

ABSTRAK

PENGARUH FLASH SALE, E-WOM, ONLINE CUSTOMER REVIEW TERHADAP MINAT BELI PRODUK PINKFLASH DI E-COMMERCE SHOPEE

Sri Hartati Hutasoit
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *flash sale*, E-WOM, dan *online customer review* secara simultan terhadap minat beli produk Pinkflash di *e-commerce* Shopee, (2) Pengaruh *Flash Sale* secara parsial terhadap minat beli produk Pinkflash di *e-commerce* Shopee, (3) Pengaruh E-WOM terhadap minat beli produk Pinkflash di *e-commerce* Shopee, (4) Pengaruh *Online Customer Review* terhadap minat beli produk Pinkflash di *e-commerce* Shopee. Populasi dari penelitian ini adalah mahasiswa di Yogyakarta yang memiliki daya tarik membeli produk Pinkflash di *e-commerce* Shopee. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling* yang berjumlah 100 responden. Teknik analisis data dalam penelitian ini adalah analisis regresi linear berganda dengan menggunakan program IBM SPSS 25. Hasil penelitian menunjukkan bahwa: (1) *Flash Sale*, E-WOM, dan *Online Customer Review* berpengaruh terhadap minat beli produk Pinkflash di *e-commerce* Shopee, (2) *Flash Sale* berpengaruh terhadap minat beli produk Pinkflash di *e-commerce* Shopee, (3) E-WOM berpengaruh terhadap minat beli produk Pinkflash di *e-commerce* Shopee, (4) *Online Customer Review* berpengaruh terhadap minat beli produk Pinkflash di *e-commerce* Shopee.

Kata kunci: *Flash Sale*, E-WOM, *Online Customer Review*, Minat Beli

ABSTRACT

THE INFLUENCE OF FLASH SALE, E-WOM, ONLINE CUSTOMER REVIEW ON BUYING INTEREST IN PINKFLASH PRODUCTS IN SHOPEE E-COMMERCE

Sri Hartati Hutasoit
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2025

Shopee e-commerce, (2) The effect of Flash Sale partially on buying interest in Pinkflash products in Shopee e-commerce, (3) The effect of E-WOM on buying interest in Pinkflash products in Shopee e-commerce, (4) The effect of Online Customer Review on buying interest in Pinkflash products in Shopee e-commerce. The population of this study were students in Yogyakarta who had an attraction to buy Pinkflash products in Shopee e-commerce. The sampling technique used non probability sampling with the purposive sampling method which amounted to 100 respondents. The data analysis technique in this study was multiple linear regression analysis using the IBM SPSS 25 program: (1) Flash Sale, E-WOM, and Online Customer Review affect the purchase intention of Pinkflash products in Shopee e-commerce, (2) Flash Sale affects the purchase intention of Pinkflash products in Shopee e-commerce, (3) E-WOM affects the purchase intention of Pinkflash products in Shopee e-commerce, (4) Online Customer Review affects the purchase intention of Pinkflash products in Shopee e-commerce.

Keywords: Flash Sale, E-WOM, Online Customer Review, Purchase Intention