

Analysis Of The Influence Of Hedonistic Shopping Motivation And Flash Sale Strategy On Shopee Users' Consumer Buying Interest (Empirical Study On Students Of The Universitas Muhammadiyah Lamongan)

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ABSTRACT

This study aims to analyze the influence of hedonic shopping motivation and flash sale strategies on the buying interest of Shopee consumers among students at the Universitas Muhammadiyah Lamongan (UMLA). The development of digital technology has transformed consumption patterns, particularly in online shopping, with Shopee emerging as one of the largest e-commerce platforms in Southeast Asia. Hedonic shopping motivation, which refers to the pleasure and emotional satisfaction derived from shopping, along with flash sale strategies offering significant discounts for a limited time, are hypothesized to significantly influence buying interest. This research employs a quantitative method with a descriptive approach. Data were collected through questionnaires distributed to 70 UMLA students who actively shop on Shopee, particularly during flash sale events. Sampling techniques included purposive sampling and accidental sampling, with data analysis conducted using multiple linear regression. The results indicate that hedonic shopping motivation (X1) and flash sales (X2) significantly affect buying interest (Y), with regression coefficients of 0.418 (Sig. 0.000) and 0.574 (Sig. 0.000), respectively. The coefficient of determination (R²) of 0.692 suggests that these two variables contribute 69.2% to buying interest, while the remaining 30.8% is influenced by other factors outside the research model. The research instruments were reliable (Cronbach's Alpha > 0.6), and the data were normally distributed (Asymp. Sig. 0.085 > 0.05). These findings highlight the importance of considering consumer psychological aspects and promotional strategies in e-commerce marketing, particularly for the student segment. This study provides empirical contributions to the development of Shopee's marketing strategies and the literature on consumer behavior in the context of online shopping in Indonesia.

Keywords: Motivation for hedonism spending; Flash sale; Consumer buying interest; Shopee

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi belanja hedonik dan strategi flash sale terhadap minat beli konsumen Shopee di kalangan mahasiswa Universitas Muhammadiyah Lamongan (UMLA). Perkembangan teknologi digital telah mengubah pola konsumsi masyarakat, khususnya dalam konteks belanja daring. Shopee, sebagai salah satu platform e-commerce terbesar di Asia Tenggara, menjadi pusat perhatian dalam studi ini. Motivasi belanja hedonik, yang merujuk pada kesenangan dan kepuasan emosional yang diperoleh dari aktivitas belanja, serta strategi flash sale—yang menawarkan potongan harga signifikan dalam waktu terbatas—dianggap memiliki pengaruh signifikan terhadap minat beli konsumen. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Data dikumpulkan melalui penyebaran kuesioner kepada 70 mahasiswa UMLA yang aktif berbelanja di Shopee, khususnya saat berlangsungnya acara flash sale. Teknik pengambilan sampel yang digunakan adalah purposive sampling dan accidental sampling, dengan analisis data dilakukan melalui regresi linier berganda. Hasil penelitian menunjukkan bahwa motivasi belanja hedonik (X1) dan flash sale (X2) secara signifikan memengaruhi minat beli (Y), dengan koefisien regresi masing-masing sebesar 0,418 (Sig. 0,000) dan 0,574 (Sig. 0,000). Nilai koefisien determinasi (R²) sebesar 0,692 mengindikasikan bahwa kedua variabel tersebut memberikan kontribusi sebesar 69,2% terhadap minat beli, sementara sisanya (30,8%) dipengaruhi oleh faktor lain di luar model penelitian. Instrumen penelitian terbukti reliabel (Cronbach's Alpha > 0,6) dan data terdistribusi secara normal (Asymp. Sig. 0,085 > 0,05). Temuan ini menekankan pentingnya memperhatikan aspek psikologis konsumen serta penerapan strategi promosi yang tepat dalam pemasaran e-commerce, terutama dalam menjangkau segmen mahasiswa. Studi ini memberikan kontribusi empiris bagi pengembangan strategi pemasaran Shopee sekaligus memperkaya literatur mengenai perilaku konsumen dalam era digital.

Kata Kunci: Motivasi Belanja Hedonik, Flash Sale, Minat Beli Konsumen, Shopee

INTRODUCTION

The development of digital technology has changed people's consumption patterns, especially in terms of online shopping. Shopee, as one of the largest e-commerce platforms in Southeast Asia, has become the top choice for consumers, including students, to meet their shopping needs and desires. The phenomenon of online shopping is not only driven by practical needs, but also by psychological motivations such as hedonism, which refers to the pleasure and emotional satisfaction of shopping (Tarka et al., 2023). In addition, marketing strategies such as flash sales are often used to attract consumers' buying interest by offering large discounts for a limited time (Vannisa et al., 2020). This combination of hedonistic motivation and flash sale strategy creates a unique dynamic in online shopping behavior, especially among students who tend to be more responsive to promotions and have a tendency to shop impulsively (Uppal, 2024)

Hedonistic shopping motivation has become a topic that has been widely discussed in the marketing literature. According to recent research, hedonism in online shopping is not only related to emotional satisfaction, but also to the search for new experiences and momentary pleasures (Tarka et al., 2022). This is further reinforced by the fact that e-commerce platforms like Shopee offer a variety

of interactive features, such as gamification and attractive discounts, which can enhance the hedonistic shopping experience (Taruli et al., 2021). However, research on how this hedonistic motivation interacts with marketing strategies such as flash sales is still limited, especially in the context of students in Indonesia. In fact, students are a potential market segment due to the high rate of technology adoption and intensive online shopping habits (Lu et al., 2023)

Flash sales, as one of the effective marketing strategies, have been proven to be able to increase consumer buying interest. According to Pranawukir et al., (2025), flash sales create urgency and exclusivity, which triggers emotional and cognitive responses that drive purchase decisions. However, the effectiveness of flash sales cannot be separated from consumer psychological factors, such as hedonistic motivations. Previous research has shown that consumers with hedonistic motivations tend to be more easily influenced by promotions that offer instant pleasure and gratification (Madhu et al., 2023). However, there is still a research gap on how the interaction between hedonistic motivation and flash sales affects buying interest, especially among students who have unique consumption behavior characteristics.

The context of this research is focused on students of the Universitas Muhammadiyah Lamongan (UMLA), which is a representation of the younger generation who are active in online shopping. UMLA students were chosen as research subjects because they are active users of Shopee and have a high level of exposure to digital marketing strategies, including flash sales (Ardianti & Widiartanto, 2019). In addition, students are often considered early adopters in terms of technology and consumption trends, so their shopping behavior can provide a relevant picture of the dynamics of the e-commerce market in Indonesia (Wu et al., 2023). Thus, this research is expected to make a significant empirical contribution in understanding consumer behavior among students.

This study also aims to fill the literature gap by investigating the interaction between hedonistic shopping motivation and flash sale strategies in influencing buying interest. Previous studies have focused more on the separate impact between hedonistic motivation and promotional strategies, without considering how these two factors interact with each other (Damanik & Dora, 2024). In addition, this research offers novelty by focusing on UMLA students, which has not been widely explored in the context of online shopping in Indonesia. Thus, the findings of

this research are expected to provide a new perspective for the development of marketing theory and e-commerce business strategy (Widagdo & Roz, 2021). The main purpose of this study is to analyze the influence of hedonistic shopping motivation and flash sale strategy on Shopee consumer buying interest among UMLA students. Specifically, this study aims to: (1) identify the extent to which hedonistic motivation affects buying interest, (2) analyze the impact of flash sales on buying interest, and (3) explore the interaction between hedonistic motivation and flash sales in forming buying interest. By understanding these dynamics, this study is expected to provide practical recommendations for e-commerce business people in designing more effective marketing strategies.

RESEARCH METHODS

This study uses a quantitative research method, which is a systematic, planned, and structured approach to test the relationship between variables (Afif et al., 2023) The type of research used is quantitative descriptive, with the aim of analyzing the influence of independent variables, namely hedonistic shopping motivation (X1) and flash sale (X2), on the dependent variable, namely buying interest (Y). This approach was chosen because it allows researchers to measure and analyze data numerically, so that it can provide

an objective picture of the phenomenon being studied (Creswell & Hirose, 2019) The population in this study is students of the University of Muhammadiyah Lamongan (UMLA) who are actively shopping on the Shopee platform, especially at the flash sale moment. The research sample was taken from students who made purchases at the moment of Shopee flash sale with hedonistic shopping motivation, namely for pleasure or emotional satisfaction. The sampling technique uses purposive sampling, with the sample criteria being UMLA students who have shopped at Shopee during the flash sale period. Sampling was carried out by accidental sampling to ensure that respondents met the criteria that had been set (Asrulla et al., 2023) Based on the Slovin formula, with an error rate (e) of 10%, a sample of 70 respondents was obtained. The Slovin formula was chosen because it allows researchers to determine a representative sample size of a large population with a controllable error rate (Purwono et al., 2019) Data was collected through questionnaires distributed online, with research instruments that had been tested for validity and reliability. Data analysis was carried out using multiple linear regression techniques to test the influence of independent variables on dependent variables (Ningsih & Dukalang, 2019)

RESULTS AND DISCUSSION

The data obtained through the questionnaire was tested for validity and reliability of 25 questionnaire questions. After the questionnaire was collected, the author used the SPSS 25 program to process the questionnaire data. The analysis technique used in this study uses five scale of Likert measurement. The authors used reliability test, normality test, multiple linear regression analysis and R2 determinant test.

Reliability Test

A questionnaire can be said to be reliable if a person's answer to the statement is consistent or stable over time. Menurut Sugiono, (2017) The results of the reliability test can be said to be reliable If Cronbach's alpha > 0.6, then the questionnaire is reliable.

Table 1. Reliability Test Results

| Variable | N | Cronbach's Alpha | Side | Information |
|----------|---|------------------|-------|-------------|
| (X1) | 9 | 0,750 | 0,600 | Reliable |
| (X2) | 8 | 0,887 | 0,600 | Reliable |
| (Y) | 8 | 0,868 | 0,600 | Reliable |

Source : Data processed with SPSS 25, (2025)

Based on table 1, it is known that Cronbach's indigo alpha of the three variables is greater than 0.6. It can be concluded that the three variants are tested to be reliable, which means that the questionnaire can be used in this research.

Normality Test

The normality test aims to test whether in the regression model the bound and free variables variables have a normal distribution. According to Hasan, (2020), the basis for decision-making is based on probability (Asymptotic Significance), that is, if the probability > 0.05, the distribution and regression model are declared normal.

Table 2. Kolmogorov-Smirnov One Sample Test Results

| One-Sample Kolmogorov-Smirnov Test | | |
|--|----------------|-------------------------------|
| N | | Unstandardized Residual 70 |
| Normal Parameters ^{a,b} | Mean | .000000 |
| | Std. Deviation | 2.98912313 |
| Most Extreme Differences | Absolute | .099 |
| | Positive | .044 |
| | Negative | -.099 |
| Test Statistic | | .099 |
| Asymp. Sig. (2-tailed) | | .085c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

Source : Data processed with SPSS 25, (2025)

From the results of table 2, the Kolmogorov-Smirnov sample test shows that the Asymp value. Sig. (2-tailed) of 0.085 is greater than 0.05 so the data is said to be normally distributed.

Multiple Linear Regression Analysis Results

According to Sugiyono, (2022) multiple linear analysis is a regression that has one or more independent variables. Regression analysis to determine the significance value of

the influence of independent variables on dependent variables.

Table 3. Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Mr. |
|-------|------------------------------------|------------|---------------------------|------|-------|------|
| | B | Std. Error | Beta | | | |
| | (Constant) | -2.674 | 2.884 | | -.927 | .357 |
| 1 | Motivation for hedonistic shopping | .418 | .107 | .356 | 3.922 | .000 |
| | Flash sale | .574 | .094 | .552 | 6.084 | .000 |

a. Variable Dependent: Minat Beli

Source : Data processed with SPSS 25, (2025)

| Model Summary | | | | |
|---------------|-------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .832a | .692 | .683 | 3.03341 |

a. Predictors: (Constant), Flas Sale, motivasi belanja hedonism

$$Y = 2,674 + 0,418 X_1 + 0,574 X_2 + e$$

Constant (a) = 2.674 If all independent variables (hedonism and flash sale shopping motivation) are considered to be absent or have a value of zero (0), then the value of the dependent variable (buying interest) will be - 2.674. A coefficient of B of 0.418 shows that for every increase in hedonistic spending motivation will increase buying interest by 0.418 units, assuming the other variables remain constant. The value of Sig. = 0.000 shows that the hedonism shopping motivation has a significant effect on buying interest. A B coefficient of 0.574 shows that every increase in one unit in the flash sale will increase buying interest by 0.574 units, assuming the other variables remain constant. The Sig. value

of 0.000 indicates that flash sales have a significant effect on buying interest.

Determinant Coefficient R²

This analysis is used to calculate how far the contribution of the free variable in the regression model is able to explain the variation of the bound variable (Imam Ghozali, 2018). The value of the determination coefficient is between zero and one, the R value that is closer to one indicates that there is an independent variable influence on the dependent variable, and vice versa.

Table 4. Determination Coefficient Test Results

Source : Data processed with SPSS 25, (2025)

Based on table 4, the results of the R² calculation were obtained at 0.692 This shows that the motivation for hedonism and flash sale affects the buying interest of Shopee customers by 69.2%, the remaining 30.8% is influenced by other variables that are not included in this research model.

The Effect of Hedonistic Shopping Motivation on Buying Interest

The results of multiple linear regression analysis show that hedonistic shopping motivation has a positive and significant influence on buying interest. A regression coefficient of 0.418 with a significance value of 0.000 (< 0.05) indicates that every increase in hedonistic spending motivation will increase buying interest by 0.418 units, assuming the

other variables remain constant. These findings are in line with previous research that states that hedonistic motivations, such as pleasure and emotional satisfaction, are important factors in driving online shopping behavior (Mummalaneni, 2005).

The Effect of Flash Sale on Buying Interest

Flash sales have also been proven to have a positive and significant influence on buying interest. A regression coefficient of 0.574 with a significance value of 0.000 (< 0.05) indicates that every increase of one unit in the flash sale will increase buying interest by 0.574 units, assuming the other variables remain constant. This is in accordance with the research of Zhang et al. (2020) which states that flash sales create urgency and exclusivity, thereby triggering an emotional response that drives the purchase decision.

Contribution of Independent Variables to Dependent Variables

The results of the determination coefficient (R²) test of 0.692 showed that hedonistic shopping motivation and flash sales together contributed 69.2% to the variation in buying interest. The rest, 30.8%, was influenced by other factors that were not included in this research model, such as demographic factors, personal preferences, or other marketing variables (Sugiyono, 2019). Overall, this study provides empirical evidence

that hedonistic shopping motivation and flash sales are important factors that affect Shopee consumers' buying interest, especially among UMLA students. This finding has practical implications for e-commerce businesses, such as Shopee, to consider more consumer psychological aspects (hedonism) and promotional strategies (flash sales) in designing effective marketing campaigns. In addition, this research also makes a theoretical contribution by enriching the literature on consumer behavior in the context of online shopping in Indonesia.

CONCLUSION

Based on the results of data analysis, this study can be concluded that hedonistic shopping motivation (X1) and flash sale (X2) significantly affect the buying interest (Y) in Shopee customers among students of the University of Muhammadiyah Lamongan (UMLA). Hedonistic shopping motivation has a positive influence with a regression coefficient of 0.418 (Sig. 0.000), indicating that an increase in hedonistic motivation will increase buying interest. Flash sale also had a positive effect with a regression coefficient of 0.574 (Sig. 0.000), indicating that flash sale promotions were effective in encouraging buying interest. The results of the determination coefficient (R^2) test of 0.692 indicate that these two variables contribute

69.2% to buying interest, while the rest is influenced by other factors outside the research model. The research instruments were declared reliable (Cronbach's Alpha > 0.6) and the data were normally distributed (Asymp. Sig. 0.085 > 0.05), meeting the assumptions of regression analysis. These findings emphasize the importance of considering consumer psychological aspects and promotional strategies in e-commerce marketing, especially for the student segment.

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