

THE INFLUENCE OF THE TAGLINE “FREE SHIPPING”, FLASH SALE AND SOCIO-ECONOMIC STATUS OF PARENTS ON CONSUMPTIVE BEHAVIOR IN SHOPEE E-COMMERCE ON SHARIA ECONOMICS STUDENTS IN PALEMBANG CITY UNIVERSITIES THROUGH HEDONIC SHOPPING MOTIVATION AS AN INTERVENING VARIABLE

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Abstract

This study aims to analyze the influence of the "Free Shipping" tagline, flash sales, and parental socioeconomic status on the consumptive behavior of Islamic Economics students at universities in Palembang City, with hedonic shopping motivation as an intervening variable. The research method employed is a quantitative approach, with data analyzed using the SmartPLS application. The population consists of Islamic Economics students at UIN Raden Fatah Palembang, STEBIS IGM, and Muhammadiyah University of Palembang. The results indicate that the "Free Shipping" tagline, flash sales, and parental socioeconomic status partially and simultaneously influence consumptive behavior. Hedonic shopping motivation is proven to be a significant intervening variable that strengthens the relationship between these factors and consumptive behavior. These findings demonstrate that e-commerce promotional strategies and family socioeconomic backgrounds play an important role in encouraging students' consumption patterns. This research offers practical implications for managing student consumption behavior to align with Islamic economic principles.

Keywords: Free Shipping, Flash Sale, Socioeconomic Status, Hedonic Shopping Motivation, Consumptive Behavior

1. INTRODUCTION

The Industrial Revolution 4.0 has had a major impact on the social dynamics of society. Social media platforms that are increasingly recognized by the public make it easier for people to access information, both to improve communication skills, spread news, and buy and sell. In the current digitalization period, the development of e-commerce platforms is growing rapidly due to the ease of accessibility of the community. The phenomenon that occurs in society is also the growth of online shopping. Besides being easy to get, the low price of goods is also very attractive

compared to buying on the market which of course requires more time and energy.(Maulana et al., 2020)

Internet connection (internet) is a widely connected network and Indonesia is one of the countries enjoying the effects of this internet development. The Indonesian Internet Service Providers Association (APJII) announced that the number of Indonesian internet users in 2024 will reach 221.6 million out of a total population of 278.7 Indonesians in 2023. As of 2018, Indonesia's internet penetration reached 64.8%. Then sequentially 73.7% in 2020, 77.01% in 2022, and 78.19% in 2023. This indicates a consistent increase in the positive trend graph of Indonesia's internet penetration in the last five years which has increased significantly. (Haryanto, 2024)

Shopee is one of the growing online stores in Indonesia. Shopee E-commerce offers a variety of products ranging from fashion to daily necessities and is also equipped with guaranteed delivery services and secure payment methods. shopee began entering the Indonesian market in December 2015 under the auspices of PT shopee international indonesia. Shopee is a subsidiary of Garena which is headquartered in Singapore. Shopee is present in several countries including Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. (Effendi et al., 2020)

At the beginning of 2024, IPSOS, a multinational market research and consulting company, conducted a research that examined the experience and satisfaction of online shopping on various e-commerce platforms. The results of this research show that Shopee managed to obtain the highest level of satisfaction from consumers. 62% of respondents recommended Shopee to their relatives, followed by Tokopedia at 46%, TikTok Shop at 42%, and Lazada at 36%. One of the main strategies implemented by Shopee is to provide a satisfying holistic shopping experience. Shopee is considered to excel in various aspects, including diverse payment methods and the completeness of products and authorized stores. Shopee is also recognized as the platform with the lowest prices. In addition, Shopee offers a wide selection of delivery services that give customers more flexibility in choosing the delivery method that suits their needs.(Irham, 2024)



Figure 1. Recommended e-Commerce choices for Indonesians in 2024

Source: IPSOS, 2024

Shopee first came up with the hashtag “Free Shipping All Over Indonesia” which caught the attention of the public due to the benefits of this program for buyers. In fact, shipping is not completely free. Shopee only covers part of the shipping costs and customers pay the rest. The free shipping program from Shopee is still valid until now. However, Shopee may suspend this program or offer alternative deals. There is a minimum purchase limit that allows free shipping.

The terms of application of this program at Shopee are increasing and the use of each customer is limited. So, with the free shipping system, it will lead to various changes in people's behavior, one of which is consumptive behavior. In line with research conducted by Surya and Sunandari (2023) that free shipping has a positive and significant effect partially or simultaneously on consumptive behavior.(Aprilia & Sundari, 2023)

There is a phenomenon called the “Bandwagon Effect”, which is an effect or condition where people tend to follow a trend that happens just because other people are doing it. From lifestyle, online shopping, how to talk, entertainment trends, and more. Following trends is a common thing, although sometimes it happens by accident.(Evelina & Pebrianti, 2021)

The current consumption pattern of society has shifted from just fulfilling primary needs and has developed into secondary, tertiary fulfillment and even tends to be consumptive. Fulfillment of needs that have shifted is very important to lead individuals to a life that is in harmony with their environment. Consumptive behavior can occur in various groups and age levels, one of which is university students, with various reasons that influence this behavior. There are several factors that can influence consumptive behavior, one of which is the ease of shopping. In addition, external factors such as the socioeconomic status of parents also affect consumptive behavior.

According to Hadiatullah, the socio-economic status of parents is a situation related to the financial ability of a family in meeting its needs, where the situation in socio-economic status has a good, sufficient and insufficient level. The different levels of socioeconomic status of this family are believed to have an influence on the consumptive behavior of students.(Hadiatullah et al., 2023)

Basically, humans have to fulfill various needs to survive. This creates an incentive for people to shop to meet their needs. According to Utami (2010, in Arbaiah 2022), motive is the strength or motivation that arises from within a person to carry out a certain action or action, it is the motive that then makes a person take an action for the satisfaction of goals and objectives. Needs or urges become motivation. In addition, the purpose of shopping is not only to fulfill needs, but also self-esteem, which then becomes the basis for the hedonic shopping motive.

As stated by Utami (2010, in Arbaiah 2022), the hedonic shopping motive is the motivation of consumers to shop because shopping is a pleasure in itself, so they do not pay attention to the usefulness of the products purchased. If someone has a hedonic buying motivation, then he expects personal pleasure. According to Ozen and Engizek (2013, in Arbaiah 2022), the dimensions of the hedonic shopping motive are shopping

adventure, shopping value, shopping ideas, shopping friendliness, and shopping relaxation.(Arbaiah et al., 2022)

The socio-economic status of parents also plays a very important role in student consumption behavior. students who are born to parents who have middle to upper economic status tend to behave more differently than students who are born to parents who have middle to lower economic status usually tend not to behave consumptively.(Hadiatullah et al., 2023)

Despite the increasing relevance of this issue, limited research has been conducted specifically on Islamic Economics students, particularly in the context of Palembang City. Previous studies have produced mixed results regarding the influence of promotional tactics and socioeconomic factors on consumptive behavior. Some researchers found a significant positive relationship between promotional strategies and consumer impulsivity, while others reported no substantial effect. Similarly, findings on the impact of socioeconomic status on consumption vary across different demographic groups.

This research aims to fill the gap by focusing on a specific and underexplored population: students enrolled in Islamic Economics programs across three major higher education institutions in Palembang—Universitas Islam Negeri Raden Fatah Palembang, STEBIS IGM, and Muhammadiyah University of Palembang. By focusing on this group, the study not only contributes to the academic discourse on consumer behavior but also offers practical implications for educational institutions, policymakers, and e-commerce platforms targeting young consumers.

The objectives of this study are: (1) to analyze the direct influence of the "Free Shipping" tagline, flash sales, and parental socioeconomic status on students' consumptive behavior; (2) to examine the indirect influence mediated by hedonic shopping motivation; and (3) to offer recommendations for promoting responsible consumption behaviors aligned with Islamic economic principles.

Through a comprehensive examination of external promotional factors, internal psychological motivations, and socioeconomic influences, this study seeks to provide a holistic understanding of the dynamics of consumptive behavior among Islamic Economics students in the digital marketplace era.

2. RESEARCH METHODS

This research adopts a quantitative approach aimed at examining the influence of the "Free Shipping" tagline, flash sales, and socioeconomic status of parents on consumptive behavior, with hedonic shopping motivation as an intervening variable among Islamic Economics students in Palembang City. The study employs an explanatory research design using a survey method. Data were collected through the distribution of structured questionnaires designed to measure the relationships between independent variables (Free Shipping tagline, Flash Sale, and Socioeconomic Status of Parents), the mediating variable (Hedonic Shopping Motivation), and the dependent variable (Consumptive Behavior). The population in this study consisted of 1,279 students of the Sharia Economics Study Program from Universitas Islam Negeri Raden

Fatah Palembang, STEBIS IGM Palembang, and Muhammadiyah University of Palembang. The sample determination in this study was calculated based on the Hair formula, et al. suggested a minimum size of 10 times the variable indicator there were 24 so that 240 respondents were obtained with the sampling technique, namely representative purposive sampling. Data analysis was performed using SmartPLS (Partial Least Squares - Structural Equation Modeling) to test the research model and hypotheses.

3. RESULTS AND DISCUSSION

3.1. Research Results

3.1.1 Outer Model Analysis

A. Convergent Validity

Table 1. Convergent Validity Test Results			
Variable	Indicator	Loading Factors	Description
"Free Shipping" tagline (X1)	X1.1	0.857	Valid
	X1.2	0.887	Valid
	X1.3	0.784	Valid
Flash Sale (X2)	X2.1	0.835	Valid
	X2.2	0.854	Valid
	X2.3	0.824	Valid
Socioeconomic Status of Parents (X3)	X2.4	0.817	Valid
	X3.3	0.897	Valid
	X3.4	0.897	Valid
Consumptive Behavior (Y)	Y2	0.781	Valid
	Y3	0.886	Valid
	Y4	0.827	Valid
Hedonic Shopping Motivation (Z)	Y5	0.812	Valid
	Y6	0.710	Valid
	Z1	0.884	Valid
	Z2	0.890	Valid
	Z5	0.843	Valid

Source: SmartPLS 3.0 Output, 2025

B. Discriminant Validity

SEM-PLS models with reflective indicators need to test discriminant validity by comparing the value in the crossloading table. An indicator can be declared valid if it has the highest loading factor value to other latent variables. Table 2 shows that the loading factor value obtained on each indicator on other latent variables. So, each indicator can explain each latent variable well. The crossloading factor results show that the latent variables flash sale, hedonic shopping motivation, consumptive behavior, socioeconomic status of parents, and free shipping tagline can be said to predict their indicators better than other latent variables.

Table 2. Cross Loading Value

	X1	X2 Flash	X3	Y	Z
	Free	Sale	Socioeconomic	Consumptive	Hedonic
	Shipping		Status Of	Behavior	Shopping
	Tagline		Parents		Motivation
X1 ₁	0.857	0.706	0.098	0.411	0.464
X1 ₂	0.887	0.632	0.097	0.455	0.492
X1 ₃	0.784	0.57	0.078	0.342	0.386
X2 ₁	0.643	0.835	0.226	0.516	0.543
X2 ₂	0.645	0.854	0.207	0.436	0.462
X2 ₃	0.585	0.824	0.157	0.383	0.399
X2 ₄	0.632	0.817	0.226	0.445	0.489
X3 ₃	0.092	0.229	0.897	0.292	0.213
X3 ₄	0.102	0.216	0.897	0.277	0.231
Y2	0.417	0.439	0.222	0.781	0.561
Y3	0.434	0.497	0.318	0.886	0.587
Y4	0.417	0.392	0.263	0.827	0.567
Y5	0.293	0.33	0.207	0.812	0.506
Y6	0.359	0.504	0.254	0.71	0.495
Z1	0.482	0.499	0.208	0.601	0.884
Z2	0.468	0.51	0.167	0.606	0.89
Z5	0.447	0.496	0.274	0.566	0.843

Source: SmartPLS 3.0 Output, 2025

C. Measurement Model Validity and Reliability Testing

Validity and reliability testing on the measurement model is carried out by calculating the AVE value, composite reliability, and Cronbach's alpha. The AVE value can be said to be good if it is greater than 0.5, so on average the latent variable can explain more than 50% of the variance of each indicator. The composite reliability and Cronbach's alpha values are used to measure reliability which proves the accuracy, consistency and accuracy of indicators in measuring latent variables

Table 3. Average Variance Extracted(AVE), Composite Reliability, and Cronbach's Alpha Value

Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
X1 Free Shipping Tagline	0.712	0.881	0.798
X2 Flash sale	0.693	0.900	0.853
X3	0.805	0.892	0.757
Socioeconomic Status Of Parents			
Y	0.648	0.902	0.863

Variable	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Consumptive Behavior Z	0.762	0.905	0.843
Hedonic Shopping Motivation			

Source: SmartPLS 3.0 Output, 2025

Table 3 presents the results of the calculation of the Average Variance Extracted (AVE) value. table 10 shows that the free shipping tagline variable can explain an average of 71% of the variance of the three constituent indicators. Flash sale variables can explain an average of 69% of the variance of the four constituent indicators. The variable socio-economic status of parents can explain an average of 80% of the variance of the two constituent indicators. Consumptive behavior variables can explain an average of 64% of the variance of the five constituent indicators. The hedonic shopping motivation variable can explain an average of 76% of the three constituent indicators.

The results of the calculation of the composite reliability value are in the range of 0.88 to 0.90. The lowest composite reliability value is obtained by the free shipping tagline variable and the highest is obtained by the hedonic shopping motivation variable. All latent variables have a composite reliability value of more than 0.7, which means that they have met the composite reliability requirements, namely the indicators used are able to measure each latent variable properly.

The results of the calculation of the Cronbach's alpha value of the free shipping tagline variable, flash sale, socioeconomic status of parents, hedonic shopping motivation, and consumptive behavior, are greater than 0.6, which means that the indicators used are able to measure each latent variable well.

3.1.2 Inner Model Analysis

A. R-Square Testing (R^2)

Evaluation of the structural model in this study was carried out by calculating the coefficient of determination (R^2) which can explain how much the exogenous variables (independent) can explain the endogenous variables (dependent). Table 4 presents the results of the calculation of the R^2 value

Table 4. R-Square Value

Variable	R-Square	R-Square Adjusted
Y Consumptive Behavior	0.513	0.504
Z Hedonic Shopping Motivation	0.370	0.362

Source: SmartPLS 3.0 Output, 2025

Based on the results of the coefficient of determination analysis in table 11, it shows that the R Square value jointly or simultaneously influences the free shipping

tagline, flash sale and the socioeconomic status of parents on consumptive behavior of 0.513 with an Adjusted R Square value of 0.504. So it can be explained that all exogenous constructs, namely free shipping tagline, flash sale and socioeconomic status of parents simultaneously affect consumptive behavior by 0.513 or 51.3%. Because the adjusted R Square value is 0.50 or 50%, the effect of free shipping taglines, flash sales and the socioeconomic status of parents on consumptive behavior is moderate.

The R Square value of the joint or simultaneous influence of free shipping taglines, flash sales, socioeconomic status of parents and consumptive behavior on hedonic shopping motivation is 0.370 with an adjusted r square value of 0.362. So it can be explained that all exogenous constructs, namely free shipping taglines, flash sales, socioeconomic status of parents and consumptive behavior simultaneously affect hedonic shopping motivation by 0.370 or 37%. Because the adjusted R Square value of 0.362 or 36.2% is less than 0.25, the effect of free shipping taglines, flash sales, socioeconomic status of parents and consumptive behavior on hedonic shopping motivation is weak.

B. Effect Size (F-Square)

The f-square value is used to assess the magnitude of the influence between variables. Table 5 presents the f-square value in this study

Table 5. Nilai Effect Size (F-square)					
	X1	X2	X3	Y	Z
	Free Shipping Taglines	Flash Sale	Socioeconomic Status of Parents	Consumptive Behavior	Hedonic Shopping Motivation
X1				0.005	0.044
Free Shipping Taglines					
X2				0.018	0.078
Flash sale					
X3				0.038	0.026
Socioeconomic Status of Parents					
Y Consumptive Behavior					
Z				0.341	
Hedonic Shopping Motivation					

Source: SmartPLS 3.0 Output, 2025

Based on the value of the F Square table above, which has a large effect size with the criteria F Square> 0.35 does not exist. What has a medium effect size with a value of 0.15 to 0.35 is the effect of shopping motivation on consumptive behavior with a value of 0.34. The effect of socioeconomic status on consumptive behavior with a value of 0.03 has a small effect size because it is in the range of 0.02 to 0.15. The effect of

free shipping taglines, flash sales and parents' socioeconomic status on hedonic shopping motivation also has a small effect size because it is in the value range of 0.02 to 0.15. While the effect of free shipping taglines and flash sales on consumptive behavior is ignored or considered to have no effect because it has an f square value <0.02.

C. Hypothesis Testing

Hypothesis testing is done by calculating the t-statistic value at a critical point of 1.96 and at a real level of 5%. The alternative hypothesis is that latent variables affect the model. Table 6 presents the results of calculating path coefficients and t-statistics with the bootstrapping approach.

Table 6. Hypothesis Testing Results with Bootstrapping Approach

Variable	Path Coefficients	T Statistics	P Values
X1 Taglines -> Y Consumptive Behavior	0.077	1.042	0.298
X2 <i>Flash sale</i> -> Y P Consumptive Behavior	0.151	2.069	0.039
X3 Socioeconomic Status Of Parents -> Y Consumptive Behavior	0.144	2.559	0.011
X1 Taglines -> Z Hedonic Shopping Motivation	0.256	3.417	0.001
X2 <i>Flash sale</i> -> Z Hedonic Shopping Motivation	0.349	4.179	0.000
X3 Socioeconomic Status Of Parents -> Z Hedonic Shopping Motivation	0.133	2.388	0.017
Z Hedonic Shopping Motivation -> Y Consumptive Behavior	0.514	7.297	0.000
X1 Taglines -> Z Hedonic Shopping Motivation -> Y Consumptive Behavior	0.131	2.903	0.004
X2 <i>Flash sale</i> -> Z Hedonic Shopping Motivation -> Y Consumptive Behavior	0.179	3.739	0.000
X3 Socioeconomic Status Of Parents -> Z Hedonic Shopping Motivation -> Y Consumptive Behavior	0.068	2.221	0.027

Source: SmartPLS 3.0 Output, 2025

3.2. Discussion

3.2.1. The Effect of Free Shipping Tagline on Consumptive Behavior

Based on the test results that have been carried out, the t-statistic value is 1.042 or smaller than 1.96 and the p value does not meet the requirements, namely 0.298 or

greater than 0.05, so h_1 in this study is rejected and h_{01} is accepted. The results of this study are relevant to the results of previous research conducted by Nur Fitriani, Syariefull Ikhwan and Andi Yulianto (2024). This research conducted on the TikTok Shop e-commerce platform found that the free shipping program has no significant effect on consumer purchasing decisions. This is indicated by the t-count value (1.928) which is smaller than the t-table (1.972) and significance (0.055) which is greater than 0.025. (Fitriani, Ikhwan, and Yulianto 2024)

3.2.2 The Effect of Flash Sale on Consumptive Behavior

Based on the test results that have been carried out, the t-statistic value is 2.069 or greater than 1.96 and the p values meet the requirements, namely 0.039 or smaller than 0.05, so h_2 in this study is accepted and rejects h_{02} . So the test results show that the flash sale variable partially has a significant effect on the consumptive behavior variable. The results of this study are relevant to the results of previous research conducted by Hilwa (2024) which states that Shopee users are interested in the flash sale program because it offers large price pots in a short time. This can encourage impulse buying behavior which is one of the consumptive behaviors due to the limited flash sale program and encourage generation z to buy without consideration and without thinking about the consequences. (Putri 2024)

3.2.3 The Effect of Socioeconomic Status of Parents on Consumptive Behavior

Based on the test results that have been carried out, the t-statistic value is 2.559 or greater than 1.96 and the p values meet the requirements, namely 0.011 or smaller than 0.05, so h_3 in this study is accepted and h_{03} is rejected. So the test results show that the socioeconomic status of parents partially and significantly affects consumptive behavior. The results of this study are relevant to research conducted by Novita and Moh. Faizin (2022) which states that the social economic status of parents affects consumptive behavior (Febriyanty and Faizin 2022). Higher social classes tend to have more income so they can afford luxury goods and engage in overconsumption. While lower social classes tend to prioritize more important items. So that the social level of parents has an influence on how students' attitudes in socializing in their environment.

3.2.4 The Effect of Free Shipping Tagline on Hedonic Shopping Motivation

Based on the test results that have been carried out, the t-statistic value is 3.417 or greater than 1.96 and the p values meet the requirements of 0.001 or smaller than 0.05, so h_4 in this study is accepted and h_{04} is rejected. So the test results show that the free shipping tagline partially has a significant effect on hedonic shopping motivation. Although there are not many studies that directly link the “free shipping” tagline with hedonic shopping motivation specifically, many studies show that this kind of promotion can encourage consumptive and impulsive behavior that is closely related to hedonic shopping. Like the results of research conducted by yuliana, abd aziz and waqi'atul aqidah (2024) that the reasons for teenagers' consumptive behavior related to discounts on E-Commerce Shopee as a motivation for online shopping are influenced

by flash sales and massive discounts or twin dates and free shipping vouchers.(Yuliana, Aziz, and Aqidah 2024).

3.2.5 The Effect of Flash Sale on Hedonic Shopping Motivation

Based on the test results that have been carried out, the t-statistic value is 4.179 or greater than 1.96 and the p values meet the requirements, namely 0.000 or smaller than 0.05, so H_5 in this study is accepted and H_{05} is rejected. So the test results show that the flash sale variable partially has a significant effect on hedonic shopping motivation. Flash sales, with their short-lived nature, can trigger impulsive behavior. Impulse buying is often associated with hedonic shopping motivation because consumers are driven by feelings of pleasure or euphoria from getting something at a lower price, which provides emotional satisfaction. This is relevant to the results of research conducted by Syafna and Osa Omar (2022) that flash sales have an effect on impulse purchases. (Nighel and Sharif 2022)

3.2.6 The Effect of Socioeconomic Status of Parents on Hedonic Shopping Motivation

Based on the test results that have been carried out, the t-statistic value is 2.388 or greater than 1.96 and the p values meet the requirements, namely 0.017 or smaller than 0.05, so H_6 in this study is accepted and H_{06} is rejected. So the test results show that the socioeconomic status variable partially has a significant effect on hedonic shopping motivation. One of the relevant studies is a study by Adithiya and Eka (2024), who examined impulse buying behavior in career women. They found that hedonic motives and shopping lifestyle have a significant effect on impulse buying (Sheva Agustinna and Sudarusman 2024). Although this study did not directly highlight socioeconomic status, the focus on career women may provide an indication that individuals with a certain socioeconomic status may be influenced by hedonic shopping motivations.

3.2.7 The Effect of Hedonic Shopping Motivation on Consumptive Behavior

Based on the test results that have been carried out, the t-statistic value is 7.297 or greater than 1.96 and the p values meet the requirements, namely 0.000 or smaller than 0.05, so H_7 in this study is accepted and rejects H_{07} . So the test results show that the hedonic shopping motivation variable partially has a significant effect on consumptive behavior. The results of this study are relevant to the results of previous research conducted by Ajimas and Supriyono (2024) that hedonic shopping motivation has a good and significant impact on impulsive purchases where impulsive purchases are a form of consumptive behavior.(Bagaskoro & Supriyono, 2024)

3.2.8 The Effect of Free Shipping Tagline on Consumptive Behavior Through Hedonic Shopping Motivation

Based on the test results that have been carried out, the t-statistic value is 2.903 or greater than 1.96 and the p values meet the requirements of 0.004 or smaller than 0.05, so H_8 in this study is accepted and H_{08} is rejected. So the test results show that the

free shipping tagline variable has a significant effect on consumptive behavior through hedonic shopping motivation. The results of this study are relevant to the results of research conducted by Muhammad arif et al (2023) that hedonic shopping motivation, price discounts, and the tagline “Free Shipping” influence impulse buying decisions on the Shopee platform. The results show that these three variables have a positive and significant influence on impulse buying decisions. This means that hedonically motivated consumers tend to be more responsive to promotions such as discounts and free shipping, which then encourages impulse buying behavior.(Arif et al., 2023)

3.2.9 The Effect of Flash Sale on Consumptive Behavior Through Hedonic Shopping Motivation

Based on the test results that have been carried out, the path coefficient value is 0.179 (positive), the t-statistic value is 3.739 or greater than 1.96 and the p values meet the requirements, namely 0.000 or smaller than 0.05, so H_9 in this study is accepted and H_{09} is rejected. The results of this study are relevant to the results of previous research conducted by Syafna and Osa Omar (2022) that flash sales have an effect on impulse purchases which contribute to consumer consumptive behavior.(Nighel & Sharif, 2022)

3.2.10 The Effect of Flash Sale on Consumptive Behavior Through Hedonic Shopping Motivation

Based on the test results that have been carried out, the path coefficient value is 0.068 (positive), the t-statistic value is 2.221 or greater than 1.96 and the p values meet the requirements, namely 0.027 or smaller than 0.05, so H_{10} in this study is accepted and H_{010} . The results of this study are relevant to the results of research conducted by Hadiatullah (2023). This study shows that high socioeconomic status is more likely to shop for personal pleasure or to show their status through consumption products. Students from high socio-economic circles usually get more pocket money than they need. This can make them have high purchasing power so that they carry out an act of consumptive behavior.(Hadiatullah et al., 2023)

4. CONCLUSION AND SUGGESTION

4.1 Conclusion

This study concludes that the "Free Shipping" tagline, flash sales, and parents' socioeconomic status significantly influence the consumptive behavior of Islamic Economics students in Palembang City. Furthermore, hedonic shopping motivation plays an important mediating role, strengthening the relationship between promotional strategies, socioeconomic background, and consumptive behavior. The findings emphasize that both external marketing tactics and internal psychological factors contribute to shaping students' consumption patterns. In the context of Islamic economics, these insights highlight the need to promote more responsible and moderate consumption behaviors among young consumers.

4.2 Suggestion

Based on the research results, it is recommended that students improve their financial literacy and self-control skills to avoid excessive consumptive behavior. Educational institutions are expected to integrate the values of financial ethics and Islamic economic principles in the curriculum to foster more responsible consumption patterns.

In addition, e-commerce platforms are expected to design promotional strategies that not only focus on increasing sales, but also pay attention to ethical consumption aspects among young consumers. Future research is suggested to examine additional variables such as self-control, peer influence, and religiosity level to enrich the understanding of consumptive behavior.

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