

The Influence of Discounts, Free Shipping, And Flash Sales On Impulse Buying Behavior Of Online Shop Consumers At Madame Na

Chintya Armilla Pohan^{1*}, Raja Saul Marto Hendry², Nova Jayanti Harahap³

¹Mahasiswa Program Studi Manajemen, Universitas Labuhanbatu, Indonesia

^{2,3}Fakultas Ekonomi dan Bisnis, Universitas Labuhanbatu, Indonesia

Email: armillachintya@gmail.com

Abstract.

This study aims to examine the effect of discounts, free shipping, and flash sales on impulse buying behavior among Madame NA Online Shop consumers, motivated by the existence of a research gap from previous studies that mostly focused on large-scale e-commerce. The research method uses a causal associative quantitative approach with a sample of 97 respondents taken through accidental sampling technique using the Lemeshow formula. Data were collected through a Likert-scale questionnaire and analyzed by multiple linear regression assisted by SPSS. The results of the study partially show that discounts ($t = 3.874$; Sig. = 0.000), free shipping ($t = 3.817$; Sig. = 0.000), and flash sales ($t = 2.400$; Sig. = 0.018) each have a positive and significant effect on impulse buying behavior. Simultaneously, the three variables also have a significant effect ($F = 70.585$; Sig. = 0.000). The coefficient of determination (R^2) value of 0.695 indicates that 69.5% of the variation in impulse buying behavior can be explained by discounts, free shipping, and flash sales, while the remaining 30.5% is influenced by other factors outside the model. In conclusion, increasing discount, free shipping, and flash sale strategies can significantly encourage consumer impulse buying at the Madame NA Online Shop.

Keywords: *Discounts, Free Shipping, Flash Sale, Impulse Buying and Madame NA.*

I. INTRODUCTION

The development of digital technology has transformed the landscape of consumer behavior in Indonesia, particularly in the internet era, which is dominated by the productive age population. The demographic bonus phenomenon has created momentum for the growth of the digital economy, marked by increased consumer behavior, which is no longer based solely on needs but is driven by desires and wants (Atrian & Sholihah, 2024). Rapid technological advancements have had a significant impact on various aspects of life, including the business sector and consumer shopping patterns. The development of e-commerce in Indonesia has shown very rapid growth, with almost everyone now using the internet as part of technological developments. This phenomenon is marked by the emergence of more marketplaces and online shops, making online shopping a primary choice for the public. The increase in online sales in the digital era has created intense competition among businesses, encouraging them to continue innovating to attract consumers.

This research is motivated by a research gap regarding the influence of discounts, free shipping, and flash sales on impulse buying behavior, as well as the limited empirical studies that specifically examine these three variables simultaneously in the context of small to medium-scale online stores, such as the online shop Madame NA. The majority of previous studies still focus on large-scale e-commerce platforms, so the results may not necessarily represent the market characteristics and consumer segmentation of Madame NA. However, understanding the factors that trigger impulse buying in this segment is crucial for business actors in formulating appropriate marketing strategies amidst the increasingly competitive digital industry.

This phenomenon is inseparable from the rapid development of technology and internet penetration in Indonesia, which is dominated by the productive age population and has become a demographic bonus momentum. This condition has shifted consumer behavior

patterns, which are no longer solely based on rational needs, but rather driven by passion, desire, and pleasure (Atrian & Sholihah, 2024). The growth of e-commerce, which reaches an average of 17% annually, has also fueled the rise of online shops, including Madame NA, which offers direct purchasing services and personal shopping (jastip). To win the competition, business actors implement various promotional strategies to attract consumers, including offering discounts, free shipping, and offering products at special prices for a limited time (flash sales).

Conceptually, a discount is a price reduction from the normal price to increase purchasing interest (Kusumasari, 2022; Kotler in Fitriana & Istiyanto, 2024), while free shipping eliminates the burden of additional costs that often hinder transactions. Flash sales, on the other hand, are designed to create a sense of urgency and fear of missing out, which encourage consumers to make spontaneous purchasing decisions without careful planning (impulse buying). However, empirical findings from previous studies have shown inconsistent results. Research by Wangi & Andarini (2021) and Darwipat et al. (2020) stated that flash sales and discounts had a significant effect on impulse buying, but Kusumasari (2022) and Fitriana & Istiyanto (2024) found the opposite. Similar inconsistencies also occurred with free shipping, where Lestari & Nurhadi (2023) reported an effect, while Syauqi et al. (2022) stated no effect.

Based on the above description, the urgency of this research lies in bridging the gap in research results and providing more contextual empirical evidence for the online shop Madame NA. Considering that promotional strategies such as discounts, free shipping, and flash sales are strongly suspected of triggering consumer behavior among Madame NA consumers, it is important to examine in depth the influence of these three variables on impulse buying behavior. Thus, this study takes the title "The Effect of Discounts, Free Shipping, and Flash Sales on Impulse Buying Behavior among Online Shop Consumers Madame NA" to provide theoretical contributions as well as practical implications for the development of marketing strategies in the digital era.

II. LITERATURE REVIEW

A discount is defined as a marketing strategy involving a significant reduction in a product's original price to attract consumers and significantly encourage purchases (Kusumasari, 2022; Ariyanti & Purba, 2023), or as a savings from the normal price listed on the product's packaging (Kotler in Fitriana & Istiyanto, 2024). Essentially, a discount is a seller's attempt to reduce prices to attract consumers while preventing them from switching to competitors. Discount indicators include the nominal amount of the discount, the period or validity period of the discount, and the type and variety of products subject to the discount. This strategy has proven effective in triggering a rapid consumer response, especially when combined with digital technology that creates a sense of urgency, potentially encouraging impulse purchases on e-commerce platforms (Hidayat & Riofita, 2024).

Free shipping

Free shipping is defined as a sales promotion strategy that exempts consumers from shipping costs at the expense of the seller, and uses various incentives to encourage immediate purchases and increase transaction quantities (Tjiptono, 2008; Bell, Gallio, & Moreno, 2014; Amalia & Wibowo, 2019). The indicators according to Novita Sari (2020)

include four hierarchical stages, namely consumer attention to the promotional message conveyed, interest that gives rise to purchasing interest in the product, desire triggered by consumer motives and motivations to own the product, and actions realized in purchasing decisions as a form of strong encouragement from consumers.

Flash sale

Flash sale A flash sale is a short-term promotional strategy with special prices and limited stock that aims to create urgency and scarcity to encourage immediate purchases (Belch & Belch, 2018; Kotler & Keller, 2016). Research by Rizqia Savitri & Riva'i (2024) and Fayadl et al. (2024) demonstrates its contribution to impulse buying and increased purchase intention, although Fayadl et al. (2020) caution that technical constraints such as difficult access, product quality, and platform disruptions can weaken its influence on final decisions. However, the presence of free shipping and positive reviews can strengthen purchasing decisions by reducing additional costs and increasing consumer trust. Flash sale indicators in this study refer to Belch & Belch (2018), which include discount size, frequency, promotion duration, stock availability, and overall promotional appeal.

Impulse Buying Behavior

Impulse buying Impulse buying is defined as spontaneous, sudden, and unplanned buying behavior driven by a strong desire to immediately own a product (Al Mutanafisa & Retnaningsih, 2021; Pratiwi et al., 2020; Wulanda et al., 2025). This behavior ignores rational considerations and actual needs, so consumers often buy unnecessary items (Wangi & Andarini, 2021). Harahap & Amanah (2022) emphasize the importance of consumer awareness and the role of companies in balancing sales strategies with efforts to minimize the risk of impulsive buying for long-term satisfaction and loyalty. According to Saputri & Jalari (2023), indicators include spontaneous, unplanned buying, without considering the consequences, rushed purchases due to time pressure or limited opportunities, and heavily influenced by the consumer's emotional state.

Conceptual Framework

Discounts trigger the perception of economic benefits, which encourage spontaneous, unplanned purchasing decisions; the size of the discount is directly proportional to the tendency to impulse buy. Furthermore, free shipping eliminates the burden of shipping costs, which often hinder transactions, so total spending feels more economical and encourages consumers to make impulsive transactions to avoid missing out. Meanwhile, flash sales create a sense of urgency through time limits and limited stock, triggering the fear of missing out (FOMO), which accelerates decision-making without careful consideration. Thus, these three promotional strategies simultaneously increase impulsive buying behavior in consumers.

III. RESEARCH METHOD

This quantitative research with a causal associative approach aims to analyze the effect of discounts, free shipping, and flash sales on impulse buying among Madame NA consumers in Rantauprapat, North Sumatra. The study population was all consumers of the store with an unknown number, so a minimum sample of 97 respondents was determined using the Lemeshow formula at a 95% confidence level and a 10% margin of error, with an accidental sampling technique. The independent variables consisted of discounts (X1), free shipping (X2), and flash sales (X3), while the dependent variable was impulse buying (Y). Primary data were collected through a closed questionnaire with a Likert scale of 1–5, while

secondary data were obtained from related journals and books. Data analysis used SPSS through validity tests (r table, $\alpha = 0.05$), reliability tests (Cronbach's Alpha > 0.60), and classical assumption tests including normality, multicollinearity, heteroscedasticity, and autocorrelation. Hypothesis testing was carried out using multiple linear regression, partial t-test, simultaneous F-test, and coefficient of determination (R^2) at a significance level of 0.05.

IV. RESULTS AND DISCUSSION

Validity Test

Table 1 Results of Validity Test of Research Variables

Variables	Statement	r Count	r Table	Information
Discount (X1)	X1.1	0.677	0.200	Valid
	X1.2	0.725	0.200	Valid
	X1.3	0.766	0.200	Valid
	X1.4	0.723	0.200	Valid
	X1.5	0.753	0.200	Valid
	X1.6	0.737	0.200	Valid
Free Shipping (X2)	X2.1	0.747	0.200	Valid
	X2.2	0.759	0.200	Valid
	X2.3	0.745	0.200	Valid
	X2.4	0.772	0.200	Valid
Flash Sale (X3)	X3.1	0.726	0.200	Valid
	X3.2	0.805	0.200	Valid
	X3.3	0.760	0.200	Valid
	X3.4	0.738	0.200	Valid
	X3.5	0.810	0.200	Valid
Impulse buying behavior (Y)	Y.1	0.674	0.200	Valid
	Y.2	0.830	0.200	Valid
	Y.3	0.791	0.200	Valid
	Y.4	0.742	0.200	Valid

Source: Primary data processed by SPSS 23

The validity test aims to determine whether each statement item in the questionnaire is able to measure the variables studied accurately. A statement item is declared valid if the calculated r value is greater than the table r at a significance level of 5%. In this study, the number of samples was 97 respondents, so the table r was obtained at 0.200. Therefore, a statement item is declared valid if it has a calculated r value > 0.200 . Based on the results of the validity test in Table.1, all statement items in the variables Discount (X1), Free Shipping (X2), Flash Sale (X3), and Impulse Buying Behavior (Y) have a calculated r value greater than the table r (0.200). Thus, all statement items are declared valid and suitable for use as research instruments.

Reliability Test

Table 2. Reliability Test of Research Variables

Variables	Cronbach's	Reliability	N Of	Information
-----------	------------	-------------	------	-------------

	<i>Alpha</i>	<i>Standards</i>	<i>Items</i>	
Discount (X1)	0.821	> 0.60	6	Reliable
Free Shipping (X2)	0.749	> 0.60	4	Reliable
Flash Sale (X3)	0.825	> 0.60	5	Reliable
Impulse buying behavior (Y)	0.758	> 0.60	4	Reliable

Source: Primary data processed by SPSS 23

The reliability test aims to determine the level of consistency of the research instrument in measuring a variable. An instrument is declared reliable if it has a Cronbach's Alpha value > 0.60. Based on the results of the reliability test, the Discount variable (X1) obtained a Cronbach's Alpha value of 0.821, Free Shipping (X2) of 0.749, Flash Sale (X3) of 0.825, and Impulse Buying Behavior (Y) of 0.758. All Cronbach's Alpha values are greater than 0.60, so it can be concluded that all variables in this study are reliable and have a good level of consistency, so they are suitable for use as research instruments.

Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	1.09299210
Most Extreme Differences	Absolute	.111
	Positive	.074
	Negative	-.111
Kolmogorov-Smirnov Z		1.096
Asymp. Sig. (2-tailed)		.181

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary data processed by SPSS 23

The normality test aims to determine whether the data or residuals in the regression model are normally distributed. The test was conducted using the One-Sample Kolmogorov-Smirnov Test. Data are declared normally distributed if the Asymp. Sig. (2-tailed) value is > 0.05. Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value was obtained at 0.181. This value is greater than 0.05 ($0.181 > 0.05$), so it can be concluded that the research data or residuals are normally distributed. Thus, one of the classical assumptions in regression analysis has been met so that the data is suitable for further analysis. In addition to using the One-Sample Kolmogorov-Smirnov statistical test, the normality test was also conducted through graphical analysis, namely the Histogram and Normal Probability Plot (Normal PP Plot).

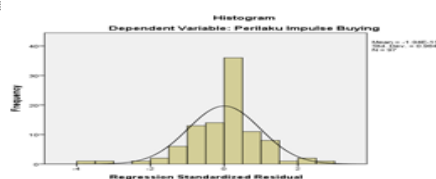


Fig 1 Histogram Normality Test

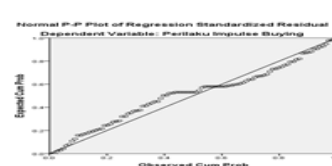


Fig 2 P-Plot Normal Normality Test

Based on the histogram image, the residual distribution forms a bell-shaped pattern and is spread relatively symmetrically around the zero value. This indicates that the residual data tends to be normally distributed. Furthermore, the Normal PP Plot shows that the residual points are spread around the diagonal line and follow the direction of the diagonal line. Although there are slight deviations at some points, these deviations are not significant, so the residuals can be declared normally distributed. Thus, it can be concluded that the research data meets the assumption of normality and is suitable for further regression analysis.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.476	1.181		.403	.688		
	Diskon	.263	.068	.364	3.874	.000	.371	2.697
	Gratis Ongkir	.337	.088	.333	3.817	.000	.432	2.314
	Flash Sale	.187	.078	.225	2.400	.018	.373	2.684

a. Dependent Variable: Perilaku Impulse Buying

Source: Primary data processed by SPSS 23

Based on the results of the multicollinearity test in Table 4 above, it can be seen that the Discount variable has a tolerance value of 0.371 and a VIF of 2.697, the Free Shipping variable has a tolerance value of 0.432 and a VIF of 2.314, while the Flash Sale variable has a tolerance value of 0.373 and a VIF of 2.684. All variables have a tolerance value > 0.10 and a VIF < 10, so it can be concluded that the regression model does not experience symptoms of multicollinearity. Thus, all independent variables are suitable for use in multiple regression analysis.

Heteroscedasticity Test

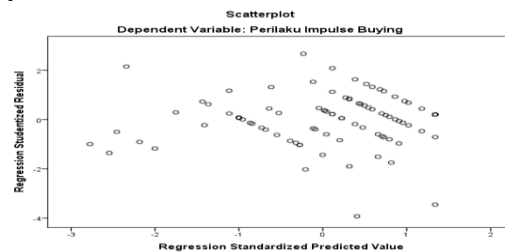


Figure 3. Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test using a scatterplot, it can be seen that the residual points are randomly distributed above and below the zero line and do not form a specific pattern, such as a wavy, tapered, or widened pattern. Thus, it can be concluded that the regression model does not experience symptoms of heteroscedasticity, thus fulfilling one of the classical assumptions and is suitable for use in multiple regression analysis.

Multiple Linear Regression Test

Table 6. Multiple Linear Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.476	1.181		.688
	Diskon	.263	.068	.364	.000
	Gratis Ongkir	.337	.088	.333	.000
	Flash Sale	.187	.078	.225	.018

a. Dependent Variable: Perilaku Impulse Buying

Source: Primary data processed by SPSS 23

Multiple linear regression analysis aims to determine the effect of independent variables on dependent variables. Based on the results of the multiple linear regression test, the following multiple linear regression equation is obtained:

$$Y = 0,476 + 0,263X_1 + 0,337X_2 + 0,187X_3 + e$$

Based on this equation it can be interpreted as follows:

1. The constant of 0.476 indicates that if the variables Discount, Free Shipping, and Flash Sale are considered constant or have a value of zero, then the value of Impulse Buying Behavior is 0.476.
2. The regression coefficient of the Discount variable (X_1) of 0.263 indicates that every one unit increase in the Discount variable will increase Impulse Buying Behavior by 0.263, assuming other variables remain constant.

3. The regression coefficient of the Free Shipping variable (X_2) of 0.337 indicates that every one unit increase in the Free Shipping variable will increase Impulse Buying Behavior by 0.337, assuming other variables remain constant.
4. The regression coefficient of the Flash Sale variable (X_3) of 0.187 indicates that every one unit increase in the Flash Sale variable will increase Impulse Buying Behavior by 0.187, assuming other variables remain constant.

Hypothesis Testing

Partial t-test results

Table 7 Results of t-test (partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.476	1.181		.403	.688
	Diskon	.263	.068	.364	3.874	.000
	Gratis Ongkir	.337	.088	.333	3.817	.000
	Flash Sale	.187	.078	.225	2.400	.018

a. Dependent Variable: Perilaku Impulse Buying

Source: Primary data processed by SPSS 23

The t-test (partial) aims to determine the influence of each independent variable, namely Discount (X_1), Free Shipping (X_2), and Flash Sale (X_3) on the dependent variable Impulse Buying Behavior (Y) partially. Based on the results of the t-test in Table 7, with the number of respondents as many as 97 people and degrees of freedom ($df = n - k - 1 = 97 - 3 - 1 = 93$), the t-table value is 1.985 at a significance level of 5% ($\alpha = 0.05$) with two-way testing. Based on the results of the t-test, the following results are obtained:

1. The Discount variable (X_1) has a calculated t value of 3.874 with a Sig. value of 0.000. Because the calculated t value $>$ t table ($3.874 > 1.985$) and the Sig. value < 0.05 ($0.000 < 0.05$), then the Discount has a positive and significant effect on Impulse Buying Behavior.
2. The Free Shipping variable (X_2) has a calculated t value of 3.817 with a Sig. value of 0.000. Because the calculated t value $>$ t table ($3.817 > 1.985$) and the Sig. value < 0.05 ($0.000 < 0.05$), then Free Shipping has a positive and significant effect on Impulse Buying Behavior.
3. The Flash Sale variable (X_3) has a calculated t value of 2.400 with a Sig. value of 0.018. Because the calculated t value $>$ t table ($2.400 > 1.985$) and the Sig. value < 0.05 ($0.018 < 0.05$), then Flash Sale has a positive and significant effect on Impulse Buying Behavior.

Based on these results, it can be concluded that partially Discounts (X_1), Free Shipping (X_2), and Flash Sales (X_3) each have a positive and significant effect on Impulse Buying Behavior (Y).

F test results (simultaneous)

Table 8 F test results (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261.130	3	87.043	70.585	.000 ^b
	Residual	114.685	93	1.233		
	Total	375.814	96			

a. Dependent Variable: Perilaku Impulse Buying

b. Predictors: (Constant), Flash Sale, Gratis Ongkir, Diskon

Source: Primary data processed by SPSS 23

The F test (simultaneous) aims to determine whether the variables Discount (X_1), Free Shipping (X_2), and Flash Sale (X_3) jointly influence Impulse Buying Behavior (Y). Based on the results of the F test in Table ..., with the number of respondents as many as 97 people and degrees of freedom (df_1) = 3 and (df_2) = $97 - 3 - 1 = 93$, the F table value is 2.70 at a significance level of 5% ($\alpha = 0.05$). Based on the results of the F test, the calculated F value is 70.585 with a significance value of 0.000. Because the calculated F value $>$ F table ($70.585 > 2.70$) and the Sig. value. < 0.05 ($0.000 < 0.05$), it can be concluded that Discount (X_1), Free Shipping (X_2), and Flash Sale (X_3) simultaneously have a significant effect on Impulse Buying Behavior (Y). Thus, the regression model used in this study is feasible to use and the fourth hypothesis (H_4) is accepted.

Results of the Coefficient of Determination (R^2)

Table 9 Results of the Determination Coefficient (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ^a	.695	.685	1.11048

a. Predictors: (Constant), Flash Sale, Gratis Ongkir, Diskon

b. Dependent Variable: Perilaku Impulse Buying

Source: Primary data processed by SPSS 23

Based on the analysis results in Table 9, the R Square (R^2) value was obtained at 0.695. This indicates that 69.5% of the variation in Impulse Buying Behavior can be explained by the Discount, Free Shipping, and Flash Sale variables, while the remaining 30.5% is explained by other variables outside the research model that were not examined. In addition, the Adjusted R Square value was obtained at 0.685, which indicates that after adjusting for the number of independent variables and the number of samples, the model was still able to explain 68.5% of the variation in Impulse Buying Behavior. Thus, the regression model used has good ability in explaining the influence of independent variables on the dependent variable.

V. DISCUSSION

The Influence of Discounts on Impulse Buying Behavior of Online Shop Consumers at Madame NA.

Based on the results of the partial test (t-test), the Discount variable obtained a t-value of 3.874 with a significance value of 0.000. This significance value is smaller than 0.05 ($0.000 < 0.05$), thus indicating that Discounts have a positive and significant effect on Impulse Buying Behavior in Madame NA Online Shop consumers. This indicates that the more attractive the discount program given, the higher the tendency of consumers to make spontaneous purchases without prior planning. The results of this study support Hypothesis 1 (H_1) which states that "Discounts have a positive and significant effect on impulse buying behavior in Madame NA Online Shop consumers." Thus, the first hypothesis in this study is accepted. The results of this study are in line with research conducted by (Rahmawati & Maskan, 2024); (Ritonga, M., & Muti'ah, R. (2023) which concluded that price discounts have a positive and significant effect on impulse buying, both partially and simultaneously. Thus, the results of this study reinforce previous research findings that discounts are a factor that can increase impulse buying behavior.

The Influence of Free Shipping on Impulse Buying Behavior of Madame NA Online Shop Consumers.

Based on the results of the partial test (t-test), the Free Shipping variable obtained a t-value of 3.817 with a significance value of 0.000. This significance value is smaller than 0.05 ($0.000 < 0.05$), thus indicating that Free Shipping has a positive and significant effect on Impulse Buying Behavior in Madame NA Online Shop consumers. This indicates that the more attractive the free shipping program provided, the higher the tendency of consumers to make spontaneous purchases without prior planning. The results of this study support Hypothesis 2 (H2) which states that "Free shipping has a positive and significant effect on impulse buying behavior in Madame NA Online Shop consumers." Thus, the second hypothesis in this study is accepted. The results of this study are in line with research conducted by (Sucipto & Niazi, 2024) The "Free Shipping" tagline has a positive and significant effect on impulse buying behavior. Thus, this study's findings reinforce previous research that free shipping is a factor that can increase impulse buying behavior.

The Influence of Flash Sales on Impulse Buying Behavior of Online Shop Consumers at Madame NA

Based on the results of the partial test (t-test), the Flash Sale variable obtained a t-value of 2.400 with a significance value of 0.018. This significance value is smaller than 0.05 ($0.018 < 0.05$), thus indicating that Flash Sale has a positive and significant effect on Impulse Buying Behavior in Madame NA Online Shop consumers. This indicates that the more attractive the flash sale program offered, the higher the tendency of consumers to make spontaneous purchases without prior planning. The results of this study support Hypothesis 3 (H3) which states that "Flash sale has a positive and significant effect on impulse buying behavior in Madame NA Online Shop consumers." Thus, the third hypothesis in this study is accepted. The results of this study are in line with research conducted by (DT Ramadhan et al., 2022) which concluded that flash sales have a positive and significant effect on impulse buying among Shopee Marketplace users. Thus, this study's findings reinforce previous research findings that flash sales are a factor that can increase impulse buying behavior.

The Influence of Discounts, Free Shipping, and Flash Sales on Impulse Buying Behavior of Madame NA Online Shop Consumers

Based on the results of the simultaneous test (F test), the calculated F value was 70.585 with a significance value of 0.000. The significance value is smaller than 0.05 ($0.000 < 0.05$), thus indicating that Discounts, Free Shipping, and Flash Sales simultaneously have a positive and significant effect on Impulse Buying Behavior in Madame NA Online Shop consumers. Thus, Hypothesis 4 (H4) which states that "Discounts, Free Shipping, and Flash Sales have a positive and significant effect on impulse buying behavior in Madame NA Online Shop consumers" is accepted. In addition, the results of the coefficient of determination (R^2) of 0.695 indicate that the variables Discounts, Free Shipping, and Flash Sales are able to explain 69.5% of the variation in Impulse Buying Behavior, while the remaining 30.5% is influenced by other factors outside the research model. This indicates that these three variables have a strong contribution in influencing consumer impulse buying behavior in Madame NA Online Shop.

VI. IVCONCLUSION

Based on the results of research on the Influence of Discounts, Free Shipping, and Flash Sales on Impulse Buying Behavior among Madame NA Online Shop Consumers, the following conclusions can be drawn:

1. Discounts have a positive and significant impact on impulse buying behavior among Madame NA online shop consumers. This indicates that the more attractive the discount program, the higher the tendency for consumers to make spontaneous purchases.
2. Free shipping has a positive and significant impact on impulse buying behavior among Madame NA online shop consumers. Free shipping can increase consumer interest in making purchases without prior planning.
3. Flash sales have a positive and significant impact on impulse buying behavior among Madame NA online shop consumers. Flash sales, which offer special prices for a limited time, encourage consumers to make immediate, impulsive purchases.
4. Discounts, Free Shipping, and Flash Sales simultaneously have a positive and significant effect on impulse buying behavior among Madame NA Online Shop consumers. This is proven by the results of the F test with a significance value of $0.000 < 0.05$. In addition, the results of the coefficient of determination (R^2) of 0.695 indicate that 69.5% of the variation in impulse buying behavior can be explained by the variables Discounts, Free Shipping, and Flash Sales, while the remaining 30.5% is influenced by other factors outside the study.

SUGGESTION

Based on the results of the research that has been conducted, the suggestions that can be given are as follows:

1. For the online shop Madame NA, it is recommended to maintain and enhance promotional strategies such as discounts, free shipping, and flash sales, as these three strategies have been proven to have a positive and significant impact on consumer impulse buying behavior. Attractive and regular promotions are expected to increase purchasing interest and product sales.
2. For consumers, it is hoped that they will be wiser in utilizing the various promotional programs offered so that purchasing decisions are not only based on price cuts or temporary promotions, but also consider actual needs.
3. For future researchers, it is recommended to add other variables suspected of influencing impulse buying behavior, such as live streaming, electronic word of mouth (e-WOM), product quality, hedonic shopping motivation, app usability, or consumer trust, to provide more comprehensive research results. Furthermore, research could be conducted on a wider range of objects, locations, or respondents to better generalize the results.

REFERENCE

- [1]. Al Mutanafisa, T., & Retnaningsih. (2021). The Effect of Sales Promotion and Knowledge on Impulsive Buying of Online Platform Consumers. *Journal of Consumer Sciences*, 6(1), 77–91. <https://doi.org/10.29244/jcs.6.1.77-91>
- [2]. Ariyanti, N., & Purba, A. (2023). Store Atmosphere, Price Discounts, and Impulse Buying: The Mediating Role of Positive Emotion in the Context of Shopping Experience. *Scientific Journal of Management and Business*, 24(2), 150–169. <https://doi.org/10.30596/jimb.v24i2.17066>
- [3]. Atrian, A., & Sholihah, E. (2024). The Effect of Flash Sales, Website Quality, and Free Shipping Promotions on Impulse Buying in the Shopee Online Marketplace (A Case Study of Shopee Student Users at STIE STEKOM KARTASUARA). *Dinamika: Journal of Socio-Economic Management*, 4(1), 44–53. <https://journal.stiestekom.ac.id/index.php/dinamika/article/view/414>
- [4]. Azwari, A., & Lina, LF (2020). The Effect of Price Discount and Product Quality on Impulse Buying on

- the Online Shopping Site Shopee Indonesia. *TECHNOBIZ Journal*, 3(2), 37–41.
- [5]. Belch, G. E., & Belch, M. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (Eleventh e). McGraw-Hill Education. <http://books.google.com/books?id=rFhCPgAACAAJ&pgis=1>
 - [6]. Darwipat, D., Syam, A., & Marhawati. (2020). The Effect of Flash Sale Programs on Impulsive Buying Behavior of Marketplace Consumers. *Journal of Economic Education and Entrepreneurship Studies*, 1(2), 58–64. <https://doi.org/10.26858/je3s.v1i2.18635>
 - [7]. Fayadl, MF, Widarko, A., & Mustapita, AF (2024). The Influence of Free Shipping, Online Customer Reviews, and Flash Sales on Purchase Decisions in the TikTok Shop Marketplace (A Study of TikTok Shop Users in Malang City). *E – Journal of Management Research*, 13(01), 2082–2090.
 - [8]. Fitriana, FD, & Istiyanto, B. (2024). The Effect of Flash Sales, Discounts, and the "Free Shipping" Tagline on Impulsive Buying Behavior of Shopee Users in Soloraya. *Scientific Journal of Economics and Management*, 2(2), 712–723. <https://doi.org/10.61722/jiem.v2i2.1031>
 - [9]. Harahap, DA, & Amanah, D. (2022). Understanding Impulsive Buying in the Consumer Purchase Decision Process. *Journal of Management and Business (Performance)*, 19(28), 31–55.
 - [10]. Hidayat, F., & Riofita, H. (2024). The Effect of Discounts and Promotions on Impulsive Buying Behavior in the Digital Era on E-Commerce Platforms. *Journal of Collaborative Science Journal*, 7(11), 4196–4201. <https://doi.org/10.56338/jks.v7i11.6400>
 - [11]. Kusumasari, IR (2022). The Effect of Flash Sales, Discounts, and Free Shipping Subsidies on Impulse Buying Behavior of Shopee Marketplace Users (A Study of Active Business Administration Students at UPN "Veteran" East Java). *Indonesian Business Journal*, 12(2), 16–28.
 - [12]. Lamis, SF, Handayani, PW, & Fitriani, WR (2022). Impulse buying during flash sales in the online marketplace. *Cogent Business and Management*, 9(1), 1–20. <https://doi.org/10.1080/23311975.2022.2068402>
 - [13]. Lestari, VW, & Nurhadi. (2023). The Influence of Brand Ambassadors and Taglines on Shopee Indonesia's Brand Awareness in Surabaya. *Journal of Business Administration (JAB)*, 13(1), 9–16.
 - [14]. Pratiwi, E., Krishernawan, I., & Istyarini, W. (2020). The Influence of Store Environment, Fashion Involvement, and Sales Promotion on Customer Compulsive Buying (A Study of Matahari Sunrise Mall Mojokerto Consumers). *MARGIN ECO: Journal of Economics and Business Development*, 4(1), 1–13.
 - [15]. Putri, MT (2022). The Influence of Flash Sale and the Tagline "Free Shipping" on Impulse Buying on the Shopee Marketplace (A Study of Shopee Marketplace Users in Pekanbaru City). Sultan Syarif Kasim State Islamic University.
 - [16]. Rahmawati, A., & Maskan, M. (2024). The Effect of Price Discounts and Bonus Packs on Impulse Buying among Shopee Users in the Shopeefood Category. *Journal of Business Applications*, 10(1), 160–165. <https://doi.org/10.33795/jab.v10i1.4269>
 - [17]. Ramadhan, DT, Manalu, VG, & Rahimi, F. (2022). The Influence of Flash Sales and Product Quality on Impulse Buying on the Shopee Marketplace. *Scientific Journal of Management, Economics and Business*, 1(2).
 - [18]. Ramadhan, MR, & Wardi, Y. (2025). The Influence of Flash Sales on Impulse Buying: The Role of Positive Emotions as a Mediator in Shopee App Users. *Journal of Business Economics Informatics*, 7(2021), 551–557. <https://doi.org/10.37034/infeb.v7i3.1225>
 - [19]. Ritonga, M., & Muti'ah, R. (2023). Analysis of Experiential Marketing, Brand Trust, and Price on Purchasing Decisions of Jotun Paint Products at CV. Asia Maju Rantauprapat. Mutiara: *Indonesian Multidisciplinary Scientific Journal*, 1(1), 140-154.
 - [20]. Rizqia Savitri, R., & Riva'i, AR (2024). The Influence of Flash Sales, Live Streaming, and Electronic Word of Mouth on Impulse Buying Among Shopee E-Commerce Users. *Management Studies and Entrepreneurship Journal*, 5(1), 1026–1033. <http://journal.yrpiiku.com/index.php/msej>
 - [21]. Saputri, NW, & Jalari, M. (2023). The Influence of Store Atmosphere, Visual Merchandise, and Hedonism Behavior on Impulse Buying: An Empirical Study of Gen Z Customers at Miniso Outlets in Solo City. *Edunomika*, 2(2), 306–312.
 - [22]. Sucipto, D., & Niazi, HA (2024). The Effect of Flash Sale, Price Discount, and the Tagline "Free Shipping" on Impulsive Buying Behavior of Shopee Consumers (A Study of Shopee Consumers in

- Ciledug, Tangerang City). *Journal of Economics, Management, and Accounting*, 1192, 3025–1192.
- [23]. Sugiyono. (2021). Quantitative Qualitative Research Methods and R&D. Alfabeta Publisher.
- [24]. Syauqi, A., Lubis, FA, & Atika. (2022). The Influence of Cashback, Flash Sale, and the “Free Shipping” Tagline on Generation Z Consumer Impulse Buying on Shopee (Case Study of Students at the State Islamic University of North Sumatra). *Journal of Accounting Management*, 2(2), 309–324.
- [25]. Wangi, LP, & Andarini, S. (2021). The Effect of Flash Sales and Cashback on Impulsive Buying Behavior among Shopee Users. *Journal of Business and Management Strategy Studies*, 5(1), 79–91.
- [26]. Wulanda, A., Rini, ES, & Sembiring, BKF (2025). The Influence of Hedonic Shopping Motivation and Electronic Word of Mouth (eWOM) on Impulse Buying in Shopee E-Commerce Users in Medan Tuntungan with Positive Emotion as an Intervening Variable. *Indonesian Journal of Advanced Research*, 4(7), 1491–1506. <https://doi.org/10.55927/ijar.v4i7.14922>
- [27]. Wulandari, DA, & Edastama, P. (2022). The Influence of Free Shipping, Flash Sales, and Cashback on Positive Impulse Purchases in the Media. *Journal of Management and Accounting Students*, 1(2), 29–36.