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The Influence of Flash Sales and Free Shipping on Online Purchase Decisions among University Students in Jombang

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Abstract

The rapid growth of e-commerce has encouraged digital platforms to adopt various promotional strategies, including flash sales and free shipping programs, to influence consumer purchase decisions. However, the effectiveness of these promotional tools among university students remains an important area of investigation. This study aims to examine the influence of flash sale and free shipping promotions on online purchase decisions among university students in Jombang Regency. A quantitative approach with a causal-associative design was employed. The study involved 100 respondents selected through proportionate stratified accidental sampling. Data were collected using questionnaires and analyzed through multiple linear regression with IBM SPSS Statistics 27. The findings indicate that flash sale promotions do not have a significant effect on online purchase decisions (Sig. = 0.646 > 0.05), whereas free shipping has a positive and significant effect (Sig. = 0.000 < 0.05). Simultaneously, flash sale and free shipping significantly influence online purchase decisions (F = 63.223; Sig. = 0.000), with a coefficient of determination of 55.4%. These findings suggest that free shipping is a more influential promotional factor than flash sale in shaping students' online purchase decisions. This study concludes that online

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purchase decisions among university students are more strongly driven by perceived transaction cost reduction than by time-limited promotional urgency. The findings contribute to the literature on digital marketing and consumer behavior in e-commerce and provide practical implications for e-commerce platforms to prioritize free shipping programs as a more effective marketing strategy for the student consumer segment.

Keywords: E-Commerce; Flash Sale; Free Shipping; Online Purchase Decision; University Students

INTRODUCTION

The rapid development of information and communication technology has significantly transformed consumer behavior and business activities worldwide. The expansion of internet access and digital platforms has accelerated the growth of e-commerce, enabling consumers to purchase products and services more conveniently without geographical limitations (Meltwater, 2024). In Indonesia, the increasing adoption of e-commerce has shifted purchasing patterns from conventional shopping to online transactions due to their efficiency, accessibility, and practicality (Pradnyanita et al., 2025). This development has encouraged digital marketplaces to implement various promotional strategies to attract consumers and maintain competitiveness in an increasingly crowded market.

Among the numerous promotional tools employed by e-commerce platforms, flash sales and free shipping programs have become particularly popular. Flash sales provide products at discounted prices within a limited period, creating urgency and encouraging consumers to make immediate purchasing decisions (Fitriana & Istiyanto, 2024). Meanwhile, free shipping promotions reduce consumers' financial burden by eliminating delivery costs, thereby increasing the attractiveness of online shopping (Permatasari et al., 2023). Both strategies offer economic benefits and psychological incentives that can influence consumer decision-making processes.

University students represent a significant segment of online consumers because they are highly familiar with digital technology and actively engage with e-commerce platforms (Siregar et al., 2025). Despite their high digital engagement, students generally have limited purchasing power, making them more responsive to promotions that provide financial

savings. Consequently, flash sales and free shipping programs are expected to play an important role in shaping students' online purchasing decisions.

Flash sale promotions have attracted considerable attention in marketing research due to their ability to create urgency and scarcity perceptions. Limited promotional periods encourage consumers to accelerate decision-making processes and increase the likelihood of purchase completion (Setyarini & Sulisyorini, 2024). Scarcity-based promotions often increase perceived product value and stimulate stronger purchase intentions (Tsabita & Isa, 2025). In addition, flash sales frequently involve substantial discounts, making consumers perceive greater economic benefits from transactions (Ateh, 2025).

The effectiveness of flash sales is also associated with Fear of Missing Out (FOMO), a psychological condition in which individuals fear losing valuable opportunities available to others (Maharani et al., 2024). E-commerce platforms commonly utilize countdown timers, stock limitations, and real-time purchase notifications to strengthen FOMO effects among consumers (Caniago & Elsandra, 2025). Furthermore, visually attractive promotional displays can increase consumer attention and emotional engagement, enhancing the effectiveness of flash sale campaigns (Rahmania et al., 2025). As a result, flash sales often stimulate impulsive buying behavior and encourage consumers to complete transactions more quickly (Ramadhan & Wardi, 2025).

In addition to flash sales, free shipping has become one of the most influential promotional strategies in online retailing. Shipping costs are frequently perceived as additional expenses that reduce the attractiveness of online purchases. Therefore, eliminating delivery fees can significantly improve consumers' perceptions of value and affordability (Saputra & Bustami, 2024). Free shipping promotions have been shown to positively influence purchase intentions and purchasing decisions because consumers perceive greater benefits from transactions with lower overall costs (Hidayat & Amanda, 2022).

Previous studies have consistently demonstrated the importance of free shipping in encouraging online purchases. Free shipping incentives reduce financial barriers and increase consumer willingness to complete transactions (Febria et al., 2022). Consumers also tend to perceive free shipping as a direct economic advantage that improves shopping satisfaction (Istikomah & Hartono, 2022). Moreover, shipping incentives contribute to customer loyalty and repeated purchases by enhancing overall shopping experiences (Widjanarko et al., 2023).

Similar findings indicate that free shipping programs significantly influence purchasing decisions in various e-commerce contexts (Kusumaningati et al., 2024).

Research examining the combined effects of flash sales and free shipping has produced important insights into online consumer behavior. Flash sales and free shipping promotions positively influence purchase decisions among Generation Z consumers by increasing perceived value and reducing financial considerations (Fauzan & Ratnasari, 2024). Likewise, promotional combinations involving discounts, flash sales, and shipping incentives significantly affect consumer buying behavior (Ervina et al., 2024). Other studies have reported that the simultaneous implementation of flash sales and free shipping creates stronger purchasing motivations than individual promotional programs (Sonias et al., 2024). Similar conclusions were reported by Maulidya Edelweis et al. (2025), who found that both promotional strategies significantly contribute to consumers' purchasing decisions on e-commerce platforms.

The relationship between promotional strategies and purchasing behavior can be explained through several theoretical perspectives. The Stimulus–Organism–Response (S-O-R) framework suggests that marketing stimuli influence consumers' internal psychological states and subsequently affect behavioral responses (Putri et al., 2025). Behavioral Learning Theory further explains that positive experiences resulting from promotional benefits reinforce future purchasing behavior (Nugraha, 2025). In addition, Perceived Risk Theory suggests that consumers evaluate risks before making purchasing decisions, and promotional incentives can reduce perceived financial risks associated with online transactions (Rahmadi & Malik, 2018). Similar findings indicate that lower perceived risks encourage stronger purchase intentions and transaction completion (Rorie et al., 2022). Furthermore, Expectancy Theory proposes that consumers are motivated to act when expected benefits outweigh anticipated costs (Saputri et al., 2024).

Although numerous studies have investigated flash sales and free shipping, several research gaps remain. First, previous studies have primarily focused on metropolitan consumers, while evidence from semi-urban areas remains limited (Yanti, 2023). Second, many studies examine flash sales and free shipping separately rather than simultaneously, despite their frequent implementation as integrated promotional strategies (Santoso & Rosyidi, 2024). Third, prior research has often emphasized impulsive buying behavior rather than the broader construct of online purchase decisions (Wulandari & Edastama, 2022).

Limited empirical evidence exists regarding the simultaneous influence of flash sales and free shipping on online purchase decisions among university students in semi-urban regions such as Jombang. Existing studies have largely focused on urban populations, individual promotional variables, or impulsive buying behavior. This study examines the integrated effects of flash sales and free shipping on online purchase decisions among university students in Jombang Regency. Unlike previous studies, this research focuses on a semi-urban educational environment and evaluates the complete purchase decision process, including need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Based on these considerations, this study aims to analyze the partial and simultaneous effects of flash sales and free shipping on online purchase decisions among university students in Jombang Regency. The findings are expected to enrich the literature on digital consumer behavior and provide practical recommendations for e-commerce platforms in designing more effective promotional strategies.

METHODS

This study employed a quantitative approach with a causal associative design to examine the influence of flash sale and free shipping promotions on online purchase decisions among university students in Jombang Regency. The survey method was used to collect numerical data and analyze the causal relationships between the independent variables and the dependent variable. The study involved two independent variables, namely flash sale (X_1) and free shipping (X_2), and one dependent variable, namely online purchase decision (Y). The flash sale variable was measured using five indicators: promotional time limitation, large discounts, flash sale frequency, promotional visual appearance, and Fear of Missing Out (FOMO). The free shipping variable was measured through the availability of free shipping, minimum purchase requirements, program duration, influence on total purchase costs, and reduction of purchasing barriers. Online purchase decision was assessed using five indicators, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The population consisted of active undergraduate students from seven higher education institutions in Jombang Regency who had experience purchasing products through e-commerce platforms, particularly TikTok Shop. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in a

minimum sample of 96 respondents, which was rounded to 100 respondents. Sampling was conducted using proportionate stratified accidental sampling. Respondents were required to be active students, have purchased through TikTok Shop, have made at least one online purchase within the last month, and have used flash sale and/or free shipping promotions.

Data were collected from February to April 2026 through observation, questionnaires, and documentation. Observation was conducted to identify the implementation of promotional programs on e-commerce platforms, while documentation was used to obtain supporting data from PDDIKTI and research records. The primary data collection instrument was a structured questionnaire consisting of 30 items measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Prior to data collection, the instrument was validated by experts and tested on 30 respondents outside the research sample. Validity testing using Pearson Product-Moment correlation showed that all items had correlation coefficients exceeding the required threshold ($r > 0.361$), indicating that all statements were valid. Reliability testing using Cronbach's Alpha produced coefficients of 0.894 for flash sale, 0.894 for free shipping, and 0.906 for online purchase decisions, confirming that the instrument was reliable.

Data analysis was conducted using IBM SPSS Statistics 27. The analytical procedure included descriptive statistical analysis, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis. Hypothesis testing was performed using t-tests to examine partial effects, F-tests to assess simultaneous effects, and the coefficient of determination (R^2) to evaluate the explanatory power of the regression model. These analyses were employed to determine the influence of flash sale and free shipping promotions on online purchase decisions among university students in Jombang Regency.

RESULTS

1. Classical Assumption Test

The classical assumption test was conducted to ensure that the multiple linear regression model met the required assumptions. The tests included normality, multicollinearity, and heteroscedasticity tests.

a. Normality Test

The normality test was performed using the One-Sample Kolmogorov-Smirnov test. A significance value greater than 0.05 indicates that the residuals are normally distributed.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		**105**
Normal Parameters [a,b]	Mean	**.000000**
	Standard Deviation	**,44984875**
Most Extreme Differences	Absolute	**,080**
	Positive	**,039**
	Negative	**-,080**
Test Statistics **Asymp . Sig. (2- tailed)** [c]		**,080** **,092**
a. Test distribution is Normal. **b. Calculated from data.** **c. Lilliefors Significance Correction.**		

source: Compiled by the researcher (2026)

Based on Table 1. Normality Test Results, the Asymp. Sig. (2-tailed) value was 0.092, which was greater than 0.05. Therefore, the residuals were normally distributed, indicating that the normality assumption of the regression model was fulfilled.

b. Multicollinearity Test

The multicollinearity test was conducted to determine whether there was a high correlation among the independent variables in the regression model. Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10.

Table 2. Multicollinearity Test Results

Coefficients [a]			
Model		**Collinearity Statistics**	
		Tolerance	**VIF**
1	Flash Sale	,524	1,910
	Free Shipping	,524	1,910
a. Dependent Variable: Purchasing Decision			

source: Compiled by the researcher (2026)

Based on Table 2. Multicollinearity Test Results, the Flash Sale variable (X_1) had a Tolerance value of 0.524 and a VIF value of 1.910, while the Free Shipping variable (X_2) had a Tolerance value of 0.524 and a VIF value of 1.910. Since the Tolerance values of both variables were greater than 0.10 and the VIF values were less than 10, it can be concluded that the regression model did not exhibit multicollinearity. Therefore, the independent variables met the multicollinearity assumption for multiple linear regression analysis.

c. Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser test to determine whether the regression model exhibited unequal residual variances. A significance value greater than 0.05 indicates the absence of heteroscedasticity.

Table 3. Heteroscedasticity Test Results

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,711	,174		4,090	<,001		
	Flash Sale	-,069	,055	-0.165	-1,237	,219	,524	1,910
	Free Shipping	-,030	,058	-0.070	-,521	,603	,524	1,910
a. Dependent Variable: Abs_Res								

source: Compiled by the researcher (2026)

Based on Table 3. Heteroscedasticity Test Results, the Flash Sale variable (X_1) had a significance value of 0.219, while the Free Shipping variable (X_2) had a significance value of 0.603. Since both significance values were greater than 0.05, it can be concluded that neither variable exhibited heteroscedasticity. Therefore, the regression model was free from heteroscedasticity and met the assumptions required for multiple linear regression analysis.

2. Hypothesis Testing

Hypothesis testing was conducted to examine the effect of Flash Sale (X_1) and Free Shipping (X_2) on Purchase Decision (Y). The analysis included multiple linear regression, t-test, F-test, and coefficient of determination (R^2) at a significance level of 0.05.

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of Flash Sale and Free Shipping on Purchase Decision.

Table 4. Multiple Linear Regression Analysis Results

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,039	,279		3,726	<,001		
	Flash Sale	,041	,089	,042	,461	,646	,524	1.91 0
	Free Shipping	,731	,094	,714	7,813	< ,001	,524	1.91 0
a. Dependent Variable: Purchasing Decision								

source: Compiled by the researcher (2026)

Based on Table 4. Multiple Linear Regression Analysis Results, the regression equation obtained was: $Y = 1.039 + 0.041X_1 + 0.731X_2$. The results indicate that Flash Sale (X_1) had a regression coefficient of 0.041, while Free Shipping (X_2) had a regression coefficient of 0.731. Both coefficients were positive, indicating a positive relationship with Purchase Decision (Y). Furthermore, the coefficient of Free Shipping was substantially higher than that of Flash Sale, suggesting that Free Shipping had a stronger influence on purchase decisions among university students in Jombang Regency.

b. t-Test

The t-test was conducted to examine the partial effect of each independent variable on Purchase Decision (Y). A variable was considered significant if the significance value was less than 0.05.

Table 5. t-Test Results

Coefficients [a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,039	,279		3,726	<,001		
	Flash Sale	,041	,089	,042	,461	,646	,524	1.91 0
	Free Shipping	,731	,094	,714	7,813	<,001	,524	1.91 0
a. Dependent Variable: Purchasing Decision								

source: Compiled by the researcher (2026)

Based on Table 5. t-Test Results, the Flash Sale variable (X_1) had a t-value of 0.461 with a significance value of 0.646, which was greater than 0.05. Therefore, Flash Sale did not have a significant effect on Purchase Decision. In contrast, the Free Shipping variable (X_2) had a t-value of 7.813 with a significance value of 0.000, which was less than 0.05. Therefore, Free Shipping had a positive and significant effect on Purchase Decision. These findings

indicate that Free Shipping was a more influential factor than Flash Sale in affecting students' online purchase decisions in Jombang Regency.

c. F-Test

The F-test was conducted to determine the simultaneous effect of Flash Sale (X_1) and Free Shipping (X_2) on Purchase Decision (Y). A significance value less than 0.05 indicates that the independent variables jointly affect the dependent variable.

Table 6. F-Test Results

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,090	2	13,045	63,223	<.001 [b]
	Residual	21,046	102	,206		
	Total	47,136	104			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Free Shipping, Flash Sale

source: Compiled by the researcher (2026)

Based on Table 6. F-Test Results, the F-value was 63.223 with a significance value of 0.000, which was less than 0.05. Therefore, Flash Sale and Free Shipping simultaneously had a significant effect on Purchase Decision. These results indicate that the combination of flash sale and free shipping promotions influenced students' online purchase decisions in Jombang Regency.

d. Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to measure the extent to which the independent variables explained the variation in the dependent variable.

Table 7. Coefficient of Determination (R^2) Results

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.744 [a]	,55 4	,54 5	4,542

source: Compiled by the researcher (2026)

Based on Table 7. Coefficient of Determination (R^2) Results, the R Square value was 0.554, indicating that Flash Sale and Free Shipping explained 55.4% of the variation in Purchase Decision. The remaining 44.6% was influenced by other variables not included in this study. In addition, the correlation coefficient (R) of 0.744 indicated a strong relationship between the independent variables and Purchase Decision. The Adjusted R Square value of 0.545 further confirmed that the regression model had a good explanatory power in predicting students' online purchase decisions.

DISCUSSION

The findings of this study demonstrate that flash sale and free shipping promotions have different levels of influence on online purchase decisions among university students in Jombang Regency. The results indicate that flash sale does not have a significant effect on purchase decisions, whereas free shipping exerts a significant positive influence. However, when examined simultaneously, both variables significantly affect online purchase decisions. These findings provide important insights into how students evaluate promotional strategies in contemporary e-commerce environments.

The insignificant effect of flash sale suggests that limited-time discounts alone are insufficient to encourage students to make purchasing decisions. Although the descriptive analysis showed that respondents generally perceived flash sale programs positively, particularly regarding large discounts and promotional time limits, these perceptions did not translate into actual purchasing decisions. This finding indicates that students tend to behave rationally and consider their financial conditions before making purchases. The presence of discounts does not automatically create purchase intentions when the promoted products are not aligned with consumers' needs. Furthermore, the high frequency of flash sale programs across multiple e-commerce platforms may reduce their perceived exclusivity and urgency. As a result, students may no longer perceive flash sale promotions as unique opportunities that require immediate action.

This finding is inconsistent with studies reporting that flash sale promotions significantly influence purchase intentions and purchasing decisions (Ateh, 2025). The result also differs from the findings of Sairun (2025), who concluded that flash sale programs positively affect purchasing decisions through increased consumer attraction to discounted products. Similarly, research by Fauzan and Ratnasari (2024) found that flash sales contribute significantly to purchase decisions among Generation Z consumers. The discrepancy may be explained by differences in respondent characteristics and purchasing motivations. Unlike general consumers, university students often have limited financial resources and tend to prioritize essential needs over promotional attractiveness.

Another explanation relates to the Fear of Missing Out (FOMO) dimension. Although respondents acknowledged the existence of urgency during flash sale periods, the average score for the FOMO indicator was lower than other flash sale indicators. This suggests that students were not strongly influenced by psychological pressure to purchase

products immediately. The finding contrasts with previous studies emphasizing the role of FOMO in stimulating impulsive buying behavior (Maharani et al., 2024). Likewise, Caniago and Elsandra (2025) reported that flash sale promotions encourage impulsive purchases by increasing consumers' fear of losing promotional opportunities. In the present study, however, respondents appeared to evaluate purchases more carefully and were less susceptible to impulsive buying tendencies.

In contrast, free shipping was found to have a significant positive effect on online purchase decisions. This result indicates that students place greater emphasis on direct financial savings than on temporary promotional discounts. Free shipping reduces transaction costs and increases perceived value, making online purchases more attractive. The large regression coefficient obtained for free shipping demonstrates that this variable is the strongest predictor of purchase decisions in the research model.

The finding supports previous studies that identified free shipping as an important determinant of online purchasing behavior. Hidayat and Amanda (2022) found that free shipping significantly influences purchase decisions because consumers perceive it as a direct economic benefit. Similar results were reported by Febria et al. (2022), who concluded that shipping incentives increase consumers' willingness to complete transactions. Furthermore, Saputra and Bustami (2024) argued that free shipping reduces consumers' financial burden and improves perceptions of affordability. The present study confirms these findings within the context of university students in Jombang Regency.

The descriptive results further strengthen this conclusion. Among all free shipping indicators, the highest scores were observed for the availability of free shipping and its influence on total purchasing costs. These findings indicate that students highly appreciate promotional programs that directly reduce their overall expenditures. This result is also consistent with the findings of Widjanarko et al. (2023), who reported that shipping incentives improve consumer satisfaction and strengthen purchasing decisions. Likewise, Kusumaningati et al. (2024) found that free shipping effectively reduces purchasing barriers and encourages transaction completion.

The simultaneous effect of flash sale and free shipping indicates that promotional strategies remain important in influencing online purchasing behavior. The significant F-test result demonstrates that the combination of promotional incentives contributes meaningfully to purchase decisions. Furthermore, the coefficient of determination (R^2 =

0.554) suggests that flash sale and free shipping jointly explain 55.4% of the variation in purchase decisions. This indicates that promotional variables play a substantial role in shaping consumer behavior, although other factors remain influential.

From a theoretical perspective, the findings support the Stimulus–Organism–Response (S-O-R) framework, which proposes that marketing stimuli influence internal consumer evaluations and subsequently affect behavioral responses (Putri et al., 2025). In this study, free shipping acted as a stronger stimulus because it generated immediate economic benefits that were directly perceived by consumers. The findings also support Perceived Risk Theory, which suggests that consumers evaluate financial consequences before making purchasing decisions (Rahmadi & Malik, 2018). Free shipping reduces perceived financial risk by lowering transaction costs, thereby encouraging consumers to complete purchases. Additionally, the findings align with Expectancy Theory, as students were more likely to engage in purchasing behavior when they expected clear economic advantages from promotional programs (Saputri et al., 2024).

This study contributes to the existing literature by demonstrating that not all promotional strategies have equal effectiveness in influencing online purchase decisions. While previous studies frequently reported significant effects of flash sale promotions, the present findings reveal that such effects may diminish among consumers who prioritize rational decision-making and financial considerations. Therefore, the study extends previous research by highlighting the contextual nature of promotional effectiveness among university students.

Practically, the findings suggest that e-commerce platforms should prioritize promotional strategies that provide direct economic value to consumers. Free shipping programs appear to be more effective than flash sale campaigns in encouraging purchasing decisions among students. Therefore, marketplace operators may achieve better outcomes by expanding shipping incentives, reducing minimum purchase requirements, and increasing the accessibility of free shipping programs. At the same time, flash sale campaigns should be redesigned to increase perceived exclusivity and relevance to consumer needs.

Despite its contributions, this study has several limitations. First, the research was conducted only among university students in Jombang Regency, which may limit the generalizability of the findings to other demographic groups and geographical contexts. Second, the study focused exclusively on flash sale and free shipping variables, whereas other

factors such as trust, online reviews, perceived value, and product quality may also influence purchase decisions. Third, the use of self-reported questionnaire data may introduce response bias because respondents' answers may not fully reflect their actual purchasing behavior. Future studies are therefore encouraged to include broader samples, additional explanatory variables, and alternative research methods to provide a more comprehensive understanding of online consumer behavior.

Overall, this study confirms that free shipping is a more influential determinant of online purchase decisions than flash sale promotions among university students in Jombang Regency. The findings highlight the importance of economic considerations in consumer decision-making and provide both theoretical and practical contributions to the development of digital marketing strategies in e-commerce environments.

CONCLUSION

This study examined the influence of flash sale and free shipping promotions on online purchase decisions among university students in Jombang Regency. The results revealed that flash sale did not significantly affect online purchase decisions, as indicated by a significance value of 0.646 (>0.05). In contrast, free shipping had a positive and significant effect with a significance value of 0.000 (<0.05). Simultaneously, flash sale and free shipping significantly influenced online purchase decisions, with an F-value of 63.223 and a significance level of 0.000. Furthermore, the coefficient of determination (R^2) of 0.554 indicates that 55.4% of the variance in online purchase decisions can be explained by the two variables, while the remaining 44.6% is influenced by other factors outside the research model.

These findings suggest that students place greater importance on direct economic benefits provided by free shipping than on the urgency created by flash sale promotions. The study contributes to the literature on digital consumer behavior by highlighting the dominant role of economic value in shaping online purchase decisions. Practically, the findings provide useful insights for e-commerce platforms to prioritize free shipping programs as a more effective promotional strategy for the student market segment.

This study was limited to university students in Jombang Regency and focused only on flash sale and free shipping variables. Future research is recommended to involve broader populations and incorporate additional variables such as trust, customer reviews, perceived

value, and product quality to obtain a more comprehensive understanding of online purchase decision behavior.

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