# Influence of Product Innovation, *Flash Sale* and *Electronic Word of Mouth* Regarding The Decision To Purchase Aerostreet Products on The Shopee Platform

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| Article Information | | Abstract |
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***Research aim :*** *The objective of this research is to investigate the effects of Product Innovation, Flash Sales, and Electronic Word of Mouth (e-WOM) on the purchasing decisions of Aerostreet products available on the Shopee platform. This study primarily aims to understand the influence of these three factors on consumer behavior in Indonesia's online shopping environment.*

***Design/Method/Approach :*** *This research adopts a quantitative methodology using surveys. A total of 40 questionnaires were administered to students from the Faculty of Economics and Business at Nusantara University PGRI Kediri. The resulting data was analyzed through multiple linear regression to assess how each independent variable affects purchasing decisions.*

***Research Finding :*** *The findings of the research indicate that product innovation has a positive effect on purchasing decisions, with attractive product design and quality being key factors. Flash Sales have also proven effective in increasing a sense of urgency, encouraging consumers to make impulse purchases. Additionally, e-WOM plays an important role in building consumer trust, with positive reviews from other users increasing purchasing interest.*

***Theoretical contribution/Originality :*** *The findings of this study offer a theoretical contribution by enhancing the understanding of the factors that affect purchasing decisions in the digital age, particularly within the e-commerce context in Indonesia. Additionally, it emphasizes the significance of Product Innovation, Flash Sales, and e-WOM in capturing consumer interest.*

***Practitionel/Policy implication :*** *The results of this research can be a reference for business people, especially Aerostreet, in determining more effective marketing strategies. By utilizing product innovation and Flash Sale strategies, as well as positive reviews, companies can increase their competitiveness and attract more customers on the Shopee platform.*

***Research limitation :*** *In this research there are several limitations, including the population which only consists of students at one university, which may not represent all Shopee users. Furthermore, the limited sample size could impact the generalizability of the findings. For future studies, it is advisable to utilize a larger and more diverse sample to achieve more comprehensive results.*

***Keywords:*** *Product Innovation, Flash Sale, Electronic Word Of Mouth (e-WOM), Purchase Decisions*

## 1. Introduction

Uncertain conditions in business competition are influenced by the increasingly advanced and rapid development of information technology [1]. In today's modern era, fashion has become an important aspect in people's daily lives. Not only do they function as protection, clothing and accessories also function as a means of expressing social identity and individual status. Rapid development in the world fashion, especially in Indonesia, is influenced by the fast flow of information and increasingly open globalization. This causes the emergence of various new trends which are often promoted through e-commerce, influencing people's lifestyles and clothing choices. E-commerce nowadays it has become one of the fastest growing industries, with more and more people turning to shopping online. Platform e-commerce The most popular in Indonesia currently is Shopee, which offers various interesting features to enhance consumers' shopping experience. In this context, it is important for manufacturers and sellers to continue to innovate and utilize the features on the platform to attract buyers' interest.

E-commerce can be interpreted as the sale or purchase of goods or services carried out via the internet, which makes it easier for individuals or companies to carry out business transactions electronically [2]. The advancement of information and communication technology has fueled the growth of e-commerce in Indonesia, facilitating easier access for consumers to products and services. Although goods or services can be ordered online online, payment and delivery transactions are not always done digitally. This makes it easier for buyers to access the desired items.
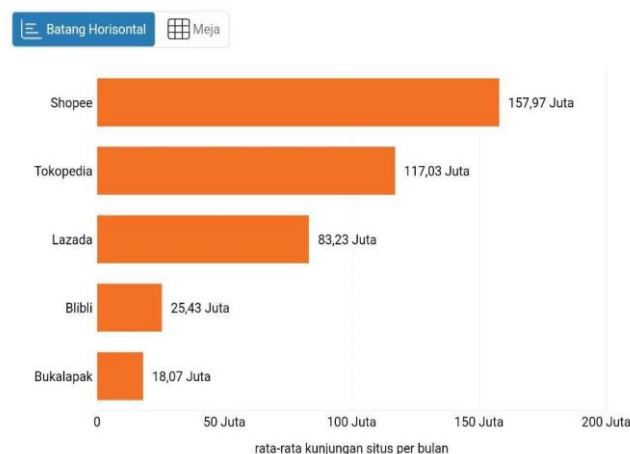


**Figure 1. Number of Visitors E-commerce in Indonesia**
Source: Databoks.co.id (2023)

Based on the results from Figure 1, it shows that Shopee dominates the market e-commerce in Indonesia with monthly visits reaching hundreds of millions. This shows that Shopee, as a platform that has been operating since 2015, has succeeded in attracting consumers' attention with its various products and ease of shopping through the application. mobile. The existence of Shopee which consumers like is supported by interactive features and themes that are always updated, encouraging consumers to prefer shopping online compared to offline.

If changes are made continuously, innovation will always continue to develop. Product

innovation plays a crucial role in capturing consumer attention and differentiating Aerostreet's products from competitors. Innovation is also the identity of the modernization of life, and is synonymous with technological sophistication. As times continue to develop, and people's dynamic buying interests, consumers will be more selective in choosing products to fulfill their needs. Innovation is part of the unstoppable evolution of science. This is the motive for companies to answer all consumer needs [3]. Product innovation is one of the main factors that contributes to winning competition in the digital market. In the midst of intense competition, Aerostreet brand products strive to continue to create unique and high quality products to meet consumer needs and tastes [4]. The product innovations carried out, such as improving design, comfort and using quality materials, are expected to provide added value for consumers, thereby increasing their purchasing interest. With this innovation, Aerostreet strives to maintain and expand its market share amidst intense competition.

A variety of new local brands have surfaced, offering various products for sale, which complements the wide range of vouchers provided by Shopee, such as free shipping without a minimum purchase requirement and discounts between 5% and 50%. Such price reductions can encourage consumers to make impulse purchases [5]. Flash sales are also a popular promotional tactic that draws significant attention from buyers. Shopee provides features flash sale which allows certain products to get more exposure, thereby increasing their appeal in the eyes of consumers. This strategy is expected to encourage consumers to make purchases immediately so they don't lose the opportunity to get the best price. *Flash Sale* can be a tool for carrying out promotions which provide quite large discounts and there is a time limit from the company owner. Promotional tools from flash sale can be used to attract attention from customer and provide awareness, as well as the image of the company to increase sales. This promotional media is created to influence customer when purchasing products that are quite cheap in a fairly short and limited time. So it can generate buying interest from customer to be able to immediately make purchases within the given time [6]. The flash sale strategy implemented by Shopee creates a sense of urgency among consumers. Limited-time discounts trigger impulsive buying behavior, thereby accelerating purchasing decisions.

In the digital era, reviews and recommendations from other users on the platform online is an important consideration for prospective buyers [7]. Doing a search about a product you are looking for is a very important thing to do before making a purchase, which can be done directly or through the platform online. This information is fundamental for potential buyers to ensure that the product they choose meets expectations. One effective strategy consumers can employ to gather information online is through e-WOM. Indirectly, positive reviews are a form of promotion. Increasingly diverse and emerging and-commerce, then every service provider must be able to compete in obtaining customer, and protect existing regulations so that they can be trusted e-commerce who is well trusted. Then you can go through advertising marketing, and reviews from customer which is seen from the product, which becomes a positive review that spreads by word of mouth. In this case it is also called Electronic Word Of Mouth (e-WOM) which is a positive or negative statement from customer who have made previous purchases via the internet [8]. Electronic Word Of Mouth (e-WOM) is a form of review that can be positive or negative about products and services, this review is carried out by consumers after they use the product they have purchased and then marketed to other consumers via platform Shopee [9]. E-WOM serves as a source of social information that can either strengthen or weaken consumer decisions. Positive reviews from other consumers build trust and reinforce

the intention to purchase, while negative reviews may hinder it. On Shopee, consumers can easily access product reviews from other consumers who have purchased and used the product. E-WOM gives potential buyers more confidence in the quality and authenticity of the product, so that it can encourage purchasing decisions.

When deciding to make a purchasing decision, consumers will carry out several phases that will ultimately decide to buy a product that will be purchased, with several phases, these stages include problem recognition, information search, evaluation of alternatives, purchasing decisions, and ultimately, post-purchase behavior [10]. The problem recognition stage includes all activities that take place before the transaction and product selection. Consumers make decisions based on whether the product meets their needs and wants. This decision-making process involves individuals who must overcome various problems to choose from several alternative solutions. When faced with two choices, a person must determine whether to make a purchase or not, and ultimately make the decision to purchase. Apart from that, purchasing decisions also include considerations made by consumers before purchasing a product [11].

This intriguing phenomenon served as the primary motivation for this research. The study aims to explore how product innovation, flash sales, and e-WOM affect purchasing decisions for Aerostreet products available on the Shopee platform. Aerostreet is a brand from a company operating in the footwear industry from Klaten, founded in 2015 by Adhitya Caesarico. Aerostreet is a local shoe brand under PT Adco Pakis Mas. At first, Aerostreet only sold school shoes. However, Adhitya then expanded product variations and models to reach a wider market, including selling sneakers, sports shoes, and others [12]. Aerostreet is expanding the variety of products it produces, at first it only focused on shoes, but currently the Aerostreet company is starting to expand into making products such as jackets, trousers, clothes and even sandals. The Aerostreet company is a company that was founded in 2015 and is a company that makes local products. Aerostreet is currently implementing an online purchasing system with a strategy of selling its products directly from the factory without distributors, so this strategy is one of the pioneers who are implementing this strategy [13].

Building on the previously discussed issues, the author wishes to delve deeper into the following aspects: "The Influence of Product Innovation, Flash Sale And Electronic Word Of Mouth (e-WOM) on the decision to purchase Aerostreet products on the Shopee platform".

### 1.1. Statement of Problem

In today's digital era, platforms *e-commerce* like Shopee has become an important channel for consumers in making purchasing decisions. So this research aims to explore several variables that can influence the decision to purchase Aerostreet products on the Shopee platform. First, namely product innovation which is expected to attract consumer attention and increase purchasing interest. Apart from that, marketing strategies such as *flash sale* can create a sense of urgency that encourages consumers to make a purchase immediately. No less important e-WOM plays a role in shaping consumer perceptions through reviews and recommendations from other users. Therefore, this research will examine the influence of product innovation, flash sale, and Electronic Word Of Mouth (e-WOM) both partially and simultaneously on purchasing decisions for Aerostreet products.

### 1.2. Research Objectives

The aim of this research is to explore the impact of different factors on purchasing decisions for Aerostreet products available on the Shopee platform. The main focus is to

analyze the specific influence of product innovation, underlining the role of distinctive features and originality in capturing consumer attention. This study seeks to offer valuable insights into how innovation can enhance consumer engagement and influence buying behavior in the e-commerce sector. Additionally, the study will investigate the partial effects of flash sales, which are anticipated to generate urgency and boost the frequency of purchases. Moreover, this research will explore the partial impact of Electronic Word of Mouth (e-WOM), as user reviews and recommendations can significantly shape consumer perceptions and choices. Finally, the study aims to analyze the simultaneous effects of product innovation, flash sales, and e-WOM on purchasing decisions, providing a thorough understanding of the factors influencing consumer behavior on the Shopee platform.

## 2. Method

This research adopts quantitative methods, drawing on primary data as its main resource. The primary data was collected through questionnaires distributed to individuals who fulfilled certain criteria. The research instrument consists of a questionnaire designed according to a framework that encompasses all relevant variables and indicators. Prior to its application, the instrument will undergo testing for validity and reliability to confirm its measurement accuracy and consistency.

The population of this research consists of students from the Faculty of Economics and Business at Universitas Nusantara PGRI Kediri, located at Jalan KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City. Meanwhile, the sample unit used comprises students who use Aerostreet products. The study utilizes a non-probability sampling technique, meaning that not every individual in the population has an equal opportunity to be selected for the sample. As a result, the sample comprises 40 respondents. Data collection was carried out by distributing written questionnaires to gather insights on the influence of product innovation, flash sales, and electronic word of mouth (e-WOM) on the purchasing decisions of Aerostreet products through the Shopee platform, focusing on students from the Faculty of Economics and Business at Universitas Nusantara PGRI Kediri.

**Validity Test**

This validity test is carried out to determine the extent to which the questionnaire that has been created is suitable or not suitable for use. Validity is related to the accuracy and accuracy of the measurement instrument in reflecting the variables studied.

### Table 1. Validity Test Results

| Variable | Number Count | $R_{count}$ | $R_{table}$ | Is. |
|---|---|---|---|---|
| | 1 | 0,686 | 0,312 | Valid |
| | 2 | 0,735 | 0,312 | Valid |
| | 3 | 0,444 | 0,312 | Valid |
| | 4 | 0,591 | 0,312 | Valid |
| | 5 | 0,673 | 0,312 | Valid |
| Purchase Decision (Y) | 6 | 0,594 | 0,312 | Valid |
| | 7 | 0,586 | 0,312 | Valid |
| | 8 | 0,513 | 0,312 | Valid |
| | 9 | 0,411 | 0,312 | Valid |
| | 10 | 0,730 | 0,312 | Valid |

| Variable | Number Count | $R_{count}$ | $R_{table}$ | Is. |
|---|---|---|---|---|
| | 11 | 0,636 | 0,312 | Valid |
| | 12 | 0,583 | 0,312 | Valid |
| | 1 | 0,646 | 0,312 | Valid |
| | 2 | 0,463 | 0,312 | Valid |
| | 3 | 0,495 | 0,312 | Valid |
| | 4 | 0,452 | 0,312 | Valid |
| Product Innovation ($X_1$) | 5 | 0,485 | 0,312 | Valid |
| | 6 | 0,519 | 0,312 | Valid |
| | 7 | 0,589 | 0,312 | Valid |
| | 8 | 0,476 | 0,312 | Valid |
| | 9 | 0,565 | 0,312 | Valid |
| | 10 | 0,458 | 0,312 | Valid |
| | 1 | 0,576 | 0,312 | Valid |
| | 2 | 0,619 | 0,312 | Valid |
| | 3 | 0,541 | 0,312 | Valid |
| Flash Sale ($X_2$) | 4 | 0,494 | 0,312 | Valid |
| | 5 | 0,632 | 0,312 | Valid |
| | 6 | 0,546 | 0,312 | Valid |
| | 7 | 0,558 | 0,312 | Valid |
| | 8 | 0,450 | 0,312 | Valid |
| | 1 | 0,561 | 0,312 | Valid |
| | 2 | 0,482 | 0,312 | Valid |
| | 3 | 0,587 | 0,312 | Valid |
| Electronic Word Of Mouth ($X_3$) | 4 | 0,665 | 0,312 | Valid |
| | 5 | 0,589 | 0,312 | Valid |
| | 6 | 0,453 | 0,312 | Valid |
| | 7 | 0,712 | 0,312 | Valid |
| | 8 | 0,683 | 0,312 | Valid |

Source: Processed with SPSS 2023

Based on the analysis results from table 1, all data instruments contained in the research are valid, because they have validity values $R_{count} > R_{table}$, so that the entire data from the test results in the validity test in research on the influence of product innovation, flash sale and e-WOM on the decision to purchase aerostreet products on the shopee platform is stated **valid**.

**Reliability Test**

This reliability test is performed to assess the consistency and dependability of the measurement instrument reliable and consistent at different times and places.

**Table 2. Reliability Test Results**

| Variable | N Item | *Cronbach Alpha* | **Mark** *r tabel* | Is. |
|---|---|---|---|---|
| Product Innovation | 10 | 0,690 | 0,60 | Reliable |
| Flash Sale | 8 | 0,672 | 0,60 | Reliable |
| Electronic Word Of Mouth | 8 | 0,737 | 0,60 | Reliable |

| Variable | N Item | *Cronbach Alpha* | Mark *r tabel* | Is. |
|----------|--------|------------------|----------------|-----|
| Purchase Decision | 12 | 0,832 | 0,60 | Reliable |

Source: Processed with SPSS 2023

Based on the analysis results, table 2 shows *cronbach alpha* of each variable has a greater value above the value $R_{table}$ 0.60, identifying that the research instrument has good or acceptable reliability. Consequently, it can be concluded that all the questionnaire items are effective and reliable in measuring the variables studied.

To analyze the data, multiple linear regression analysis is employed to evaluate the impact of product innovation, flash sales, and e-WOM on the purchasing decisions regarding Aerostreet products. Data analysis involved conducting classical assumption tests, which included tests for normality, multicollinearity, and heteroscedasticity to verify the adequacy of the regression model. The coefficient of determination ($R^2$) was employed to determine how well the regression model explains variations in the dependent variable. Hypothesis testing was carried out using both the F test, which examines the overall effect of independent variables on the dependent variable, and the T test, which analyzes the impact of each independent variable individually. The outcomes of this research are intended to provide a detailed understanding of the various factors that may influence purchasing decisions for Aerostreet products on the Shopee platform.

## 3. Results and Discussion
### Respondent Description

The respondents in this study consisted of 40 individuals, all of whom are students from the Faculty of Economics and Business at Universitas Nusantara PGRI Kediri. All respondents are active users of the Shopee platform and have made purchases of Aerostreet products. The majority of respondents are aged between 21 and 25 years, with the gender distribution dominated by male respondents.

### Classic Assumption Test
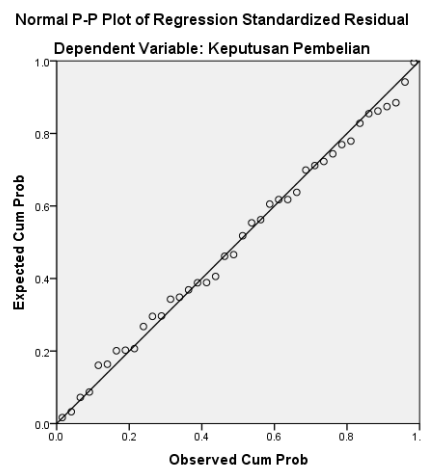Normality Test



**Figure 2. Normality Test Results**
Source: Processed with SPSS 2023

The graphical analysis of the normality The regression model test indicates that points are dispersed around the diagonal line and that the distribution aligns with the diagonal's direction. Therefore, this regression model is appropriate for use, as it satisfies the normality assumption.

**Multicollinearity Test**

**Table 3. Multicollinearity Test Results**

| | Coefficients$^a$ | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | Unstandardized Coefficients | | Standardized Coefficients | t | Say. | Collinearity Statistics | |
| Model | B | Std. Error | Beta | | | Tolerance | VIF |
| 1  (Constant) | 13.156 | 6.485 | | 2.029 | .050 | | |
| Product Innovation | .467 | .180 | .372 | 2.587 | .014 | .635 | 1.575 |
| Flash Sale | .827 | .219 | .583 | 3.784 | .001 | .552 | 1.813 |
| E-WOM | -.267 | .190 | -.213 | -1.407 | .168 | .572 | 1.747 |

Source: Processed with SPSS 2023

The results of the analysis presented in Table 1.3 indicate the following tolerance values: X1 (0.635), X2 (0.552), and X3 (0.672), all of which exceed 0.100. Additionally, the VIF values for X1 (1.575), X2 (1.813), and X3 (1.747) are all below 10.00. This confirms that there are no issues with multicollinearity detected.
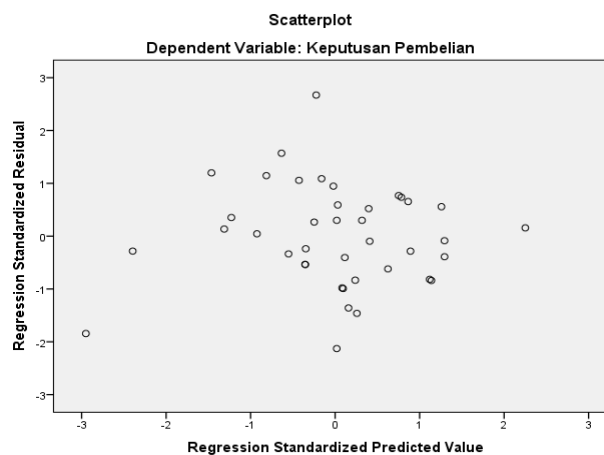
**Heteroscedasticity Test**



**Figure 3. Heteroscedasticity Test Results**
Source: Processed with SPSS 2023

According to the analysis results presented in Figure 3, there is no distinct pattern observed; the data points are scattered both above and below the zero mark on the Y-axis. This indicates that heteroscedasticity is not present in the dataset.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is utilized to evaluate the degree of impact that product innovation, flash sales, and e-WOM have on purchasing decisions, whether considered separately or together. The statistical computations related to this analysis are presented in the following table.

**Table 4. Results of Multiple Linear Regression Analysis**

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1  (Constant) | 6.674 | 3.880 | | 1.720 | .090 |
|     Product Innovation | .669 | .120 | .531 | 5.555 | .000 |
|     Flash Sale | .813 | .164 | .568 | 4.953 | .000 |
|     E-WOM | -.330 | .144 | -.253 | -2.284 | .026 |

Source: Processed with SPSS 2023

Based on the results from the table above, the multiple linear regression equation can be expressed as:

$$Y = 6{,}674 + 0.669X_1 + 0{,}813X_2 - 330X_3$$

The constant term is 6.674, indicating that when X1, X2, and X3 are all equal to 0, the value of Y remains 6.674. For variable X1, the regression analysis reveals a positive coefficient of b = 0.669. This indicates that an increase of 1 point in X1 corresponds to an increase of 0.669 in Y. Regarding variable X2, the regression results show a positive coefficient of b = 0.813. This suggests that a 1-point increase in X2 leads to an increase of 0.813 in Y. In contrast, variable X3 exhibits a negative regression coefficient of b = -0.330. This implies that a decrease of 1 point in X3 results in a decrease of 0.330 in Y.

**Hypothesis Testing**
**T Test (Partial)**

**Table 5. T Test Results (Partial)**

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1  (Constant) | 6.674 | 3.880 | | 1.720 | .090 |
|     Product Innovation | .669 | .120 | .531 | 5.555 | .000 |
|     Flash Sale | .813 | .164 | .568 | 4.953 | .000 |
|     E-WOM | -.330 | .144 | -.253 | -2.284 | .026 |

Source: Processed with SPSS 2023

From the results of the analysis presented in the table, we can derive the following conclusions:

1. For product innovation, the computed t value stands at 5.555, which is greater than the critical t value of 1.995. Additionally, the significance level (sig) is 0.000, falling below the 0.05 threshold. This leads us to conclude that product innovation has a positive and significant influence on purchasing decisions. As a result, H1 is accepted and H0 is rejected.
2. In the case of flash sales, the calculated t value is 4.953, surpassing the t table value of 1.995. The significance level is 0.000, which is below the 0.05 threshold. This indicates that flash sales positively and significantly influence purchasing decisions, leading to the acceptance of H2 and the rejection of H0.
3. e-WOM: The computed t value is -2.284, which is lower than the critical t value of 1.995. Nevertheless, the significance level is 0.026, which is below the 0.05 threshold. Therefore,

we can conclude that e-WOM has a negative and significant effect on purchasing decisions, leading to the rejection of H3 and the acceptance of H0.

**F Test (Simultaneous)**

**Table 6. F Test Results (Simultaneous)**

**ANOVAª**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 437.039 | 3 | 145.680 | 13.418 | .000ᵇ |
| | Residual | 390.861 | 36 | 10.857 | | |
| | Total | 827.900 | 39 | | | |

Source: Processed with SPSS 2023

Based on the results of the analysis in the table above, the F value is obtained$_{count}$ (13.418) > $F_{table}$ (3.252) and sig (0.000) < 0.05, it is concluded that there is a positive and significant influence from the product innovation variable, *flash sale*, And e-WOM simultaneously on the decision to purchase Aerostreet products on the Shopee platform, so that H0 is rejected and Ha is accepted.

**Discussion**

In this discussion, it can be concluded that the decision to purchase Aerostreet products on the Shopee platform is significantly influenced by three main factors: product innovation, flash sales, and electronic word of mouth (e-WOM). Research shows that attractive product innovations, including appealing designs and high quality, contribute positively to attracting consumer interest in making purchases. Additionally, the implementation of flash sales creates a sense of urgency that drives consumers to make impulsive buying decisions, which in turn can boost sales within a short period. E-WOM also plays an important role in building consumer trust, where positive reviews from previous users can enhance the product's reputation and influence the purchasing decisions of potential consumers. The purchasing decision-making process involves several stages, starting from problem recognition to the evaluation of alternatives and the final decision, with all these elements interconnected in the context of online shopping behavior. By implementing a direct-from-factory sales strategy without intermediaries, Aerostreet has been able to seize opportunities in an increasingly competitive online market.

**4. Conclusion**

From the results of this research it has been shown that product innovation, flash sale, and e-WOM significantly influences purchasing decisions for Aerostreet products on the Shopee platform. Unique and high quality product innovation attracts consumer attention, while Features Flash sale creates quite a sense of urgency for customer to encourage purchases without considering the consequences and repeat purchases. Besides that, e-WOM serves as an important source of information, where positive reviews from other users give additional confidence to potential buyers, which is likely to increase the decision to buy.

This research contributes significantly by providing a detailed analysis of various factors affecting consumer behavior in the digital age, especially within the e-commerce sector. Such insights are essential for businesses seeking to adjust their strategies and enhance consumer engagement in a rapidly evolving online environment. These findings are not only relevant to

academics in the fields of marketing and consumer behavior, but also provide practical insights for manufacturers and marketers to design more effective strategies in attracting consumer attention. The novelty of this research lies in combining these three factors in the context of the Shopee platform, which has not been widely studied before.

While this study provides valuable insightsIt is essential to recognize several limitations. A notable limitation is the relatively small sample size, which may affect the generalizability of the results. A larger and more diverse sample could provide a more comprehensive understanding of the effects being studied. Further research can be conducted by expanding the population and using more varied quantitative methods, such as longitudinal analysis to understand changes in consumer behavior over time. Future research agendas could also include analyzing the impact of other marketing strategies, such as the use of influencers e-commerce, to offer a more complete understanding of the variables that influence the outcomes influence purchasing decisions.

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