

Exploring Consumer Purchase Intention in e-Commerce Flash Sale: Can Satisfaction and Trust Enhance the Behavior?

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Abstract

The rapid growth of the Internet has created various business opportunities, such as e-commerce. One of the marketing strategies implemented by e-commerce is flash sales. With the rise of the online shopping lifestyle and the flash sale phenomenon in e-commerce, the author is interested in researching the factors that influence e-commerce users' purchase intentions in flash sales. This quantitative research collected data with an online questionnaire by probability sampling. A total of 320 valid responses were collected. The data was analyzed using PLS-SEM analysis. The results showed that service quality has a significant and positive effect on satisfaction, service quality has a significant and positive outcome on trust, satisfaction has a significant and positive outcome on purchase intention, trust has a significant and positive effect on purchase intention, service quality has no significant outcome on purchase intention, information quality has no significant outcome on purchase intention, and perceived risk has a significant and positive effect on purchase intention. When mediated by satisfaction and trust, service quality has a positive and significant outcome on purchase intention. In conclusion, e-commerce sellers are recommended to improve their service quality to increase consumer's purchase intention.

Keywords: PLS-SEM Analysis, Service Quality, Satisfaction, Trust, Perceived Risk, Information Quality, Purchase Intention

Introduction

In this technological era, the internet has developed rapidly and has become an important factor in everyday life. The rapid growth of information technology on the Internet has created various business opportunities (Garcia et al., 2020). One of the business opportunities

in cyberspace is e-commerce. Indonesia's internet development was in third global rank in 2020 with great potential for e-commerce (Limanto, 2022). This result was impacted by the pandemic in 2020, where people chose to shop online due to restrictions from going outside. Based on Statista Market Insights data, the number of e-commerce users in Indonesia has reached 178.94 million people in 2022. This number has increased by 12.79% compared to the previous year, which means the pandemic changed the lifestyle of people, where they shift from conventional to online shopping. The efficiency of online shopping is a factor in this behavior. We Are Social survey also stated that the percentage of e-commerce service users in Indonesia was the highest in the world, namely 88.1% in April 2021.

One of the platforms that can be used to carry out e-commerce transactions is a marketplace or digital e-commerce application. Some marketplaces widely used in Indonesia are Shopee, Tokopedia, Lazada, Bukalapak, and Blibli. According to BPS survey (2023), the percentage of businesses selling via marketplace/digital platforms is 19.75%. This number is quite low compared to the percentage of businesses that use social media at 41.30%. One of the marketing strategies implemented by e-commerce is flash sales. However, flash sale is not yet the most popular promotional strategy for e-commerce users. According to data from Databoks 2022, only 59% of respondents chose flash sales as their favorite promotion. Free shipping, discounts and cashbacks are more popular with e-commerce users. There also little to no research that studied factors that impact purchase intention in flash sales in the e-commerce marketplace. To fill the gap, this research will analyze what variables can enhance the purchase intention of consumers in flash sale held by e-commerce marketplaces.

Some previous studies have shown important factors in a consumer's purchase intention. According to Suyani and Secapremana (2021), good service quality will influence the consumer's purchase intention positively. Vo Thi Huong Ho Chi et al. (2022) stated information quality is a significant predictor of purchase intention. Lastly, Salim et al. (2023) proposed that perceived risk influences purchase intention. However, there are some inconsistencies, such as stated by Aulia et al. (2021) that there is no significance between service quality and purchase intention. To fill the gap, the author added satisfaction and trust as mediators between service quality and purchase intention. In the research, the author will compare the results of the relationship with mediator and without it. Thus, this research analyzes the direct effect of service quality, information quality, and perceived risk to consumers' purchase intention in marketplace e-commerce during flash sale. The author also observes whether satisfaction and trust would enhance the relationship between service quality and purchase intention.

Literature Review

E-commerce and Flash Sales

Following the technology trend and lifestyle, e-commerce marketplaces have increased in numbers as online shopping is one of the most popular shopping methods. According to Handayani et al. (2021), e-commerce is the process of transactions and buying and selling various types of products, services, and information electronically. Damayanti and Dwi Putro (2022) stated that e-commerce is a dynamic combination of applications, technology and business processes where electronic transactions occur between sellers and buyers of various commodities. Therefore, e-commerce can be defined as a combination of applications, technology, and business process of electronic transactions of various commodities that occur

between sellers and buyers. To attract customers, e-commerce marketplaces implement various marketing strategies. One of the most popular marketing strategies is flash sales, which is discounts or promotions offered by e-commerce for a short time and in limited quantities (Wardi, 2022). These days, sellers also do live streaming during flash sales. In live streaming, sellers can promote and explain their products directly to buyers. Live shopping is an activity where sellers communicate with buyers and promote their products via online broadcast (Rahmawati et al., 2023). With live streaming, e-commerce users can get information about the products being sold at a shop's flash sale.

Purchase Intention

The existence of flash sales is expected to trigger purchase intention from consumers. Purchase intention refers to the possibility that someone will buy a particular product based on the interaction between customer needs, attitudes, and perceptions (Mohd Paiz et al., 2020). Udayana et al. (2018) describe purchase intention as a consumer's action tendency before making a purchasing decision. The possibility that consumers will buy a product is combined with their interests to form their purchase intentions (Putra and Lestari, 2023).

Service Quality

One of the variables that is considered to have an influence on purchase intentions during flash sales is the service quality of the seller. Service quality covers all phases of consumer interaction with sellers and describes the effectiveness of purchases and deliveries facilitated by sellers (Mohd Paiz et al., 2020). The service quality of an e-commerce seller influences the consumer's assessment of the product, which may impact the purchase intention of the consumer (Puspita and Irna, 2021; Fan et al., 2022). When the assessment of service quality meets consumer expectations, that is when purchase intention arises.

Satisfaction

Service quality influences another behavior of a consumer, which is called satisfaction, a situation where the buyer analyzes the entire purchasing process and attributes positive or negative feelings to it (Garcia et al., 2020). Satisfaction is related to feelings of pleasure that comes when a customer receives a product, they wanted (Kawa & Światowiec-Szczepańska, 2021). Andra et al. (2021) illustrates satisfaction as customer satisfaction from previous purchasing experiences with a particular e-commerce.

Trust

Before purchasing a product, a consumer needs to confirm the reliability of the seller. Trust is a situation where consumers trust the reliability of the e-commerce platform and sellers can guarantee the security and confidentiality of consumer accounts (Salim et al., 2023). Trust is the most important element of business strategy because it can create positive word of mouth (Aliansyah et al., 2022). Ata et al. (2021) defined trust as a situation where both parties are willing to transact with each other if each behaves appropriately.

Information Quality

In e-commerce, the sellers often provide information about their product, such as product description, price, size, and others. High-quality information helps decision making by providing useful information to consumers (Kumar & Utkarsh, 2023). Information quality relates to the accuracy, amount, and form of information about the products and services

accomplished by the seller on e-commerce (Tampubolon & Omar Sharif, 2022; Vo Thi Huong Ho Chi et al., 2022).

Perceived Risk

Perceived risk, the “expectation of loss associated with a purchase,” is an important factor in the purchasing process and consumer choice (Hein, 2022). Yang (2023) defines perceived risk as consumers' subjective expectations and assessments of uncertainty factors arising from the internal and external environment in buying and selling activities. Perceived risk is a consumer's inability to predict the outcome of a purchasing decision due to ambiguous consumer feelings (Miftahuddin et al., 2022).

Several previous studies have examined the relationship between service quality and purchase intention. Service quality is stated to have a positive and significant effect on purchase intention (Limanto, 2022; Damayanti & Dwi Putro, 2022; Suyani & Secapremana, 2021). On the other hand, some researchers found that service quality does not have a significant relationship with purchase intention (Aulia et al., 2021; Lowinsky Jaya & Heryjanto, 2023). As the findings show different results between each study, the first hypothesis is proposed as follows.

H1: Service quality influences purchase intention

When a consumer is satisfied with the product or service, there is a chance for them to repurchase the product in the future. When an e-commerce seller provides service with a guarantee, the consumer will likely be more satisfied (Suryawirawan et al., 2022). From previous studies, satisfaction is said to influence purchase intention significantly (Pradnyadewi & Giantari, 2022; Andra et al., 2021; Wannahar & Indriani, 2023; Ali et al., 2021). Referring to those previous studies, the second hypothesis is formulated as follows.

H2: Service quality influences satisfaction

Some researchers have analyzed the relationship between service quality and trust, which they stated that the relationship is significant and positive (Anggardini & Ratnasari, 2022; Andra et al., 2021; Putra & Lestari, 2023; Fan et al., 2022). Hence, the third proposed hypothesis is made as follows. When a consumer trusts an e-commerce seller, they believe that the seller is able to provide a proper service, ensure the safety of the transaction and delivery process, and commit to the transaction process.

H3: Service quality influences trust

Satisfaction is said to be important for establishing long-term customer relationships and to further generates purchase intention (Mohd Paiz et al., 2020). The statement confirms that satisfaction is a prominent factor in a consumer's intention to buy the product, supported by several previous studies. The previous studies showed that satisfaction influences purchase intention significantly (Kursan Milaković, 2021; Garcia et al., 2020; Puspita & Irna, 2021; Ali et al., 2021). Therefore, the fourth hypothesis can be proposed as follows.

H4: Satisfaction influences purchase intention

Apart from satisfaction, trust withal is an important element in consumer's purchase intention in e-commerce, arguably the most significant factor (Phong et al., 2018). In e-commerce, trust has been proven to have an important positive influence on purchase intention (Ata et al., 2021). According to Salim et al. (2023), trust has a significant effect on purchase intention. Ilhamalimy and Ali (2021) also stated that trust positively impacts purchase intention. On the other hand, Maydeline and Christiarini (2023) stated that trust has an insignificant effect on purchase intention. The author is interested in proving whether trust is a significant factor or not, hence the fifth proposed hypothesis is formulated as follows.

H5: Trust influences purchase intention

There are different results in the previous studies about the significance of information quality. According to Udayana et al. (2018), the relationship between information quality and purchase intention is significant. Samuel et al. (2021) explained that information quality has an indirect effect on purchase intention through web revisit intention, but their direct relationship is insignificant. Liu and Deng (2018) stated that information quality has no significant influence on purchase intention. With the difference between each researcher's results, the author formulated the sixth hypothesis thusly.

H6: Information quality influences purchase intention

Online shopping on flash sales contains several risks, such as shopping addiction and shipping problems. If the perceived risk is greater than the benefits received, it will hurt purchase intention (Rahmi et al., 2022). Salim et al. (2023) proposed that perceived risk has a significant effect on purchase intention. Ilhamalimy and Ali (2021) also stated that the relationship between perceived risk and purchase intention is significant. Hence, the seventh hypothesis is proposed as follows.

H7: Perceived risk influences purchase intention

Satisfaction has been identified as a key variable for generating consumer purchase intention towards a service. Puspita and Irna (2021) stated that service quality influences purchase intention by mediating satisfaction. Satisfaction is confirmed to influence service quality and purchase intention (Garcia et al., 2020). Satisfaction is added to be an important mediator between service quality and purchase intention (Mohd Paiz et al., 2020). Hence, the author proposed the eighth hypothesis as follows.

H8: Satisfaction mediates the relationship between service quality and purchase intention

Some previous studies have analyzed trust as a mediator between service quality and purchase intention. Trust is said to have a mediating role in the relationship between service quality and purchase intention (Aliansyah et al., 2022). Anggardini and Ratnasari (2022) stated that trust has a significant influence on the relationship between service quality and purchase intention. Trust is said to mediate between service quality and purchase intention (Putra & Lestari, 2023). Therefore, the ninth hypothesis is formulated as follows.

H9: Trust mediates the relationship between service quality and purchase intention

Research Methodology

This research consists of independent variables, mediating variables, and dependent variables. The independent variables are service quality, information quality, and perceived risk. The mediating variables that connect independent and dependent variables are satisfaction and trust. The dependent variable in this research is purchase intention. The population of this research is e-commerce users who have used e-commerce marketplaces during flash sales. Because the population is too large and it is inefficient to research the entire population, the author is bound to examine samples from that population. The samples taken from this population were internet users aged over 15 years who had used e-commerce marketplaces during flash sales in Indonesia, due to the large number of e-commerce users. The research sample was collected through judgmental sampling, holding a probability sampling based on certain criteria, including gender, age, occupation, income, and experience using e-commerce during flash sales. Because the number of e-commerce users who have shopped during flash sales is unknown, the sample size was determined using a ratio of 1:10, where each question represents 10 respondents (Hair et al., 2014). This study used 29 question items, so the minimum number of respondents for this research sample was 290 people, distributed to 330 respondents, and 320 filled it and used for this research. This question is measured using a 5-point Likert scale. The data used is primary data obtained from questionnaires. The model and hypotheses were tested using the Structural Equation Modelling (SEM) method, which examines the structure of relationships between variables expressed in a series of equations (Hair et al., 2014).

A Proposed Conceptual Model/Framework

The proposed conceptual model based on hypotheses are as follows.

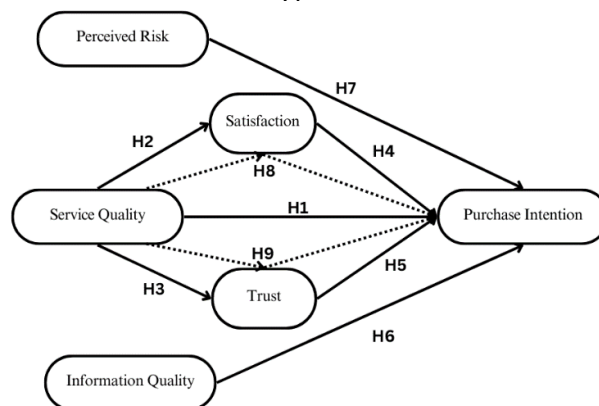


Figure 1. The Proposed Conceptual Model/Framework

Results and Discussions

The number of respondents collected was 320 respondents. There are more female respondents than male respondents, as female respondents numbered 253 (79.1%), while male respondents numbered 67 (20.9%). Most respondents were 15-25 years old, a percentage of 76.6%. As for occupation, most respondents were students, with a percentile of 66.6%. Respondents with income below IDR 4,500,000 had the highest percentile 63.4%. As many as 90.9% of the total respondents used Shopee during flash sales, followed by

Tokopedia, with a percentile of 47.8%. Lastly, 90.3% of respondents thought that live shopping during flash sales increased their desire to shop.

Table 1

Demographic Profile of Respondents

Factors		Frequency (n)	Percentage (%)
Gender	Male	67	20.9
	Female	253	79.1
Age	15-25	245	76.6
	26-35	53	16.6
	36-45	12	3.7
	>45	10	3.1
Occupation	Students	213	66.6
	Government Employees	9	2.8
	Private Employees	72	22.5
	Entrepreneur	18	5.6
	Housewife	7	2.2
	Others	1	0.3
Income	<Rp4.500.000	203	63.4
	Rp4.500.000-Rp10.000.000	94	29.4
E-Commerce	Rp10.000.001-Rp15.000.000	8	2.5
	Rp15.000.001-Rp20.000.000	7	2.2
	>Rp20.000.000	8	2.5
	Shopee	291	90.9
	Tokopedia	153	47.8
	Lazada	59	18.4
	Bukalapak	13	4.1
	Blibli	8	2.5
	Others	10	3

Source: Questionnaire's responses

Before carrying out other analyses, the first step that must be carried out is the Common Method Biases (CMB) test using Harman's Test method. The result of the Harman's test is 37,770%, which is below 50%. The data verified that it relaxed from CMV. The next tests are validity and reliability tests. For the validity test, the author calculated the AVE of each variable. According to Table 2, all variables have AVE value higher than 0.5 which proves that the data has passed the validity test. As for the reliability test, the author calculated the composite reliability of each variable. According to Table 2, all composite reliability values for each variable are between 0.70 and 0.95. As a result, the data is proved to have passed the reliability test.

Table 2

Validity and Reliability Calculations

Variables	Composite Reliability	AVE
Information Quality	0.894	0.629
Purchase Intention	0.885	0.606
Perceived Risk	0.755	0.619
Service Quality	0.853	0.538
Satisfaction	0.900	0.693
Trust	0.840	0.513

Source: Smart PLS 3.2.9 data processing results

The first step of a hypothesis test is direct effect calculations, in which the author calculated the impact of each hypothesis using a path coefficients test. The data calculated can be referred to in Table 3. The results showed that Service Quality does not influence Purchase Intention. This result in line with the previous study, where Lowinsky Jaya and Heryjanto (2023) and Aulia et al. (2021) also stated that the relationship is insignificant. In flash sales, consumers are more interested in the promotions offered, so they tend not to consider the quality of service the seller provides. The short period of the flash sale is also believed to impact their behavior, as the consumers impulsively purchase the product without considering the service quality. This leads to their purchase intention not being influenced by the service quality of flash sales, which concludes that the first hypothesis is rejected.

The findings showed that Service Quality influences Satisfaction significantly and positively. This result is in line with previous studies (Pradnyadewi & Giantari, 2022; Andra et al., 2021; Wannahar & Indriani, 2023; Ali et al., 2021). In flash sales, consumers are satisfied when a seller has a good service quality, which means the higher the service quality, the higher the customer's satisfaction. This leads to consumer satisfaction being influenced by the service quality of flash sales, which states that the second hypothesis is accepted.

The results showed that Service Quality influences Trust significantly and positively. This finding is in line with previous studies (Anggardini & Ratnasari, 2022; Andra et al., 2021; Putra & Lestari, 2023; Fan et al., 2022). In flash sales, consumers tend to trust a seller who is friendly and good at serving their customers. Good service quality will increase customer trust, which means the higher the service quality of the seller, the more customer trust they will gain. Therefore, it was concluded that the third hypothesis is accepted.

The findings showed that Satisfaction influences Purchase Intention significantly and positively. This result matched previous studies (Kursan Milaković, 2021; Garcia et al., 2020; Puspita & Irna, 2021; Ali et al., 2021). When a product satisfies customer's needs, they will intend to buy the product. This statement confirms that satisfaction successfully influences purchase intention, where the higher the customer's satisfaction with the product, the higher the purchase intention. Hence, the fourth hypothesis is accepted.

The results showed that Trust influences Purchase Intention significantly and positively. This result matched previous studies (Ata et al., 2021; Salim et al., 2023; Ilhamalimy & Ali, 2021). When a customer trusts and acknowledges the reliability of a product, their

intention to purchase the product will increase. The higher the trust a customer has, the higher their purchase intention, which proves that the fifth hypothesis is accepted.

The findings showed that Information Quality does not influence Purchase Intention. This finding is in line with previous studies, where Liu and Deng (2018) and Semuel et al. (2021) stated that information quality has no significant effect on purchase intention. Because of the short period of flash sales, consumers tend not to read product information or descriptions carefully. This leads to their purchase intention not being influenced by the information quality of the product; hence the sixth hypothesis is rejected.

The results showed that Perceived Risk influences Purchase Intention significantly and positively. The result matched the previous studies (Salim et al., 2023; Ilhamalimy & Ali, 2021). There are risks to flash sales, such as shipping problems and shopping addiction. The short period of flash sales also persuades people to buy the product without further thinking. Customers acknowledge these risks exist and still intend to buy the product. In addition, a specific risk, such as shopping addiction, actually impacts the purchase intention greatly. When a consumer has a shopping addiction, their shopping frequency will increase, thus making their purchase intention influenced by their perceived risk. This proves that the seventh hypothesis is accepted.

Table 3

Direct Effects Calculations

Path	Coefficients	(M)	T Statistics	P Values
H1	Service Quality -> Purchase Intention	-0.001	0.005	0.996
H2	Service Quality -> Satisfaction	0.614	11.142	0.000
H3	Service Quality -> Trust	0.655	14.100	0.000
H4	Satisfaction -> Purchase Intention	0.575	8.785	0.000
H5	Trust -> Purchase Intention	0.199	3.212	0.001
H6	Information Quality -> Purchase Intention	0.053	0.648	0.517
H7	Perceived Risk -> Purchase Intention	0.142	3.092	0.002

Source: Smart PLS 3.2.9 data processing results

The next step is indirect effect calculations, in which the author calculated the impact of each mediating variable in the hypothesis. The data calculated can be referred to in Table 4.

The results showed that Satisfaction mediates Service Quality and Purchase Intention significantly and positively. This result is in line with previous studies (Puspita & Irna, 2021; Garcia et al., 2020; Mohd Paiz et al., 2020). The result also proves that satisfaction can enhance the relationship between service quality and purchase intention, making the relationship significant. If a customer is satisfied with the quality of service the seller provides, their intention to purchase the product will increase. This concludes that the eighth hypothesis is accepted.

The results showed that Trust mediates Service Quality and Purchase Intention significantly and positively. This result is in line with previous studies (Aliansyah et al., 2022; Anggardini & Ratnasari, 2022; Putra & Lestari, 2023). The results also prove that trust can

enhance the relationship between service quality and purchase intention, making the relationship significant. When a seller provides service quality, they will gain customer trust, which leads to the consumer's intention to purchase the product. Hence, the ninth hypothesis is accepted.

Table 4

Indirect Effects Calculations

Indirect Effects	(M)	T Statistics	P Values
H8 Service Quality -> Satisfaction -> Purchase Intention	0.353	7.108	0.000
H9 Service Quality -> Trust -> Purchase Intention	0.131	3.056	0.002

Source: Smart PLS 3.2.9 data processing results

The next step is the quality indexes test, where the author calculated the R square, SRMR, and GOF index. The R square value for the endogenous variable Purchase Intention is 0.719, which means that Service Quality, Information Quality, and Perceived Risk can explain the Purchase Intention variable by 71.9%, while the remaining 28.1% is explained by other variables that are not in the model. By the criteria, R squares value > 0.50 shows prediction results in the "Strong" category. The R Squares value for the endogenous variable Satisfaction is 0.380, which means that Service Quality can explain 38.0% of the Satisfaction variable, while the remaining 62.0% is explained by other variables not included in the model. By the criteria, the R squares value < 0.50 indicates prediction results in the "Moderate" category. The R Squares value for the endogenous variable Trust is 0.431, which means that Service Quality can explain 43.1% of the Trust variable, while the remaining 56.9% is explained by other variables not included in the model. By the criteria, R Squares value < 0.50 indicates prediction results in the "Moderate" category.

The SRMR value calculated is lower than 0.1 which indicates a fit model. GOF value of ≥ 0.10 indicates a weak model; a value of ≥ 0.25 indicates a moderate model; and a value of ≥ 0.36 indicates a strong model (Hair et al., 2014). According to the calculations, the model has a GOF value of 0.553, which is higher than 0.36 and indicates the model is strong.

Conclusions

The research provides a model that explains how Service Quality, Information Quality, and Perceived Risk can influence Purchase Intention. The mediating variables such as Satisfaction and Trust are also analyzed in this research. Based on the results, the following conclusions could be drawn. From the model, the variables that influence Purchase Intention directly are Satisfaction, Trust, and Perceived Risk. As for Service Quality, the direct effect of Service Quality does not influence Purchase Intention significantly. However, when mediated by Satisfaction and Trust, Service Quality can influence Purchase Intention significantly. This means that Satisfaction and Trust are an important mediator in the model, consecutively mediating the relationship between Service Quality and Purchase Intention. The results can fill the gap in the previous studies. As for Information Quality, the variable is unable to influence Purchase Intention significantly. Because of the nature of flash sale consumers, the quality of information may not be important in influencing consumer's purchase intention.

The results provided several theoretical implications. Firstly, service quality is not able to affect a consumer's purchase intention directly. For the factor to do so, there must be a

mediator. In this research, the mediators are the satisfaction and trust of the consumers. The findings also suggested that a specific risk can enhance the consumer's purchase intention, which is shopping addiction. The greater the shopping addiction, the greater the chance for the consumer to purchase the product. Lastly, the research suggested that consumers are not affected by the quality of information sellers provide in flash sales. Due to the short period of flash sales, consumers tend to skip the additional product information and choose to purchase the product quickly.

The results also provided several practical implications. According to the findings, to achieve consumer satisfaction and trust resulting in product purchases, the seller needs to improve their service quality in flash sales. The e-commerce sellers should ensure their products are always available in stock, the product deliveries are safe and on time, the guarantee provides on the product, and always provide the best service to their consumers. The sellers should also listen to the consumer's feedback and correct their mistakes. By improving their service quality, the consumers will be satisfied with the seller and trust the seller's reliability, resulting in a greater chance of purchase.

There are some limitations in this research. The sample of this research shows a heavy skew towards younger females and students. While younger females and students favor flash sales more than other segments, this inclination may cause misconception because the other segments may provide different results. In future research, it is recommended to aim to diversify the sample to include other demographics to test the generalizability of the findings across distinct consumer segments. Future research is also recommended to include other variables that may contribute to new findings.

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