

Repurchase Decision: Online Customer Reviews and Flash Sales Mediated by E-Satisfaction at E-Commerce Shopee in Medan

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ABSTRACT

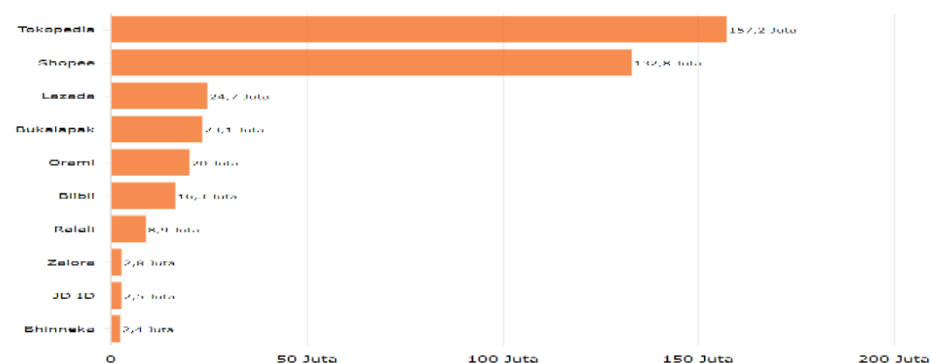
This research aims to analyze the influence of Online Customer Reviews and Flash Sales on repurchase decision through customer satisfaction. The approach used is a causal approach. The population includes all students in the city of Medan who make purchases on Shopee with a sample of 100 people. Data collection techniques used interviews and questionnaires. The data analysis technique uses a quantitative approach with statistical analysis of Outer Model, Inner Model and Hypothesis testing using SmartPLS. The research results prove that directly Online Customer Reviews, Flash Sales and E-Satisfaction have a significant influence on repurchase decision, Online Customer Reviews and Flash Sales have a significant influence on E-Satisfaction and indirectly Online Customer Reviews and Flash Sales have a significant influence on repurchase decision through E-Satisfaction at e-commerce Shopee in Medan.

Keywords: Repurchase Decision, Online Customer Reviews, Flash Sales, E-Satisfaction

INTRODUCTION

The growth of the internet has had a significant impact on various aspects of human life, including fulfilling daily needs. Consumer habits have shifted from offline to online purchases or e-commerce as a result of technological advances. E-commerce, or electronic commerce, is the practice of buying and selling goods over the internet. When compared to traditional marketing strategies, e-commerce systems provide many advantages. E-commerce has many advantages in the business world. Apart from making the buying and selling process smoother, it can reduce prices and improve service (Amalia Fadhila Rakhma, 2020).

The number of e-commerce consumers in Indonesia has increased significantly in recent years. Predictions are that growth will continue over the next few years. In Indonesia, there are many companies that provide e-commerce platforms. Statista lists the number of e-commerce users with the most visitors in Indonesia in the first quarter of 2023 as seen in Figure 1.1 below.



Source : ajaib.co.id

Figure 1. List of Visitor *E-commerce* 2023

Based on the picture, it can be seen that Tokopedia e-commerce is the first place and then followed by Shopee e-commerce which is in second place. This shows that people's repurchase decisions on Shopee e-commerce are low because they are below Tokopedia.

Repurchase decisions are a consumer's tendency to buy a brand or take actions related to their interest in repurchasing products that have been made in the past. To win the market, a strategic reference model is needed through better knowledge of consumer purchasing and repurchasing behavior, so that from this effort it can be hoped that marketing targets will be achieved in the form of increasing market share. It can be said that consumers' repurchase intentions are one of the important things for a company's marketing success (Permatasari et al., 2022).

Customer repurchase decisions are greatly influenced by online customer reviews, flash sales and customer satisfaction (Kadir et al., 2018). Online customer reviews are an important thing to pay attention to when selling goods online. Every review, whether positive or bad, helps decide whether to buy something or not. Unfortunately, there are situations when reviews do not accurately reflect reality. Many companies create fake reviews to ensure that items are consistently rated positively. To combat the spread of fake reviews on various products, Shopee only allows customers who have completed a purchase on the platform to leave reviews. Shopee also asks customers to provide pictures of the items the customer purchased. Shopee validates reviewers who actually purchased items from the site to keep products safe from fake reviews (Welsa et al, 2022).

Shopee makes it easy for people to do online business at low costs and with a wide market share. The high competition for online businesses ranging from daily necessities to electronic needs has forced producers to use various methods, one of which is holding flash sales. The flash sale model is a product offer at a discounted price and limited quantity for a short time. Flash sales are often called "daily deals", part of a sales promotion that gives customers special offers or discounts on certain products for a limited time. Many consumers are interested in this short offer because the price of the goods they want is much cheaper during the flash sale program than the normal price. Shopee also provides a notification feature that will appear 10 minutes before the flash sale takes place so that consumers do not miss the offer (Aribowo et al., 2020).

Customer contentment arises when the customer perceives the outcome to align with their expectations, leading to a sense of fulfillment. A customer's satisfaction hinges on their reaction to the assessment of the variance perceived between their prior expectations and the actual performance of a product or service following its utilization. So can be increasing the level of consumer trust. This study explores e-satisfaction, the assessment of customer contentment within the realm of e-commerce, examining how effectively providers fulfill customer expectations after consumption. Satisfied customers tend to generate repeat purchases and positive word-of-mouth referrals, thereby benefiting the company. Conversely, dissatisfied customers may opt for alternative brands and are less inclined to engage in brand loyalty, potentially abandoning the purchasing process altogether (Islam, et al. 2015).

LITERATURE REVIEW

Repurchase Decision

The repurchase decision has a definition according to (Peter & Olson, 2012), namely purchasing activities that are carried out more than once or several times. A repurchase decision is a person's decision to make a repurchase because they feel that the product/service purchased is satisfactory so they become loyal to the product or loyal to the shop where the customer purchased the goods, and can tell good things to other people (Noviantiano & Kosahasi, 2017). According to (Schiffman & Kanuk, 2018) repeat purchase behavior is closely related to the concept of brand loyalty, which is pursued by most companies because it contributes to greater stability in the market. The repurchase decision itself is when consumers decide to repurchase a product which may be based on the consumer's agreement that the product meets what they want (Long-Yi Lin & Yeun-Wen Chen, 2019)). Measuring repurchase decisions consists of 2 measurement indicators, namely repurchasing the same product in the future, and the number of purchases.

Purchasing behavior arises by an interest in buying, and one of the reasons is the perception that the product has good quality. So buying interest arises from customers. According to (Kotler & Keller, 2012) repurchase decisions can be identified through the dimensions 1) Transactional Interest, 2) Referential Interest and 3) Preferential Interest. Meanwhile, according to (Priansa, 2017) indicators of repurchase decisions include 1) Interest in repeat orders, 2) Preference interest, 3) Exploratory interest.

Online Customer Review

Online customer reviews are opinions or experiences provided by consumers regarding the services they receive or products from a business. According to (Kurniawan, 2021) Online customer reviews encompass evaluations submitted by consumers regarding various aspects of a product, offering valuable insights to potential buyers seeking quality information based on the experiences of previous purchasers from online sellers. These

reviews have gained significance with the rise of the internet, serving as a pivotal resource for consumers to gauge product quality and make informed purchasing decisions, essentially constituting a digital form of word-of-mouth communication within the realm of online sales (Ruhamak & Rahayu, 2017), where potential buyers get information about products from consumers who have benefited from the product. For this reason, online shopping applications provide a feature, namely online customer reviews or what we know as comments (Sarmis, 2020).

Online customer reviews are a collection of reviews or information from customers who have received benefits (both positive and negative). Something that is no less important than online customer reviews is price perception. Basically, perception is the process by which we select, organize and implement information input to produce a picture of a product. Manufacturers must really pay attention to customer satisfaction in order to compete in the market, by paying attention to product quality, online customer reviews and price perceptions, thereby generating consumer satisfaction (Rochim, 2020). There is a relationship between online consumer reviews regarding purchasing decisions. Online consumer reviews are reviews given by consumers to sellers or online stores which contain information related to the evaluation of a product after the consumer makes a purchase (Iduozee, 2015). The research results of (Rahmawati & Fadila, 2022), (Trisnawati & Setyawati, 2020), (Sarmis, 2020), (Kurniawan, 2021), and (Latief & Ayustira, 2020) concluded that product reviews have a significant effect on consumer satisfaction.

Flash Sale

Sales promotion involves a marketing initiative aimed at enhancing the value proposition of a product, surpassing its current value, typically implemented for a limited duration to stimulate consumer purchases, improve sales performance, or incentivize the efforts of the sales team. According to (Tjiptono, 2016), flash sales are part of sales promotions or short-term incentives with a limited time to encourage product purchases. According to (Agrawal & Sareen, 2016) states that flash sales or "daily deals" are components of a sales promotion tool that gives customers specific offers in the form of discounts for certain products for a limited time. According to (Piccoli, 2012) flash sale marketing is a type of e-commerce business where the site recommends individual product choices at discounted prices during a short time span such as 24-36 hours.

Promotion is a unidirectional flow of information or persuasion created to direct a person or organization to action that creates an exchange in marketing (Susilo et al, 2018). Promotion is regarded as a communicative endeavor between purchasers and vendors, serving as a tool that facilitates decision-making within the marketing domain as well as directing and making all parties aware to do better (Swastha, 2010). Merely developing a housing unit model, employing distribution channels, and setting fixed prices is insufficient for boosting marketing efforts in selling goods or services; it is imperative to complement these strategies with promotional activities (Listiawati, 2017). The promotions given by the company and consumer satisfaction are closely related to the profits that the company will get, because promotions that meet consumer preferences will bind consumers so that the company is embedded in the minds of consumers. This is of course beneficial for the company because consumers can carry out promotions indirectly. directly to friends, family or other people to consume products or services from the company (Aryani & Rosinta, 2010). Research (Daulay & Mujiatun, 2021), (A. E. Nasution et al., 2022), (S. M. A. Nasution & Nasution, 2023), (Astuti & Abdullah, 2018), (A. F. Nasution et al., 2019), (N Arianty et al. al., 2015), (Sanjaya, 2015), (Listiawati et al., 2017), (Purnama et al., 2020) and (Njoto & Sienatra, 2018) concluded that promotions have a significant effect on repeat purchase decisions.

E-Satisfaction

E-satisfaction involves assessing how effectively product and service providers fulfill customer expectations after consumption. Satisfied customers contribute to customer loyalty and positive word-of-mouth referrals, benefiting the company. Conversely, dissatisfied customers may opt for competing brands and are less likely to cultivate brand loyalty (Islam, et al. 2015).

Within the realm of electronic commerce, e-satisfaction plays a pivotal role in influencing customer buying choices, representing the assessment of customers' satisfaction levels with their online shopping experiences on e-commerce platforms (Islam, et al. in 2019). The extent to which product and service providers fulfill customer expectations directly impacts their loyalty to the online shopping platform, shaping their inclination to revisit the site in the future. Enhanced customer loyalty diminishes the likelihood of customers migrating to alternative service providers, as retaining existing customers is more cost-effective than acquiring new ones. To cultivate loyal clientele, companies must prioritize elevating customer satisfaction levels, thereby fostering intentions for repeat visits to the website and facilitating subsequent purchase transactions (Tirtayasa et al., 2021). The research results of (Jufrizen et al., 2020), (Hidayat, 2015) and (Saudjana, 2016) conclude that E-Satisfaction has a significant effect on repurchase decisions.

From the description, the author creates a conceptual framework drawing as follows:

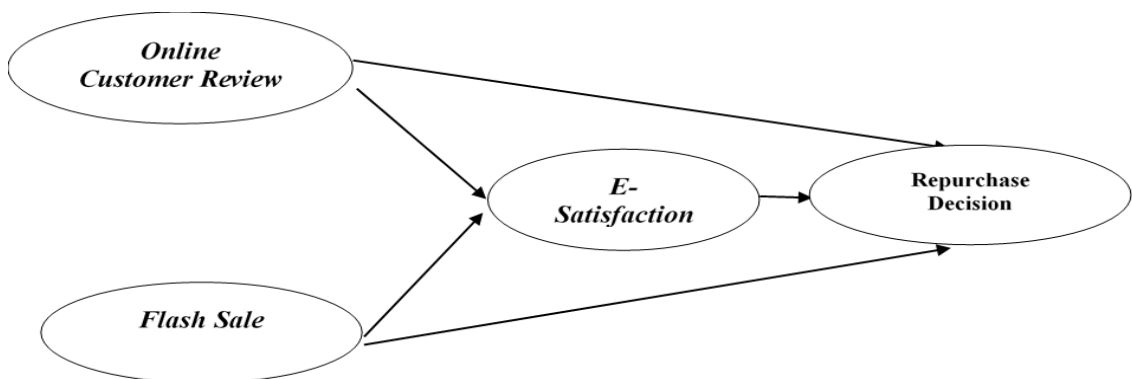


Figure 2. Conceptual Framework

RESEARCH METHOD

The research method used is quantitative which is associative in nature using quantitative data. The research instrument was carried out by means of a questionnaire. Informants are selected and designated not solely based on the quantity needed, but rather on considerations regarding the function and relevance of the information in alignment with the research problem's focus. The sample in the research was 100 students in the city of Medan who made online purchases using Shopee. Meanwhile, the data analysis technique used is SEM – PLS 3.00 analysis.

RESULTS

Outer Model Analysis Validity Test

Table 1. The Results of AVE (Average Variant Extracted)

	Average Variant Extracted (AVE)	Results
E-Satisfaction	0.621	Valid
Flash Sale	0.804	Valid
Repurchase Decision	0.731	Valid
Online Customer Review	0.528	Valid

Source : Processed Data, 2024

As per the provided table, it is evident that the AVE value exceeds 0.5 for each variable, thereby indicating the validity of the utilized variables or constructs.

Discriminant validity pertains to the idea that measures (manifest variables) representing distinct constructs should exhibit low correlation; this validity is evaluated through cross-loading analysis, with a standard criterion being a cross-loading value surpassing 0.7. If a construct's correlation with measurement items exceeds that of other constructs, it indicates its superior block size relative to others (Ghozali & Latan, 2015). Below, table 2 displays the outcomes of the discriminant validity examination:

Table 2. Cross Loading Results

	E-Satisfaction	Flash Sale	Repurchase Decision	Online Customer Review
X1.1	0.365	0.360	0.374	0.703
X1.2	0.586	0.653	0.606	0.684
X1.3	0.790	0.779	0.809	0.795
X1.4	0.785	0.698	0.804	0.813
X1.5	0.459	0.472	0.473	0.734
X1.6	0.363	0.279	0.343	0.530
X1.7	0.459	0.477	0.483	0.740
X1.8	0.635	0.633	0.771	0.776
X2.1	0.789	0.923	0.798	0.705
X2.2	0.814	0.816	0.829	0.738
X2.3	0.816	0.949	0.823	0.715
X2.4	0.801	0.938	0.823	0.689
X2.5	0.833	0.840	0.829	0.757
X2.6	0.795	0.904	0.773	0.672
Y1	0.812	0.845	0.859	0.663
Y2	0.844	0.797	0.886	0.780
Y3	0.826	0.872	0.891	0.706
Y4	0.834	0.780	0.875	0.750
Y5	0.663	0.716	0.793	0.710
Y6	0.693	0.634	0.820	0.807
Z1.1	0.824	0.848	0.847	0.660
Z1.2	0.863	0.811	0.888	0.784
Z1.3	0.845	0.905	0.866	0.702
Z1.4	0.852	0.821	0.861	0.773
Z1.5	0.740	0.558	0.529	0.555

Z1.6	0.738	0.525	0.514	0.500
Z1.7	0.685	0.470	0.496	0.530
Z1.8	0.735	0.528	0.519	0.507

Source : Processed Data, 2024

From the data showcased in Table 2 above, it is evident that each indicator within the research variable exhibits a greater cross-loading value on the corresponding variable compared to cross-loading values on other variables. These findings indicate that the indicators employed in this study possess strong discriminant validity in delineating their respective variables.

Reability Test

Reliability reflects the precision, consistency, and accuracy of a measuring tool in conducting measurements. In Partial Least Squares (PLS), reliability assessment can be conducted using two approaches: Cronbach's alpha and composite reliability. Cronbach's alpha gauges the lower bound of a construct's reliability, whereas composite reliability assesses the actual reliability value of a construct. The conventional criterion for composite reliability and Cronbach's alpha values is above 0.6. When the attained value exceeds 0.60, it indicates high reliability for the construct. The outcomes of reliability assessments using both methods are provided in the subsequent table:

Table 3. Reability Test Results

	Cronbach's Alpha	Composite Reliability	Results
E-Satisfaction	0.914	0.929	Reliabel
Flash Sale	0.950	0.961	Reliabel
Repurchase Decision	0.926	0.942	Reliabel
Online Customer Review	0.875	0.898	Reliabel

Source : Processed Data, 2024

Table 4.10 above reveal that each research variable exhibits Cronbach's alpha and composite reliability values exceeding 0.60. Thus, according to the findings, it can be affirmed that the variables employed in the study are deemed reliable. The results of the measurement model show that the data meets the reliability and validity of all constructs. Figure 3 depicts the measurement model based on algorithmic analysis.

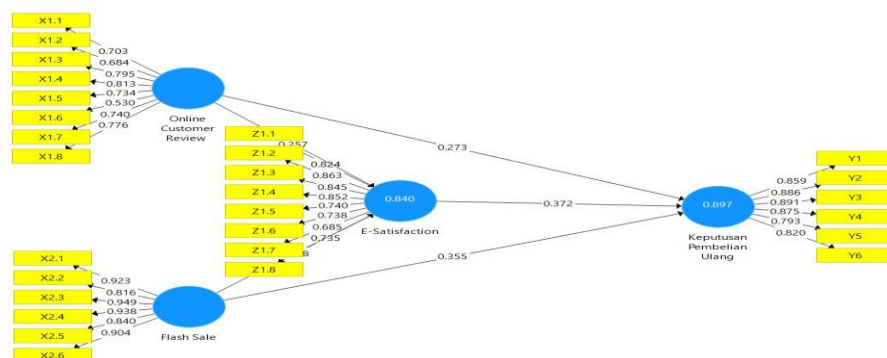


Figure 3. Standardized Loading Factor

According to the information provided in Figure 3, it is evident that the outer loading value exceeds 0.5 for each item, thereby leading to the conclusion that both the variables and items utilized in the research hold validity.

Inner Model Test

Determination Coefficient Test (R-Square)

Following data analysis conducted through the smartPLS 3.0 software, the R-Square value has been derived, as illustrated in the subsequent figure and table:

Table 4. R-Square Test Results

	R Square	Adjusted R Square
E-Satisfaction	0.840	0.837
Repurchase Decision	0.897	0.894

Source : Processed Data, 2024

From table 4 above it is known that the influence of Online Customer Review and Flash Sale and E-Satisfaction on repurchase decisions with an r-square value of 0.897 indicates that variations in the value of repurchase decisions can be explained by variations in the value of Online Customer Review and Flash Sale and E-Satisfaction amounting to 89.7% or in other words that the model is substantial (good), and 10.3% is influenced by other variables, then Online Customer Review and Flash Sale on E-Satisfaction with an r-square value of 0.840 indicates that the variation in the E value - Satisfaction can be explained by variations in Online Customer Review and Flash Sale values of 84% or in other words that the model is substantial (good), and 16% is influenced by other variables.

F-Square Test

Through the execution of data processing using the smartPLS 3.0 software, the F-Square value has been generated and is depicted in both the figure and table presented below:

Table 5. Nilai F-Square

	E-Satisfaction	Repurchase Decision
E-Satisfaction		0.215
Flash Sale	1.111	0.213
Repurchase Decision		
Online Customer Review	0.151	0.230

Source : Processed Data, 2024

Based on table 5 above it is known that:

1. The influence of Online Customer Reviews on repurchase decisions has an F2 value of 0.230, indicating that there is a moderate (moderate) effect.
2. The influence of Online Customer Reviews on E-Satisfaction has an F2 value of 0.151, indicating that there is a moderate effect.
3. The effect of Flash Sale on repurchase decisions has an F2 value of 0.213, indicating that there is a moderate (moderate) effect.
4. The effect of Flash Sale on E-Satisfaction has an F2 value of 1.111, indicating that there is a large (strong) effect.
5. The influence of E-Satisfaction on repurchase decisions has an F2 value of 0.215, indicating that there is a moderate effect.

Hypotesis Test

Directly Hipotesys Test

The outcomes of the hypothesis test regarding direct influence are illustrated within the subsequent table displaying path coefficients:

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Satisfaction -> Repurchase Decision	0.372	0.375	0.150	2.477	0.014
Flash Sale -> E-Satisfaction	0.698	0.672	0.106	6.576	0.000
Flash Sale -> Repurchase Decision	0.355	0.372	0.176	2.018	0.044
Online Customer Review -> E-Satisfaction	0.257	0.283	0.101	2.551	0.011
Online Customer Review -> Repurchase Decision	0.273	0.252	0.082	3.348	0.001

Source : Processed Data, 2024

Based on Table 6, it can be stated that hypothesis testing is as follows:

1. The influence of Online Customer Reviews on repurchase decisions has a path coefficient of 0.273. This influence has a probability value (p-values) of $0.001 < 0.05$, meaning that Online Customer Reviews have a significant influence on repurchase decisions in the Shopee application among Medan city students.
2. The influence of Online Customer Reviews on e-satisfaction has a path coefficient of 0.257. This influence has a probability value (p-values) of $0.011 < 0.05$, meaning that Online Customer Reviews have a significant effect on Shopee e-satisfaction among Medan city students.
3. The effect of Flash Sale on repurchase decisions has a path coefficient of 0.355. This influence has a probability value (p-values) of $0.044 < 0.05$, meaning that the Flash Sale has a significant effect on repurchase decisions in the Shopee application among Medan city students.
4. The impact of Flash Sale on e-satisfaction, as indicated by a path coefficient of 0.698, demonstrates a statistically significant effect with a probability value (p-value) of $0.000 < 0.05$. This suggests that Flash Sale significantly influences Shopee e-satisfaction among students residing in Medan city.
5. With a path coefficient of 0.372, the impact of e-satisfaction on repurchase decisions is statistically significant, evidenced by a probability value (p-value) of $0.014 < 0.05$. This indicates that e-satisfaction significantly influences repurchase decisions within the Shopee application among students residing in Medan city.

Indirectly Hypotesis Test

The indirect impact between the predictor variable and the outcome variable in this study can be articulated in the following manner:

Table 7. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Flash Sale -> E-Satisfaction -> Repurchase Decision	0.259	0.242	0.089	2.922	0.004
Online Customer Review -> E-Satisfaction -> Repurchase Decision	0.296	0.115	0.074	1.290	0.001

Source : Processed Data, 2024

Referring to Table 7 provided, the hypothesis testing can be summarized as follows:

1. The influence of Online Customer Reviews on repurchase decisions via e-satisfaction has a path coefficient of 0.296. This influence has a probability value (p-values) of $0.001 < 0.05$, meaning that Online Customer Reviews have a significant effect on repurchase decisions on the Shopee application via e-satisfaction among Medan city students.
2. The effect of Flash Sale on repurchase decisions via e-satisfaction has a path coefficient of 0.259. This influence has a probability value (p-values) of $0.004 < 0.05$, meaning that the Flash Sale has a significant effect on repurchase decisions on the Shopee application via e-satisfaction among Medan city students.

DISCUSSION

The Influence of Online Customer Reviews on Repurchase Decisions

From the results of the hypothesis testing analysis, Online Customer Review has a significant effect on repurchase decisions in the Shopee application among Medan city students. This shows that Online Customer Reviews are able to increase students' buying interest in the Shopee application, with positive reviews contained in the comments column in the Shopee application, students will be more interested in making purchases, where before making a purchase students will first look at the comments. - previous consumer comments on the product.

Online customer reviews encompass feedback submitted by consumers after assessing various aspects of a product, providing valuable insights for other consumers seeking information about product quality and user experiences from fellow purchasers on online platforms. Due to the risks involved in online purchasing transactions, consumers use There are numerous methods individuals employ to persuade themselves to purchase online products, and one such approach involves seeking information pertaining to the store and the products it offers. For this reason, online shopping applications provide a feature, namely online customer reviews or what we know as comments (Sarmis, 2020). Research results (Sarmis, 2020) (Kurniawan, 2021) (Latief & Ayustira, 2020) conclude that online customer reviews have an influence on repurchase decisions.

The Influence of Flash Sales on Repurchase Decisions

From the results of the hypothesis testing analysis, Flash Sale has a significant effect on repurchase decisions in the Shopee application among Medan city students. This shows that Flash Sales are able to increase online purchasing decisions on the Shopee application. With increasing Flash Sales, student purchasing decisions on the Shopee application will increase.

Promotion is a unidirectional flow of information or persuasion created to direct a person or organization to action that creates an exchange in marketing (Susilo et al, 2018). Promotion is perceived as a form of communication between buyers and sellers, serving as a crucial element that aids decision-making within the realm of marketing as well as directing and making all parties aware to do better (Swastha, 2010). Research (Daulay et al., 2020) (Daulay & Mujiatun, 2021) (Daulay, 2022) (A. E. Nasution et al., 2022), (S. M. A. Nasution & Nasution, 2023), (Astuti & Abdullah, 2018), (A. F. Nasution et al., 2019), (N Arianty et al., 2015), (Sanjaya, 2015), (Purnama et al., 2020) and (Njoto & Sienatra, 2018) concluded that promotions have a significant effect on repeat purchase decisions.

The Influence of E-Satisfaction on Repurchase Decisions

From the results of the hypothesis testing analysis, e-satisfaction has a significant effect on repurchase decisions in the Shopee application among Medan city students. This shows that customer satisfaction is able to increase repurchase decisions on the Shopee application for Medan city students, where students are satisfied with what they receive with the product they ordered, so students will buy again on the Shopee application.

Customer satisfaction plays a pivotal role in driving customer retention and repeat purchase choices, with some customers prioritizing satisfaction solely on price incentives, while the majority consider product satisfaction levels when making purchasing decisions (Suntoyo, 2012). Customer satisfaction is one of the reasons why customers decide to shop at a place. When customers are content with a product, they are inclined to persist in purchasing and utilizing it, and they often share positive experiences with others regarding the product. The results of this research are in line with the results of previous research conducted by (Arianty et al., 2022; Gultom, 2017a; Khair et al., 2023; Muis et al., 2020; Muis et al., 2021; Mutholib, 2016; Sari et al. al., 2020; Setyorini et al., 2023; Tirtayasa et al., 2021; Tirtayasa, 2022b, 2022a; Tirtayasa & Ramadhani, 2023) (Rachmawati, 2014) and (Bahrudin & Zuhro, 2015) concluded that customer satisfaction has a significant effect on repurchase decisions.

The Influence of Online Customer Reviews on E-Satisfaction

From the results of the hypothesis testing analysis, Online Customer Review has a significant effect on Shopee e-satisfaction among Medan city students. This shows that Online Customer Reviews are able to increase student satisfaction, with positive reviews in the comments column in the Shopee application, students will be more satisfied with what they receive.

Online customer reviews are a collection of reviews or information from customers who have received benefits (both positive and negative). Something that is no less important than online customer reviews is price perception. Basically, perception is the process by which we select, organize and implement information input to produce a picture of a product. Manufacturers must really pay attention to customer satisfaction in order to compete in the market, by paying attention to product quality, online customer reviews and price perceptions, thereby generating consumer satisfaction (Rochim, 2020). There is a relationship between online consumer reviews regarding purchasing decisions. Online consumer reviews are reviews given by consumers to sellers or online stores which contain information related to the evaluation of a product after the consumer makes a purchase (Iduozee, 2015). The results of research (Rahmawati & Fadila, 2022) and (Trisnawati & Setyawati, 2020) conclude that product reviews have a significant effect on consumer satisfaction.

The Influence Flash Sale On E-Satisfaction

From the results of the hypothesis testing analysis, Flash Sale has a significant effect on Shopee e-satisfaction among Medan city students. This shows that Flash Sales are able to increase Shopee customer satisfaction. As Flash Sales increase, students towards Shopee will increase.

Promotion stands out as a vital marketing endeavor for companies, aiming to ensure sustainability and enhance sales standards. Expanding marketing efforts beyond merely developing product models, employing distribution channels, and establishing fixed pricing strategies, companies must complement these initiatives with promotional activities to achieve desired outcomes (Listiwati et al., 2017). The promotions given by the company and consumer satisfaction are closely related to the profits that the company will get, because promotions that meet consumer preferences will bind consumers so that the company is embedded in the minds of consumers. This is of course beneficial for the company because consumers can carry out promotions

indirectly. directly to friends, family or other people to consume products or services from the company (Aryani & Rosinta, 2010). Research results (Listiwati et al., 2017) concluded that promotions have a significant effect on consumer satisfaction.

The Influence of Online Customer Reviews on Repurchase Decisions Through E-Satisfaction

From the results of the hypothesis testing analysis, Online Customer Review has a significant effect on repurchase decisions in the Shopee application via e-satisfaction among Medan city students. This shows that Online Customer Reviews are able to increase repeat purchase decisions through student satisfaction. With positive reviews in the comments column in the Shopee application, students will be more satisfied with what they receive, so students will be more interested in making decisions. repurchase on the shopee application.

Purchasing decisions are all deliberate behavior based on desires resulting from consumer ethics by consciously choosing one of the available alternative actions. (Nitisusastro & Mulyadi, 2012). A purchasing decision is an action taken by consumers to buy a product (Suharsono & Sari, 2019). The company's success in influencing consumers in purchasing decisions is greatly supported by efforts to build communication by meeting the needs that consumers want, creating various varied products and various product choices themselves, and creating products that consumers have never previously needed (Astuti & Abdullah, 2018).

The Influence of Flash Sales on Repurchase Decisions Through E-Satisfaction

From the results of the hypothesis testing analysis, Flash Sale has a significant effect on repurchase decisions in the Shopee application via e-satisfaction among Medan city students. This shows that Flash Sales are able to increase repeat purchase decisions through shopee customer satisfaction. With increasing Flash Sales, students towards Shopee will increase, thus students will be more interested in making repeat purchases on the Shopee application.

Promotion plays a crucial role in shaping the effectiveness of a marketing campaign. At its core, promotion constitutes a facet of marketing communication, which entails disseminating information to sway or persuade the target market, serving as a reminder for the company and its offerings, encouraging acceptance, purchase, and loyalty towards the products available (Tjiptono, 2014). Promotions provided by the company and consumer satisfaction are closely related to the profits that the company will obtain, because promotions that meet consumer preferences will bind consumers, where promotions carried out by the company can increase consumer satisfaction so that the level of purchasing decisions made by consumers will increase.

CONCLUSION

Based on the results of the research and discussion that have been described, conclusions can be drawn: 1) Online customer reviews have a significant influence on repurchase decisions. 2) Flash sales directly have a significant effect on repurchase decisions. 3) E-satisfaction directly has a significant effect on repurchase decisions. 4) Direct online customer reviews have a significant effect on e-satisfaction. 5) Flash sales directly affect e-satisfaction. 6) Indirectly, online customer reviews have a significant effect on repurchase decisions through e-satisfaction. 7) Indirectly, flash sales have a significant effect on repurchase decisions through e-satisfaction.

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