

THE INFLUENCE OF LIVE SALE AND FLASH SALE ON REPURCHASE INTENTION IN THE NEW NORMAL ERA ON SHOPEE CUSTOMERS IN PADANG CITY

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Abstract

This study aims to analyze (1) the effect of live sales on repurchase intentions of Shopee customers in Padang City in the new normal era. (2) The effect of flash sale on repurchase intention of Shopee customers in Padang City in the new normal era. The purpose of this study was to determine the effect of live sales and flash sales on repurchase intentions in the new normal era for Shopee customers in Padang City. This type of research is descriptive quantitative with multiple regression analysis. The population in this study were all Shopee customers in Padang City and the sample in this study were Shopee customers in Padang City who had shopped at least twice during the new normal era and registered on Shopee user accounts. The number of samples in this study were 60 respondents. Data was collected through online questionnaire distribution and data processing was done through SPSS software. The results of this study indicate that (1) Live sale has a positive and insignificant effect on repurchase intentions of Shopee users in Padang City in the new normal era. (2) Flash sale has a positive and significant effect on repurchase intention of Shopee customers in Padang City in the new normal era.

Keywords: *Live Sale, Flash Sale, Repurchase Intention.*

Introduction

In the 4.0 industrial revolution, digitalization occurred on a large scale in various fields. One of these technological shifts occurred in the field of marketing. The world of the marketing economy is undergoing a massive transition to digitization. At this stage, producers must pay attention to repurchase interest (Repurchase Intention) in highly competitive digital marketing. Therefore, many companies have begun to change the direction of attention/orientation from being more towards the product to being more towards the consumer.

New normal is a scenario for accelerating the handling of COVID-19 in health and socio-economic aspects. The Indonesian government itself announced plans to implement the new normal scenario taking into account regional preparedness and research on epidemiology. New normal is carried out as an effort to be ready to move outside the home as optimally as possible, so that it can adapt to undergo new behavior changes. In the era of the new normal, sellers and companies experience decreased revenues and losses due to reduced repeat purchases on their online stores on e-commerce platforms. Entering the new normal era, this has prompted many companies to implement social distancing around the world and asked millions of workers to WFH (Choudhury et al., 2020).

The problem that then emerged was a decrease in the number of transactions and repeat purchases of Shopee customers in Padang City during the new normal era. Furthermore, it also changes the perspective of consumers in making purchasing decisions. E-commerce consumers face many problems when receiving goods that have arrived. Furthermore, in the new normal era, it is considered to reduce people's buying interest on several e-commerce platforms. Lack of purchasing power due to reduced income and income during the new normal era. This problem provides an opportunity to create creativity and innovation for e-commerce companies, especially in terms of price reductions or discounts.

The latest e-commerce strategy is a new phenomenon that has emerged in the last few years in the marketing world with the increasing popularity of live streaming services. Live streaming website sites such as initially began to appear as one of the social media. The problem was Shopee's loss in 2020, but Shopee's findings recorded an average sales increase of 3.5 times for Shopee customers in Padang City on the live streaming feature. Shopee's revenue as a subsidiary of the Sea Group increased 99% year on year (yoy) to US\$ 1.21 billion or Rp. 17 trillion in the second quarter, in addition to that, its losses also increased sharply. doubled to US\$ 425 million or Rp 5.9 trillion. Its gross profit rose 100.6% yoy to US\$ 407.6 million (Setyowati, 2022).

Live sale is considered to increase the number of purchases of goods on several e-commerce platforms. This of course makes customer buying interest increase during the new normal era because customers are considered to often hold android devices, laptops, etc. in their daily lives or WFH. On the one hand, the emergence of live sales offers real-time information on prices and products that can be seen directly by consumers. In addition, this live sale streaming platform instantly provides a channel that allows interaction between the seller and the audience, and interaction between audience members.

According to the 2020 KOMPAS survey, Shopee is most accessed via mobile with a percentage of 72.4 percent and desktop 21.3 percent. Average visit duration 6 minutes 30 seconds. Shopee is an e-commerce originating from Singapore. Launched in 2015 and expanding its network to neighboring countries such as Thailand, Indonesia, Malaysia, Taiwan, etc.

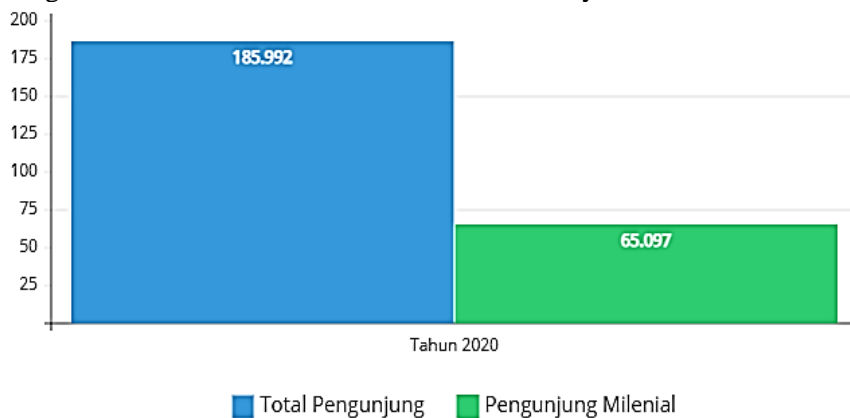


Figure 1. Number of Shopee e-commerce visitors in Padang City in 2020
Source: Katadata.id & Susenas BPS RI 2020

In addition, online shops and e-commerce have also started implementing flash sales, or flash sales. Flash sale or Flash sale in Indonesian is a discount or promotion offered by a marketplace or e-commerce in a short time and in limited quantity. Usually, discounts on flash sales offer higher discounts and more significant promotions than regular discounts or promotions. The problems that arise from flash sales are fraud and phishing at flash sale events (futures sale) causing flash sales to be less attractive to Shopee customers. During the new normal era, there are many scams and phishing in the name of the Shopee flash sale event. Perpetrators take flash sale images on the Shopee platform and create a new website to get transfers or fake shops on Shopee.

Fraud and phishing that occurred at the Shopee flash sale event made Shopee customers feel wary of phishing and fraud on the Shopee platform because of fake shops participating in the flash sale event. Examples of general fraudulent website addresses that have been circulating; lotteryshopee.tk (there is an element of shopee, but it uses a .tk domain, obviously fake). From the website address used, it can be seen that the website has a bad purpose. But until now there are still victims - victims who are deceived.

The proliferation of e-commerce platforms in Indonesia provides a variety of attractive services and features to increase sales on the site or application. According to the 2020 KOMPAS survey, Shopee is most accessed via mobile with a percentage of 72.4 percent and desktop 21.3 percent. Average visit duration 6 minutes 30 seconds. Shopee is an e-commerce originating from Singapore. According to the 2020 iPrice survey, Shopee is the e-commerce site with the largest monthly website visitors in Indonesia. iPrice data shows that this marketplace received 71.5 million visits during the first quarter of 2020, while the number of Shopee's monthly visitors in the second quarter of 2020 reached 86 million people. In the city of Padang itself, Shopee's customers are dominated by students. Online shopping trends are more popular, especially during the pandemic and in the new normal era especially for Padang City (Aryani, 2020). Most housewives often monitor discounts first at Shopee live sale to get the cheapest prices and see firsthand the items they are going to buy. The role of e-commerce, especially Shopee, for the Indonesian economy is very important. Moreover, e-commerce helps Indonesian MSMEs transform to digitalization and can market their products through e-commerce. Without e-commerce, of course, MSMEs will find it difficult to market products when entering the new normal era. In connection with the description above, the author is interested in conducting a research entitled "The Effect of Live Sale and Flash Sale on Repurchase Intention in the New Normal Era for Shopee Customers in Padang City"

Literature review

Direct Selling (Direct Selling)

Direct marketing is an interactive marketing system that use one or more advertising media to generate responses and/or transactions that can be measured at a location.¹⁰ This definition emphasizes measurable responses, especially orders customers. That's why direct marketing is sometimes called direct order marketing. Many direct marketers think of direct marketing play a broader role, namely building long-term relationships long relationship with customers (direct relationship marketing). Marketers direct sometimes send birthday cards, materials information providers, or small premiums to certain members to certain members in their customer base.

Live Sale

According to Buyit (2020), Live sale refers to the use of live video to showcase and sell products. Live sales are an influenceive sales channel because they increase engagement in a number of ways. Live streaming transmission uses one or more communication technologies that can instantly send images and sound to another location, allowing users to see their visibility and presence (Chen and Lin, 2018). Live streaming sale is a new form of social media with high HCI. Previous live streaming studies have mainly focused on e-sports and video games (Cheung and Huang, 2011; Sjöblom and Hamari, 2017). Live sale is often also referred to as live commerce because it combines the word e-commerce in the form of streaming sales. According to Y. Sun, et al. (2020) There are 2 live sale measurement indicators, which are immersion and presence.

Below are the 3 dimensions of live sales according to Y. Sun, et al (2020):

1. Visibility
2. Metavoicing Affordance

Flash Sale

Flash sale is a promotion or discount offered by e-commerce for a short period of time (Big Commerce, 2015). Flash sale in e-commerce can be interpreted as an intermediary in a purchase that is used as a means of promotion and distributing goods such as electronics, clothing, etc. with a large discount range (Piccoli, 2012; Sigala, 2013; Aday, 2015). Flash sale is a well-known e-commerce marketing mode in which branding companies (especially those based online) sell a limited number of new products or services at low prices or discounts within a certain period of time before the normal sales period (Zhang, 2018).

Flash sales aim to get e-commerce customers to make impulse purchases, increase short-term sales, or be able to sell excess stock. From the definition of flash sale above, it can be seen that flash sales have the main characteristics, namely low prices, short time limits and limited number of products. Below are the dimensions of flash sales according to experts:

1. Perceived Perishability (Jung and Kellaris 2004; Tan and Chua 2004).
2. Perceived Scarcity (Lynn, 1989).
3. Attitude towards Flash Sale (Barnes et al, 2009).

According to Grace (2021), some of the indicators for the success of a flash sale event are as follows:

1. Can sell excess inventory.
2. Increase customer loyalty.
3. Creating FOMO (Fear of Missing Out).
4. Attract new customers. .E-trust

Repurchase Intention

Repurchase intention is basically customer behavior where the customer responds positively to the quality of service of a company and intends to make a return visit or consume the company's products (Cronin et al, 1992). According to Suwandi (2007: 3), there are two types of consumer purchases, namely trial purchases and repurchase intentions. The condition in which consumers buy a product (or brand) for the first time and in small quantities, can be said to be a trial purchase.

According to Keller in Sulistyari (2012: 20), repurchase interest is how likely the customer is to buy a brand or how likely the customer is to switch from one brand to another. If the perceived benefit is greater than the sacrifice to get it, then the urge to buy it is higher. It can be concluded that repurchase intention is the desire and intention of the buyer to make another purchase at the same company due to certain factors. The following are several factors in the intention to repurchase according to Nurhayati (2016), which are:

1. Consumer satisfaction
2. Brand preference
3. Customer experience
4. Price

According to Keller (2012) and Ferdinand (2002), that repurchase intention is measured through the following indicators:

1. Transactional intention
2. Referential intention
3. Preferential intention
4. Exploratory intention

Research Model and Hypotheses

Live sale and Repurchase Intention

Based on Santoso's research, Silvera Agni (2018) shows that there is an influence of satisfaction with the seller, trust in the seller, interactivity, and the influenceiveness of using live streaming sales. Within a month, respondents made online purchases in the Shopee marketplace 3-4 times (43.33%) purchased through the live streaming sale feature. Therefore, the hypothesis is:

H1 : Live sale has a significant influence on the repurchase intention of Shopee customers in Padang City in the new normal era.

Flash sale and Repurchase Intention

Based on the results of research and data analysis using Structural Equation Modeling (SEM) Flashsale on the shopee marketplace is a relatively new sales method by providing variations of discounts and time pressure on product sales so that it can attract consumers to make repeat purchases. The results of his research show that discounts have an influence on repurchase through flash sales programs (Syafi'ash: 2021). Therefore, the hypothesis is:

H2 : Flash sale has a significant influence on the repurchase intention of Shopee customers in Padang City in the new normal era.

This study examines the direct influence of live sales and flash sales on repurchase intention. The hypothesis is described in the following model :

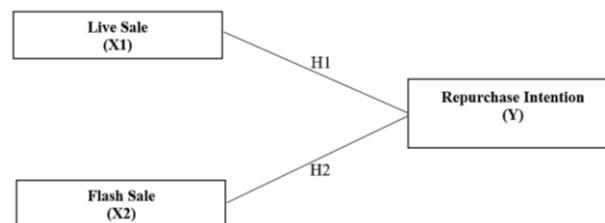


Figure 1. Research Model

Methodology

This type of research is descriptive quantitative research. Research data sourced from primary data collected directly by researchers. The population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics set by the researcher to be studied and then draw conclusions (Sugiyono, 2019). The population in this study are Shopee e-commerce customers in the city of Padang whose exact number is unknown and can be said to be in the infinite category. This study used a purposive sampling technique method. Purposive sampling technique is a method of determining the sample by selecting certain samples that are assessed according to the objectives and research criteria in a population (Nursalam,2008). The random sampling criterion is an assessment criterion with purposive sampling method and the researcher has taken a sample of certain characteristics of the object, in accordance with the objectives that have been set so that the sample taken meets the criteria needed to support the research. Next, select items that meet the requirements to be used as research models according to these specific criteria. Objective sampling is used when the aim of the study is to take a sample that represents a broader view of the criteria previously described. Sample criteria can also be used in objective sampling by researchers who require a smaller number of samples so that they meet more specific criteria. Smaller samples that meet certain criteria are used, to obtain more specific results than mixed results.

Research data were collected through questionnaires distributed online randomly using google form. Data analysis using SPSS and classified in the measurement of multiple linear regression test and partial test. In the measurement model, the measurement uses a validity test which in this study uses two ways of measuring validity, namely convergent validity and discriminant validity. After testing the validity, a reliability test will be carried out as seen from the value of Cronbach's alpha d, as well as the structural model with partial t and ANOVA tests to see the influence and direction of the relationship between variables and assess the significance between variables. There are 3 variables in this study, namely there are 2 independent variables (x1 = live sale, x2 = flash sale, 1 dependent variable is repurchasing intention).

Results & Discussion

Descriptive Analysis

In this study, the characteristics of the respondents were divided into two categories, namely gender and age. Researchers placed a scale of four intervals for ages ranging from 17-26 years, 27-35 years, 36-45 years, and ages >45 years. Shopee marketplace dominant visitors in the new normal era with a total of 42 people or a percentage of 70%, while men are only 18 people or 30% of the total respondents. When viewed from the age, the most customers are 17-26 years old who visit Shopee and make purchases twice during the new normal era. The amount is up to 83.3%. While the rest are customers aged 27-35 years as many as 10 people with a percentage of 16.7%.

In this study, the characteristics of the respondents from their work are divided into eight categories, namely; Students/Students, Civil Servants, TNI/Polri, Entrepreneurs, Private Employees, Housewives, BUMN and other categories Shopee customers during the new normal era were dominated by 42 students or college students or covering 70% of respondents. Then there are 8 people who are self-employed or 13.3% and the rest are civil servants and private employees as much as 3% and housewives and the Indonesian National Police are both 2 people or cover only 3.3%.

In this study, the characteristics of respondents from their income are divided into five categories, namely; <Rp.10,000,000, Rp.1,000,000-2,500,000, Rp.2,500,000-4,000,000, Rp.4,000,000-5,000,000, >Rp.5,000,000 (above 5 Million Rupiah) Characteristics of Respondents based on the work above, it can be concluded that the most dominant customers during the new normal era are those with incomes below Rp. 100.000,00 as many as 22 people or 36.7% of the total respondents. Followed by Respondents earning Rp.1.000.000-2.500.000.000,00 as many as 19 people (31.7%). Then there are 14 respondents (23.3%) who earn Rp.2,500,000-400,000.00. While the least are 2 customers with income above Rp. 500,000,000.00.

Validity testing is carried out to determine whether a questionnaire is valid or not from each of these variables. The validity test that has been carried out in this study is shown in the following table:

Based on the results of the validity test (in the form of a scale statement) filled in by 30 respondents in this study. Decision making is based on the calculated r value (Corrected Item-Total Correlation) > r table of 0.378, for $df = 30 - 2 = 28$; $\alpha = 0.05$ then the item/question is valid and vice versa.

In the distribution of the value of r from the product moment table, it's found that the value of the table of r is 0.361. According to the table, it can be interpret that $r_{count} > r_{table}$. There are 30 questionnaires which are all valid. All items are valid because r count is more than r table. According to Wiratna (2014). Variables that are considered reliable if the value of the variable is greater than > 0.6 if it is smaller than the variables studied cannot be said to be reliable. The results of reliability testing on the variables of this study are as follows:

Table 2. X₁ reliability test results. Live Sale

Reliability Statistics	
Cronbach's Alpha	N of Items
0,928	6

Source : Primary Data 2021

The results of the reliability test on the Live Sale variable (X₁) can be seen that Cronbach's alpha on this variable is higher than the baseline value of $0.928 > 0.60$. These results prove that all statements in the variable questionnaire (X) are declared reliable.

Table 3. Reliability test results. Flash sale

Reliability Statistics	
Cronbach's Alpha	N of Items
0,937	6

Source : Primary Data 2021

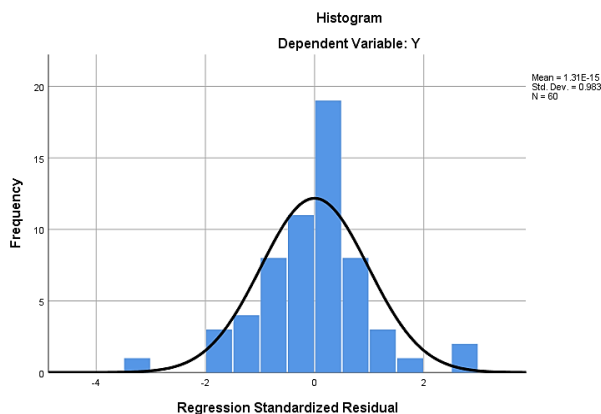
The results of the reliability test on the Flash Sale variable (X₁) can be seen that Cronbach's alpha on this variable is higher than the baseline value of $0.937 > 0.60$. These results prove that all statements in the variable questionnaire (X) are declared reliable.

Table 4. The results of the reliability test Y. Repurchase Intention

Reliability Statistics	
Cronbach's Alpha	N of Items
0,877	4

Source : Primary Data 2021

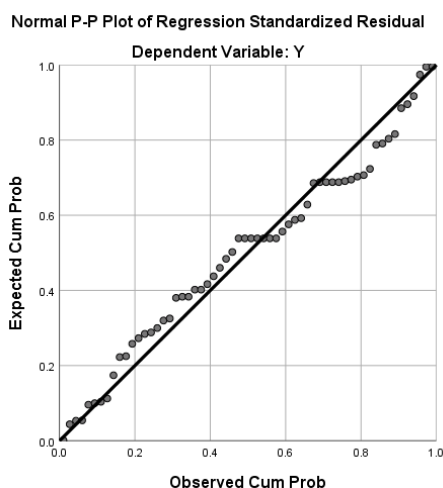
The results of the reliability test on the Repurchase Intention variable (X₁) can be seen that Cronbach's alpha on this variable is higher than the baseline value of $0.877 > 0.60$. These results prove that all statements in the variable questionnaire (X) are declared reliable.



Source : Primary Data 2021

Figure 2. Histogram normality test results

The results of the Histogram graph in Figure 4.7 show a histogram graph that gives a normal distribution. The more bell-shaped histogram, the data is said to be normal.



Source : Primary Data 2021

Figure 3. Normality test results with P-Plot

Furthermore, the P-Plot above shows that the points follow and approach the diagonal line so that it can be concluded that the regression model meets the assumption of normality.

Table 5. Kolmogorov-Smirnov . normality test results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		60
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	1.40194912
Most Extreme Differences	Absolute	.107
	Positive	.107
	Negative	-.078
Test Statistic		.107
Asymp. Sig. (2-tailed)		.086 ^c

Source : Primary Data 2021

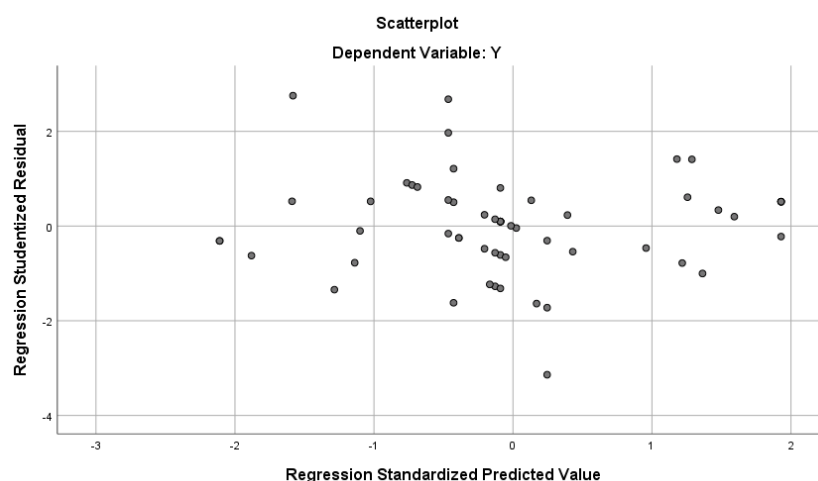
Based on the table above, the significance value in table 4.8 (Asymp. Sig. 2-tailed) is 0.086, which is bigger than 0.05, which means that the variable distribution is normally distributed.

Table 6. Multicollinearity test results

Model		Unstand. Coefficients		Stand. Coefficient	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	Constant	2.109	1.621			
	X1	.065	.090	.086	.491	2.035
	X2	.508	.086	.708	.491	2.035

Source : Primary Data 2021

From table above, there is no multicollinearity. This can be seen from the value of each tolerance of each variable > 0.01 (10%) and the VIF value of each variable < 10. These results indicate that the variable is free from the classical assumption of multicollinearity because the result is smaller than 10.



Source : Primary Data 2021

Figure 4. Heteroscedasticity test results with scatterplot

Based on the scatterplot output above, it is known that the data points spread above and below or around the number, the dots do not collect just above or below, the spread of data points does not form a wavy pattern. Thus, we can conclude that there is no heteroscedasticity problem, until a good and ideal regression model can be fulfilled.

Table 7. Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	171.021	2	85.511	42.032	.000 ^b
	Residual	115.962	57	2.034		
	Total	286.983	59			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Flash Sale, Live Sale

Source : Primary Data 2021

The table explains the significance of the independent variables (Flash sale and Live sale) on the dependent variable (repurchase intention). From the output, it can be seen that the calculated F is 42.032 with a significance level or probability of $0.000 < 0.05$, so the regression model can be used to predict the repeat purchase intention variable.

Table 8. The results of the significance coefficient of multiple linear regression test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.109	1.621			1.301	.198
Live Sale	.065	.090	.086		.720	.475
Flash Sale	.508	.086	.708		5.894	.000

a. Dependent Variable: Repurchase Intention

Source : Primary Data 2021

1. Hypothesis 1 Testing

The value of sig. for the influence of X1 on Y is $0.475 > 0.05$ and the value of t count is $0.720 < t$ table 2.002. So it can be concluded that the live sale sales strategy has no influence on the repurchase intention of Shopee customers in Padang City in the new normal era.

2. Hypothesis 2 Testing

The value of sig. for the influence of X2 on Y is $0.000 < 0.05$ and the value of t count is $5.894 > t$ table 2.002. So it can be concluded that the flash sale sales strategy has an influence on the repurchase intention of Shopee customers in Padang City in the new normal era.

Result and Discussion

From the results of statistical analysis using SPSS, it is concluded that:

1. Live sale has a positive influence but not significant on repurchase intention

Based on the test results, live sales have a positive but not significant influence on the repurchase intention of Shopee Customers in Padang City during the new normal era. This research is in contrast to Qian's research. Mengjiao (2021) which results that there is a significant influence of live streaming sale on the desire to repurchase customers in e-commerce. The difference between the results of the author's research and previous studies is influenced by the research situation during the new normal era. A total of 1.38 respondents answered that they disagreed with the statement that the live sale had a positive influence on repurchase intention, while 23% answered neutrally, 50.83% answered agree and followed by the remaining 24.4% answered strongly agree. From the distribution of these answers, it can be concluded that live streaming has a positive but not significant influence on the repurchase intention of Shopee customers in Padang City during the new normal era.

2. Flash sale has a significant positive influence on repurchase intention

The test results show that there is a significant influence of flash sales on the desire to repurchase Shopee customers in Padang City in the new normal era. This can be seen from the value of sig. for the influence of X2 on Y is $0.000 < 0.05$ and the value of t count is $5.894 > t$ table 2.002. This value is quite high compared to the X1 variable. It can be concluded that if the flash sale increases by 1 level and the live sale remains constant, then the repurchase intention in the new normal era will increase by 0.508 levels. The results of this study are consistent with the results of Syafi'ah (2021) research which found a significant influence of flash sale sales strategies on customer repurchase intentions at Shopee e-commerce.

Flash sale is a popular mode of e-commerce marketing in which branding companies (especially internet-based) sell a limited number of new products or services at discounted prices within a certain time before the normal sales period. A flash sale occurs when an online store offers a large discount or promotion in a very short period of time. The main goal of a flash sale strategy is to get online shoppers to increase short-term sales, make impulse purchases, or sell excess stock. The flash sale is considered a trigger for customers to be interested in making repeat purchases at a lower price than the previous purchase.

Conclusion

Based on the analysis results of the hypothesis testing on the influence of live sale and flash sale on repurchase intention of Shopee customers in Padang City in the new normal era as follows: Shopee customer repurchase intention has many influencing factors, including live sales and flash sales. Live sale has a positive influence on repurchase intention but does not significantly affect repurchase intention of Shopee customers in Padang City in the new normal era. Thus it can be concluded that live sale has a positive but not significant influence. The role of features and services in a live streaming sale should be balanced with guidelines for young customers to use them. If customers already understand the mechanics of shopping in a live sale, the intention to repurchase will increase significantly. Furthermore, Flash sales have a positive influence on the repurchase intention of Shopee customers in the city of Padang significantly in the new normal era. Discounts offered by flash sales are able to attract Shopee customers in the city of Padang to make repeat purchases. This is influenced by several factors such as price, time and variety of goods at flash sale events. If there are more flash sale events and more variety, the customer's repurchase intention will also increase.

Research Implication

Theoretical

The implications of this research for scientific development are that the study's findings can be used as a reference and guide for the most recent research on the most recent e-commerce sales strategy regarding live streaming sales and flash sales that affect repurchase intentions in the new normal era.

Practical

In order to boost customer repurchase intents, future sales and marketing tactics for prospective consumers in Padang City will strengthen service and user interface on live sale features and flash sale event security (Repurchase Intention).

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