

ABSTRACT

The rapid growth of e-commerce in Indonesia has intensified competition among online shopping platforms. One platform that stands out is Shopee, which utilizes free shipping and flash sale promotions as its main strategies to attract consumers. This study aims to examine the influence of free shipping and flash sale features on consumer purchase decisions, with Shopee's brand image serving as a mediating variable.

This research employs a quantitative method with a descriptive analysis approach. The sampling technique used is non-probability sampling, specifically purposive sampling, with a total of 180 respondents. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the assistance of SmartPLS 4 software.

The results indicate that both free shipping and flash sale features have a positive influence on brand image and purchase decisions. Furthermore, brand image is proven to significantly mediate the relationship between the two independent variables and purchase decisions. These findings underscore the important role of brand image in enhancing the effectiveness of promotional strategies in driving consumer purchasing behavior. This study provides practical implications for Shopee in designing marketing strategies that are not only functionally appealing but also capable of shaping positive brand perceptions in the minds of consumers.

Keywords: *Free Shipping, Flash Sale Promotion, Purchase Decision, Brand Image, Shopee*