The Influence of Flash Sales, Viral Marketing and Electronic Word of Mouth (E-WOM) on the Purchase Intention of Z Generation in Online Shopping on Tiktok Shop Marketplace

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A R T I C L E I N F O	A B S T R A C T
Keywords: Flash Sale, Viral Marketing, Electronic Word of Mouth, Purchase Intention *Received : 12, June* *Revised : 26, June* *Accepted: 24, July* ©2024 Faturrohman, Widarta: This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional.	The primary goal of this study is to determine the impact of Flash Sales, Viral Marketing, and Electronic Word of Mouth (E-WOM) on Purchase Intention in the TikTok Shop Marketplace. The research sample consisted of 100 respondents determined using purposive sampling. Multiple linear regression was the analytical tool utilized. According to the research findings, Flash Sales have little effect, however Viral Marketing and Electronic Word of Mouth (E-WOM) have a favorable and significant effect on Purchase Intention. The results and discussion of the study that the Flash Sale variable does not significantly affect purchase intention. This indicates that Flash Sale is not a primary factor influencing Purchase Intention.

INTRODUCTION

According to data from databoks.katadata.co.id, Tiktokshop ranked third among online platforms favored by customers for online shopping in Indonesia in 2023. TikTok's involvement in the e-commerce world through the Tiktokshop feature has become a phenomenon that attracts the attention of many consumers, including Generation Z. Tiktokshop combines creative video content with the ability to directly purchase products featured in the videos, creating a unique and engaging shopping experience for Generation Z, who enjoy exploring and interacting in the digital environment (Alhamdina & Hartono, 2023).

Tiktokshop's position as a favored online shopping platform can be understood as a response to the shopping preferences and behaviors of Generation Z, who prioritize convenience, creativity, and interactivity in their online shopping experiences (Ratu & Tulung, 2022). Tiktokshop, as a preferred online shopping platform by Generation Z, provides important insights into the factors influencing their purchase intention when using social media and technology in the online shopping process.

Purchase Intention is the tendency or intention of consumers to buy a product or service within a certain period (Dennis et al., 2020). This is an important initial step in the purchasing process, where consumers evaluate their needs, consider the available product or service options, and then plan to make a purchase. Purchase Intention can be a strong indicator for predicting actual purchasing behavior, although other factors such as product availability, price, and shopping experience can also influence the final decision of consumers (Peña-García et al., 2020).

Flash Sale is a marketing strategy where sellers offer products or services with significant discounts for a short period, usually in hours or even minutes (Prasetyo & Zen, 2020). With Flash Sales, consumers are compelled to make immediate purchases to take advantage of lower prices, even if they did not initially have a strong purchase intention (Rita & Guinardi, 2023). Flash Sales can significantly influence consumers' Purchase Intention towards a product or service (Saw & Tin, 2023).

This aligns with the research by Anwar & Hasbi (2023), which shows that the Flash Sale variable has a significant influence on Purchase Intention. However, contrary to this, research by Dewanti (2022) indicates that the Flash Sale variable does not significantly influence Purchase Intention.

Besides Flash Sales, another factor influencing Purchase Intention is Viral Marketing. Viral Marketing is a marketing strategy where promotional messages or content are rapidly and widely disseminated through various social media or online channels, often through recommendations or sharing by existing users (Mukaromah et al., 2022). Viral Marketing is a crucial factor in shaping Purchase Intention as it can create positive evaluations of a product or brand, influence consumer perceptions, and expand the reach of potential markets (Sawaftah et al., 2020).

Previous research by Yuland & Besra (2023) showed an impact on Purchase Intention. However, research by Salim & Putri (2024) indicates a less significant impact on Purchase Intention.

Purchase Intention can also be influenced by Electronic Word Of Mouth (E-WOM), where positive recommendations or reviews shared online can affect consumer perceptions and trigger interest in purchasing the product or service. E-WOM is the process where consumers share their experiences, reviews, recommendations, and opinions about products or services online through various digital platforms such as social media, review sites, discussion forums, and blogs (Yohana et al., 2020). Understanding and managing E-WOM is crucial for businesses in their efforts to influence consumer perceptions and build brand reputation online (Tajuddin et al., 2020).

Research by Joshi & Singh (2017) indicates that Electronic Word Of Mouth (E-WOM) has a positive relationship with Purchase Intention. However, research by Ratu & Tulung (2022) shows that it does not significantly influence Purchase Intention.

Based on the background and previous research, the study on the Tiktokshop Marketplace aims to analyze the influence of Flash Sales, Viral Marketing, and Electronic Word Of Mouth (E-WOM) on Purchase Intention in the Tiktokshop Marketplace.
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LITERATURE REVIEW
Flash Sale
A flash sale is a marketing strategy where special offers for products or services are available for a limited time, often in a matter of hours or even minutes, with significant discounts or other benefits (Anggraini & Aravik, 2023). A flash sale is an opportunity for customers to obtain products or services at much lower prices than their normal rates, but it is only valid for a very short period (Hilmi Dzaki et al., 2023).

Flash sales rely on time constraints to offer discounted prices or special deals to customers. This is often accompanied by marketing techniques that create a sense of urgency, such as countdowns or limited availability, to encourage consumers to make immediate purchases (Awwaliya & Lia, 2024).

Flash sales aim not only to boost sales but also to create a sense of urgent need among consumers. Flash sales use tight time pressure to generate a sense of urgency and prompt consumers to take immediate purchase actions (Sari et al., 2024).

Dimensions of Flash Sale
According to Renita & Astuti (2022), there are four dimensions of the Flash Sale variable: Perceived scarcity, Perceived perishability, Hedonic shopping value, and Attitude.

Flash Sale Indicator

According to Kotler and Keller (in Ariska et al., 2022), the indicators that influence flash sales are Frequency of sales promotions, Quality and promotion, Timing of promotion, and Accuracy or suitability in the promotion objectives.

Viral Marketing

Viral marketing is a marketing strategy aimed at leveraging the rapid and widespread dissemination effect among consumers naturally, often through social media and other digital networks (Tanuwijaya & Mulyandi, 2021). Viral marketing often begins with individuals or small groups spreading engaging messages or content through social media, email, or other digital platforms (Diawati et al., 2021). Successful viral marketing content is often unique, creative, humorous, or controversial, attracting attention and interest from the target audience (Saktiendi et al., 2022).

Dimensions of Viral marketing

According to Mahfud & Anwar (2022), there are three dimensions of Viral Marketing: Consumers, Buzz, and Supporting Conditions.

Viral marketing Indicator

According to Puriwat & Tripopsakul (2021), there are seven indicators that measure Viral Marketing: Invisibility, Identity, Innovation, Insight, Instantaneity, Integration, and Interactivity.

Electronic Word Of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is a phenomenon where consumers use digital platforms such as social media, review sites, discussion forums, and blogs to share experiences, opinions, and recommendations about products or services with others online (Rohmah et al., 2023). E-WOM is important in digital marketing strategies and brand reputation management because it can significantly influence brand image, product perception, and consumer purchase intention in an increasingly digitally connected era (Mariana, 2023).

Dimensions of Electronic Word Of Mouth (E-WOM)

Cahyono et al. (2016) define Electronic Word Of Mouth (E-WOM) as having five dimensions: platform assistance, expressing pleasant thoughts, economic incentives, aiding the company, and care for others.

Electronic Word Of Mouth (E-WOM) Indicator

According to Thurau et al. (Haikal & Handayani, 2018), there are eight indicators that measure Electronic Word Of Mouth (E-WOM): Platform assistance, expression of unpleasant emotions, care for others, extraversion/positive self-improvement, social advantages, economic incentives, company aid, and advice seeking.

Purchase Intention

Purchase intent is the habit or desire to an individual to buy a product or service in the future (Younus et al., 2015). Purchase intention reflects consumers' attitudes and desires towards a product or service, Influenced by elements like product quality, price, brand image, promotion, and previous experiences (Bian & Forsythe, 2012). Purchase intention is affected by an individual's attitude towards the product, the subjective norms surrounding them, and their perception of the constraints they might face in the purchasing process (Peña-García et al., 2020). Purchase interest arises from consumers' trust in a particular product coupled with their ability to make a purchase (Bisma & Pramudita, 2020). At the interest stage, consumers evaluate the information they receive. The commitment shown by consumers when buying can encourage them to make a purchase decision on a product, ultimately benefiting the company (Komariah, 2022).

Dimensions of Purchase Intention

According to Karinka & Firdausy (2019), there are five dimensions of Purchase Intention: Information search, Familiarity, Social presence, and Trust.

Purchase Intention Indicator

Purchase intention, Kotler and Keller (Nainggolan et al., 2018), can be determined by indications such as transactional, referential, preferential, and exploratory interest.
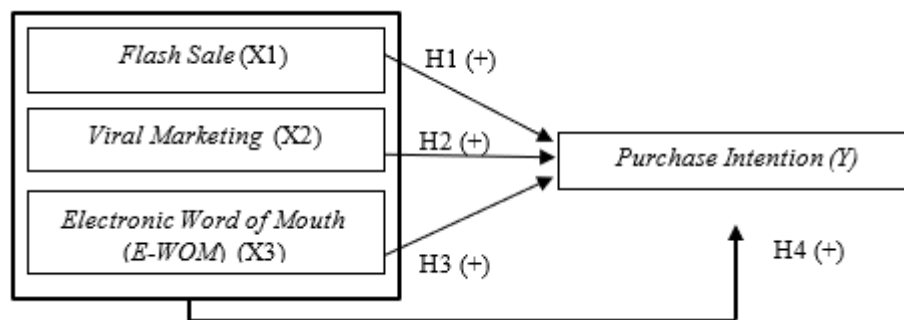

Figure 1. Conceptual Framework

METHODOLOGY

This study used quantitative research methods. The sample used in this research was selected using purposive sampling with criteria of respondents characterized as Gen Z who use and purchase through the Tiktokshop marketplace domiciled in Yogyakarta, have made purchases at least once in the past 3 months during the study, and are at least 17 years old, categorizing them as adults. The study's overall sample size was 100 respondents. The indicators for Flash Sale are Frequency of sales promotions, Quality and promotion, Timing of promotion, and Accuracy or suitability in the promotion objectives. Invisibility, identity, innovation, insight, instantaneity, integration, and interactivity are the Viral Marketing indications. Electronic word of mouth

characteristics include platform aid, venting unpleasant sentiments, compassion for others, extraversion/positive self-improvement, social advantages, economic incentives, assisting the firm, and seeking advise. Purchase intention can be identified by transactional, referential, preferred, or exploratory interest.

RESEARCH RESULT
Respondent Profile

The majority of the study participants are women between the ages of 21 and 23. The majority of the responses are students.

Tabel 1. Respondent Profile

Gender	Total	%
Male	31	31%
Female	69	69%
Total :	100	100%

Age	Frequency	%
17-20 Years	9	9%
21-23 Years	49	49%
24-27 Years	42	42%
Total	100	100%

Income	Frequency	%
< Rp. 2000.000	39	39%
Rp. 2.000.000-Rp. 4.000.000	52	52%
Rp. 4.000.000-Rp. 7.000.000	5	5%
Rp. 7.000.000	4	4%
Total	100	100%

Job	Frequency	%
Other	8	8%
Private Sector Employee	40	40%
Student	50	50%
Civil Servant/Police/Military	2	2%
Total	100	100%

Total Purchase	Frequency	%
1	60	60%
2	13	13%
> 3	27	27%
Total	100	100%

Instrument Test Results

Table 2. Variable Validity Test

Statement	R Count	R table	Information
Flash Sale (X1)			
X1.1	0,429	0,195	Valid
X1.2	0,453	0,195	Valid
X1.3	0,337	0,195	Valid
X1.4	0,477	0,195	Valid
Viral Marketing (X2)			
X2.1	0,593	0,195	Valid
X2.2	0,672	0,195	Valid
X2.3	0,635	0,195	Valid
X2.4	0,587	0,195	Valid
X2.5	0,585	0,195	Valid
X2.6	0,393	0,195	Valid
X2.7	0,681	0,195	Valid
Electronic Word Of Mouth (E-WOM) (X3)			
X3.1	0,483	0,195	Valid
X3.2	0,740	0,195	Valid
X3.3	0,750	0,195	Valid
X3.4	0,695	0,195	Valid
X3.5	0,778	0,195	Valid
X3.6	0,778	0,195	Valid
X3.7	0,791	0,195	Valid
X3.8	0,651	0,195	Valid
Purchase Intention (Y)			
Y1.1	0,548	0,195	Valid
Y1.2	0,622	0,195	Valid
Y1.3	0,572	0,195	Valid
Y1.4	0,622	0,195	Valid

All variables have an observed R value > tabled R (0.195) and Sig < 0.05, indicating that the independent and dependent variables are considered valid.

Table 3. Variable Reliability Test

Variable	Cronbach Alpha	Critical Value	Information
Flash Sale (X1)	0,641	0,6	Reliabel
Viral Marketing (X2)	0,835	0,6	Reliabel
Electronic Word Of Mouth (E-Wom) (X3)	0,910	0,6	Reliabel
Purchase Intention (Y)	0,783	0,6	Reliabel

It is possible to conclude that every research variable show Cronbach's Alpha values > 0.6. Therefore, each statement in the study is considered reliable.

Classical Assumption Test
Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.25669786
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.052
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200[c,d]

According to the table above, the Asymp.Sig (2-tailed) value is 0.20, which is more than 0.05 and indicates that the data in this study is normally distributed.

Multikolinearitas Test

Table 5. Multikolinearitas Test

Model		Coefficients			Tolerence	VIF
		B	Std. Error	Beta		
1	(constant)	2,460	1,142			
	Flash Sale	,116	,099	,113	,425	2,352
	Viral Marketing	,296	,064	,502	,333	3,004
	Electronic Word Of Mouth (E-WOM)	,115	,037	,260	,571	1,752

The table demonstrates that the tolerance value is larger than 0.10, but the VIF value is less than 10. As a result, we can conclude that the regression model's independent variables are not multicollinear.

Heteroskedastisitas Test

Figure 2 Heteroskedastisitas Test
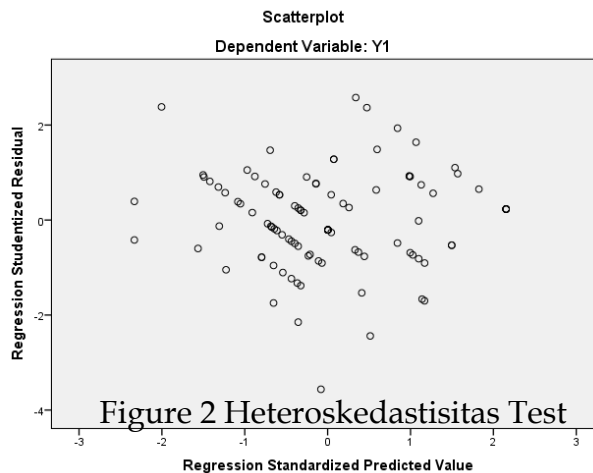
The scatter plot diagram shows that the points are randomly scattered along the Y-axis, both above and below the value of 0. It can be concluded that there is no indication of heteroskedasticity occurring.

Data Analysis Results
Descriptive Statistical Data Analysis
The purpose of this study's descriptive statistical analysis is to describe how respondents ranked the research variables Flash Sale, Viral Marketing, Electronic Word of Mouth (E-WOM), and Purchase Intention.

Table 6. Statistical Data Analysis

No	Variable	*Mean*	Category
1	Flash Sale	4.02	Setuju
2	Viral Marketing	4.03	Setuju
3	Electronic Word Of Mouth (E-WOM)	3,91	Setuju
4	Purchase Intention	4,06	Setuju

Inferential Analysis
Results of Multiple Linear Regression Analysis
Table 7. Results of Multiple Linear Regression Analysis

Model		Coefficients			t	Sig.
		B	Std. Error	Beta		
1	(constant)	2,460	1,142		2,154	,034
	Flash Sale	,116	,099	,113	1,116	,246
	Viral Marketing	,296	,064	,502	4,606	,000
	Electronic Word Of Mouth (E-WOM)	,115	,037	,260	3,122	,002

The regression equation can be formulated as follows:
$$Y = 2.460 + 0.116 X1 + 0.296 X2 + 0.115 X3 + e$$
Multiple linear regression equations indicates that Flash Sale does not have an effect, while Viral Marketing and Electronic Word Of Mouth (E-WOM) influence Purchase Intention.
T-Test

The hypothesis testing was conducted using t-test with the following results:

1. Hypothesis 1: The Influence of Flash Sale on Purchase Intention
   The test results show a t-value of 1.166 and a significance value of 0.246 > 0.05, thus H01 is accepted and Ha1 is rejected, indicating that Flash Sale partially does not have a significant effect on purchase intention.
2. Hypothesis 2: The Influence of Viral Marketing on Purchase Intention
   The test results show a t-value of 4.606 and a significance value of 0.000 < 0.05, thus H02 is rejected and Ha2 is accepted, indicating that Viral Marketing partially has a significant effect on purchase intention.
3. Hypothesis 3: The Influence of Electronic Word Of Mouth (E-WOM) on Purchase Intention
   The test results show a t-value of 3.122 and a significance value of 0.000 < 0.02, thus H03 is rejected and Ha3 is accepted, indicating that Electronic Word Of Mouth (E-WOM) partially has a significant effect on purchase intention.

F-Test

Table 8. Results of the f-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	254.890	3	84.963	52.168	.000[b]
Residual	156.350	96	1.629		
Total	411.240	99			

The result of the model fit test obtained an F-value of 52.168 with a significance level of 0.000 < 0.05. This result concludes that all independent variables collectively have a significant effect on the dependent variable Purchase Intention (Y).

Analysis of the Coefficient of Determination (R^2)

Table 9. Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,787 [a]	,620	,608	1.27618

The result of the coefficient of determination test obtained an Adjusted R Square value of 0.608, which means that 60.8% of Purchase Intention in Online Shopping among Generation Z on the Tiktok Shop Marketplace is influenced by the variables Flash Sale, Viral Marketing, and Electronic Word Of Mouth (E-WOM), while the remaining 39.2% is influenced by other variables.

DISCUSSION
The Role of Flash Sale in Purchase Intention
The t-test result for the variable Flash Sale obtained a t-value of 1.166 and a significance value of 0.246. This significance value indicates that H01 is accepted and Ha1 is rejected, meaning that Flash Sale partially does not have a significant influence on purchase intention. This suggests that Flash Sale is not a

primary factor that can affect the purchase intention of Generation Z in Online Shopping on the TikTokShop Marketplace.

This finding contradicts the research conducted by (Rita & Guinardi, 2023) and (Gienov, 2023) which found that Flash Sale has a positive and significant effect on purchase intention.

The Role of Viral Marketing in Purchase Intention

The t-test result for the variable Viral Marketing obtained a t-value of 4.606 and a significance value of 0.000. This significance value indicates that H02 is rejected and Ha2 is accepted, meaning that Viral Marketing partially influences and significantly affects purchase intention. This indicates that Viral Marketing plays an important role in shaping the purchase intention of Generation Z in Online Shopping on the TikTokShop Marketplace.

This finding is consistent with the research conducted by (Prayogo et al., 2023) and (Fahrudi & Aisyah, 2023) which found that viral marketing has a positive and significant effect on purchase intention.

The Role of Electronic Word Of Mouth (E-WOM) in Purchase Intention

The t-test result for the variable Electronic Word Of Mouth (E-WOM) was 3.122 with a significance level of 0.002. This significance value implies that H03 is rejected and Ha3 is accepted, implying that Electronic Word of Mouth (E-WOM) has a partial but considerable impact on purchase intention. This indicates that Electronic Word Of Mouth (E-WOM) plays an important role in shaping the purchase intention of Generation Z in Online Shopping on the TikTokShop Marketplace.

This finding is similar with previous study by (Fan & Miao, 2012) and (Aprianty & Basuki, 2021), who discovered that Electronic Word of Mouth (E-WOM) has a favorable and significant effect on purchase intention.

The Role of Flash Sale, Viral Marketing and Electronic Word Of Mouth (E-WOM) in Purchase Intention

Simultaneously, the significance test results using the F-statistic obtained an F-value of 52.168 with a significance value of 0.000 at a significance level of 0.05. It is known that the significance value of 0.000 < 0.05 and the F-value of 52.168 > F-critical value of 3.091. Therefore, Ho is rejected and Ha is accepted. Thus, it is concluded that Flash Sale, Viral Marketing, and Electronic Word Of Mouth (E-WOM) collectively have a significant influence on the purchase intention of Generation Z in Online Shopping on the TikTokShop Marketplace.

Implications of Research Results
Theoretical Implications

Theoretically, this study has implications in empirically proving the impact of flash sale, Purchase intention is influenced by viral marketing and electronic word of mouth (E-WOM). This demonstrates the validation of formulated hypotheses, indicating that higher or better implementation of flash sale, viral marketing, and E-WOM will increase purchase intention. However, only viral

marketing and electronic word of mouth variables show a positive and significant influence on purchase intention. There is a discrepancy between the hypothesis testing results and existing theory, particularly in validating hypothesis 1. The hypothesis testing indicates that flash sale does not have a significant impact on purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings regarding "The Influence of Flash Sale, Viral Marketing, and Electronic Word Of Mouth (E-WOM) on Purchase Intention in Online Shopping Z Generation on the Tiktok Shop Marketplace," it can be concluded from the results and discussion of the study that the Flash Sale variable does not significantly affect purchase intention. This indicates that Flash Sale is not a primary factor influencing Purchase Intention. On the other hand, the Viral Marketing and Electronic Word Of Mouth (E-WOM) variables show a positive and significant impact on Purchase Intention, suggesting that viral marketing plays a crucial role in shaping the purchase intention of the Z Generation in Online Shopping on the TikTokShop Marketplace. The higher the dissemination of Viral Marketing content and the reviews provided, the higher the purchase intention.

ADVANCED RESEARCH

This study still has several methodological limitations. According to the coefficient of determination test results, it can only explain about 60.8% of the variation in purchase intention (Y), with the remainder impacted by variables outside of this study. Recommendations for future research include delving into other factors that may influence Purchase Intention in Online Shopping Z Generation on the Tiktok Shop Marketplace. Other factors such as product quality, competitive pricing, user experience, seller reputation, app interface design, ease of navigation, transaction security, and loyalty programs may also play significant roles in influencing purchase intention. It is also suggested to conduct a more in-depth case study on flash sales to understand why this strategy did not show a significant impact in this study.

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