

ABSTRACT

E-commerce competition in Indonesia has also occurred not only from local companies, but several international companies also participate in marketing their product. Shopee Indonesia have a different characteristics or attractiveness from the competitors with their Flash Sale promotion.

Research on flash sales generally discusses about system failures and their effects on consumer purchases, but there is no research that discusses the characteristics of flash sales with perceived values and product involve and their consequences for online shopping enjoyment and impulse buying. This research paper is intended to find out the influence of the characteristics of flash sale, namely product involve and perceived values on attitude towards flash sale and its influences on online shopping enjoyment and impulse buying. The study was conducted on flash sale users in Shopee consumers in Indonesia. Data was taken from 275 respondents through a google form link that was spread using social media such as Whatsapp & Instagram. Data analysis is done through structural equation modelling using the Smart PLS 3 program.

Based on the results, there are significant factors influencing the flash sale promotion. Product Involve and Perceived Values has a positive significant influence on Attitude toward Flash Sale. Attitude toward Flash Sale has a significant influence on Shopping Enjoyment and Impulse Buying. This research has implications for e-commerce management to maintain the characteristics of flash sale. The recommendation for further research is to research with other object with the same variables and in different times with up-to-date experts.

Keywords: *Flash sale, Perceived Values, Product Involvement, Attitude toward flash sale, shopping enjoyment, impulsive buying, Shopee consumers.*