1	(Constant)	4,895	3,005		1,629	,107
	FLASH SALE	,281	,122	,199	2,292	,024
	BRAND IMAGE	,482	,090	,467	5,380	,000

a. Dependent6Variable: PURCHASE DECISION
Source: OutputbSPSS 25

Flash sale variable obtained t count value of 2.292. Because t count > t table = 2.292 > 1.984 where the significant value is 0.000 < 0.05 = then H0 is rejected, meaning that flash sale has a positive and significant effect on purchasing decisions on The Originote skincare products. So this first hypothesis is proven true. Brand image variable obtained t count value of 5.380. Because t count > t table = i5.380 > 1.984) with a significant value of 0.000 < 0.05F then H0 is rejected, meaning that Zbrand image has a positive and significant effect on purchasing decisions on The Originote products. So, this second hypothesis is proven true.

DISCUSSION
The Effect of Flash Sales on Purchasing Decisions

From the results of the study on the influence of flash sales on purchasing decisions, flash sales have an effect on purchasing decisions. Because it can be seen from the results of the partial determination coefficient showing the magnitude of the influence of flash sales on purchasing decisions of 7.08%. Based on the results of the partial hypothesis test, flash sales have a tcount value> ttable and the significance

value does not exceed alpha, so Ha is accepted and H0 is rejected. This means that the first hypothesis can be proven true. Because this flash sale is a driving factor for purchasing decisions.

According to Muhammad Rizqi Shihab & Salim Siregar (2023:400) stated that Flash sales are one of the most effective ways to encourage customers to make purchases. Using a shopping cart will make them happy when they see it.

This study is in line with the research conducted by Adelia Deborah & Georgius Listen (2024) entitled "The Influence of Brand Image, Product Quality, and Flash Sale on Purchasing Decisions on Onix Brand Perfume in E-Commerce Shopee" where the results of the study showed that the flash sales variable had a positive and statistically significant effect on purchasing decisions. This means that the availability of short sales or flash sales can influence the level of purchasing decisions.)

The Influence of Brand Image on Purchasing Decisions

From the results of the study on the influence of brand image on purchasing decisions, brand image has an effect on purchasing decisions. Because it can be seen from the results of the partial determination coefficient showing the magnitude of the influence of brand image on purchasing decisions of 24.60%. Based on the results of the partial hypothesis test, brand image has a value of t count > t table and its significance value does not exceed alpha, so Ha is accepted and H0 is rejected. This means that the second hypothesis can be proven true. Because this brand image is a driving factor for purchasing decisions.

According to Muhammad Habib Auliya & Fitri Eka Aliyanti (2023:141) One of the factors that influence purchasing decisions is brand image. This is due to the fact that when people buy something, they consider the brand's position in society and its reputation. As a result, people are more likely to choose a brand that already has a good reputation than a new brand that is not yet known.

According to Wardhana, et al. in Sunday Ade Sitorus (2022:105), if consumers have a positive perception of a brand, consumers may buy the product again, but if the perception of the brand is bad, then they will most likely not buy the product.

This is in line with the research conducted by Muhammad%Rizqi Shihab4 and Salim-Siregar (2023) entitled_"The Influence of Brand Image and Flash Sale on Purchasing Decisions on the Tokopedia Application (Survey on Tokopedia TikTok Followers)." The results show that the brand image factor has a positive and significant influence on purchasing decisions.

CONCLUSION AND IMPLICATIONS
Conclusion

The conclusions obtained are: The Flash Sale variable has a positive and significant effect on purchasing decisions. The better the flash sale conducted by the company, the higher the level of purchasing decisions. The Brand Image variable has a positive and significant effect on purchasing decisions. The more positive the brand image attached to The Originote skincare products, the higher the level of purchasing decisions.

Implications

From the conclusion above, the implications are as follows: *Flash Sale*which is often done by companies has proven to be an important factor in purchasing decisions. Therefore, corporations when holding flash sale programs must consistently run them and provide significant discounts. *Brand Image*also influences purchasing decisions. Therefore, it is very important for companies to improve and maintain a strong brand image to achieve their goals. Because, "with a good brand image, it will increase consumer trust in the product."

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