

THE IMPACT OF LIVE STREAMING AND FLASH SALE ON GEN Z PURCHASE INTENTION IN SHOPEE



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Abstract

This study examines the effect of live streaming and flash sales at the Shopee marketplace on the buying interest of Gen Z consumers in Bandung City, platforms such as Shopee, which allow consumers to shop anywhere and anytime. With the ease of accessing various online shopping platforms, many companies are trying to attract consumer attention through multiple strategies, one of which is live streaming and flash sales. This research was designed using quantitative methods, focusing on the population of Shopee Generation Z users in Bandung City. The method used is non-probability sampling with a purposive sampling technique; the sample size is 121 respondents with reference to Roscoe's theory. The results of this study indicate that live streaming partially increases Gen Z's buying interest in Bandung City, flash sales increase Gen Z's purchase interest in Bandung positively partially, and live streaming and flash sales simultaneously have a significant effect on Gen Z's buying interest in Bandung City.

Keywords: Marketing, Flash Sale, Live Streaming, Purchase Intention, Shopee

INTRODUCTION

Along with the times, technology has developed rapidly, especially in the current digital era, which has a major impact on people's lives (Hartaty et al., 2024). One of the most affected areas is trade in Indonesia. With these advancements, technology has changed the way people shop. E-commerce has made the shopping process easier and provided wider access for consumers. Marketplaces now make buying and selling transactions to be done anywhere and anytime, increasing customer convenience and reducing transaction costs. The concept of "global reach" shows how technology facilitates cross-border trade, reaching billions of consumers and millions of businesses around the world. According to researcher deky (Hendarsyah, 2019) online buying and selling, or e-commerce, allows users to shop anytime and anywhere. With easy access to many online shopping platforms, many companies are trying to attract consumers' attention through many strategies. This phenomenon has the potential to increase consumptive behavior among Indonesians, which has an impact on the increasing number of e-commerce users in the country. The emergence of various new e-commerce platforms also creates increasingly fierce competition, where all are trying to reach the top position in many aspects (Ramadhan et al., 2024).

Since the early 2000s, e-commerce in Indonesia has grown rapidly. However, its most significant growth began to be seen with the emergence of large platforms such as Tokopedia, Bukalapak, Lazada, and Shopee. The presence of these platforms brought convenience in online shopping, a wide selection of products, and various attractive promotions that managed to attract the attention of many consumers. To date, the e-commerce industry in Indonesia continues to experience rapid growth. Based on data (Penyelenggara Jasa Internet Indonesia 2024), by 2024, more than 221 million people out of a total of around 278 million people in Indonesia will be connected to the Internet. This is certainly a great opportunity for e-commerce platforms to continue to grow and reach more users.

The development of e-commerce in Indonesia has posed several challenges, especially for large stores and retailers that still rely on direct sales in offline stores. This transition in public interest has resulted in malls in Indonesia becoming less crowded due to the convenience offered by e-commerce in the buying and selling process. Many businesses that have not been able to adapt to changes in consumer behavior have experienced a decline in sales because now, many consumers prefer to shop online (Isbahi, 2023). This condition encourages sellers to start marketing their products through e-commerce platforms in order to remain competitive. Data from Goodstats indicates that Shopee scored 89%, well above its rivals. With 51%, Tokopedia came in second; with 41%, TikTok Shop came in third; with 34%, Lazada came in fourth (Hidayat, n.d.).

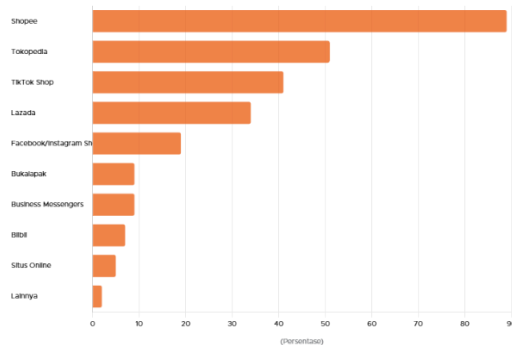


Figure 1
Shopee Users 2024

Shopee is one of the most popular e-commerce platforms because it is able to provide an innovative, efficient, and easy-to-use shopping experience. This platform makes it easy for consumers to compare products, prices, and specifications from many sellers practically so that they can make purchasing intentions that suit their individual needs (F. Saputra et al., 2023). Shopee is not only a champion in terms of customer experience, but it is also known for its effective and diverse digital marketing strategies and attractive promotions that allow it to dominate the market. The intense competition in the e-commerce industry encourages sellers to continue to look for innovative ways to attract and retain customers. In response to this, Shopee presents various features designed to increase consumer interest, such as live sales broadcasts through Shopee Live, customer reviews that help potential buyers understand products, Cashback promos that provide coins and discounts, and Flash Sale with exclusive offers for a limited time (Soleha et al., 2023).

One of the promotional strategies used by Shopee is through live streaming and flash sale discounts. According to (G. Saputra & Fadilah, 2022), the live feature on social media allows businesses to offer products directly, provide detailed explanations of products, answer questions from potential buyers, and interact directly in the live chat feature. This creates a more personalized relationship between buyers and sellers and brings sales techniques that usually occur offline to the online world. According to (Ramadhani & Nugroho, 2024), this kind of interaction can improve the shopping experience, reduce hesitation for buyers, and build trust. In addition, flash sales provide an opportunity for consumers to get products at lower prices, but only in a short time. (Wulandari & Isa, 2025) explain that this type of marketing creates a sense of urgency, encouraging consumers to make purchases immediately.

Live streaming is now a very popular marketing method on e-commerce platforms. With this feature, sellers can interact directly with consumers, provide real-time product information, and answer various questions from watching consumers. Research shows that this direct interaction is crucial in increasing consumer trust in products and brands. For Generation Z, who tend to seek more authentic shopping experiences, live streaming offers an exciting new way to connect with brands. On the other hand, flash sales are a marketing strategy that offers big discounts for a limited time. This tactic creates a sense of urgency among consumers, encouraging them to make an immediate purchase before the opportunity passes. This sense of urgency can influence purchase intent by increasing consumers'

motivation to buy quickly. For Generation Z, who are often influenced by trends and recommendations from peers on social media, flash sales can be a key driver for purchase intention.

Several researchers have previously investigated the influence of live streaming in various contexts, including impulse buying, digital marketing, and purchase decisions. However, the results obtained still show inconsistencies. For example, research by (Puspitasari et al., 2024) found that live streaming has a significant influence on purchase intention for Scarlett Whitening products on TikTok social media. In this case, live streaming has been proven to be effective in increasing buying interest because consumers pay more attention to product quality through these live broadcasts. Clearly conveyed information and direct interaction with the product can help create positive perceptions in the eyes of consumers, thus encouraging them to buy. On the other hand, research conducted by (F. Saputra et al., 2023) shows that live streaming has no significant effect on buying interest in Mugwort variant skincare products. According to (Dewanti, 2022), there are findings that the flash sale feature partially does not have a positive effect on the interest in purchasing cosmetic goods on the Shopee platform. It can be concluded that the existence of flash sales is not able to increase buying interest. One of the reasons is the time of the flash sale promo, which is usually held at midnight, which makes consumers less interested in shopping. On the other hand, (Nana, Supriatna, 2025) stated in their research that the flash sale promotion variable actually affects purchase intention positively and significantly, even partially. This statement shows that with the flash sale promo at Shopee, interest in shopping online can increase.

Previous studies usually focus on the effect of live streaming and flash sales on purchase intention separately. However, in the growing world of e-commerce, especially on platforms like Shopee, these two promotional strategies are often used together to create a more engaging and urgent shopping experience for consumers. This research aims to thoroughly analyze the concurrent influence of interaction and attractiveness of Shopee live streaming sessions and flash sales on the same platform on consumers' purchase intention. By focusing on the relationship between these two strategies in the context of Shopee, this research is expected to provide new, deeper insights into the impact of live streaming and flash sales. Furthermore, the results may offer a more relevant practical impact for online marketers and sellers, helping them design more effective strategies. This study aims to examine the effect of live streaming and flash sales in the Shopee marketplace on buying interest of Gen Z consumers in Bandung City. With the development of digital technology, there has been a significant transformation in marketing strategies, where live streaming and flash sales have emerged as the most desirable promotional media. Gen Z, born in the 90s, has many opportunities in the digital world and plays an important role in the ecosystem. They tend to seek flexibility in shopping. Therefore, this study focuses on the extent to which live streaming and flash sales influence Gen Z's purchase intention in Bandung City.

REVIEW OF LITERATURE

Live Streaming

Since the live-streaming shopping mode became popular in 2016, this trend has grown rapidly and remains highly desirable today (G. Li et al., 2022). Live streaming can be defined as a platform in e-commerce that allows broadcasting video or audio content live

over the Internet. The products displayed during live streaming are real products that cannot be faked, providing a more immersive sensory experience for consumers and increasing sales conversion rates (Wang et al., 2022).

One of the attractive features of this technology is its ability to integrate live social interaction, which allows consumers to communicate directly with sellers. In addition, this technology also distributes video data in real time (Syulhasbiullah et al., n.d.). With the right skills and a good communication strategy, it is hoped that the information conveyed by the Seller can be well received by consumers.

Live streaming provides an opportunity for companies to create direct communication between sellers and consumers, encouraging consumers to actively participate and seek information about the products offered, which in turn can increase buying interest. Therefore, with live streaming, consumers are expected to actively participate through the comment feature that appears on the screen. This becomes a channel of interaction between consumers and sellers, where the Seller's ability to communicate with potential customers becomes very important.

H1: Live streaming has a positive effect on purchase intention

Flashsale

In recent years, the flash sale method has become a popular favorite in the e-commerce world, as described by (Z. Li et al., 2022). This method offers products with tantalizing discounts for a limited time only, thus attracting the attention of many buyers. Currently, many platforms, including Shopee, utilize this strategy to increase buying interest. According to (Ambarwati & Surakarta, 2024) a flash sale is a marketing method that gives consumers the opportunity to buy goods at lower prices than usual, but only for a short period. Usually, the time of the flash sale is announced in advance so that consumers can get ready (Iskandar & Utomo, n.d.).

Shopee, one of the largest e-commerce platforms in Indonesia, often uses flash sales in its promotional strategy. During this period, the prices of various products, including daily necessities, can drop by up to 70%. However, these offers are limited in number and time, which encourages consumers to shop immediately. Flash sales attract attention because of their short duration and real-time offers. Big discounts and affordable prices during flash sales can increase consumers' interest in buying. In addition, the quality of the product is also important. The better the quality, the more likely consumers are to buy more. So, it can be said that flash sales have proven to be effective in increasing sales.

H2: flash sales have a positive effect on purchase intention

Purchase Intention

Purchase interest can be defined as a condition in which consumers feel that what they get from a product is much more valuable than what they sacrifice to buy it. This creates a strong urge to shop (Rohman, 2023). In addition, buying interest often arises after consumers see attractive products, especially when there are flash sale promotions that offer tempting offers. In other words, purchase intention is closely related to consumers' desire to own the products they need. To attract consumer attention, several strategies can be applied, such as providing shopping locations that are easily accessible and offering friendly prices for all groups (Tania et al., 2022). Therefore, it is important to increase consumer buying interest as part of a marketing strategy, especially by using methods such as live streaming

and flash sales. These two approaches are increasingly popular and have proven effective in attracting consumers' attention and encouraging them to shop.

H3: live streaming and flash sales simultaneously affect buying interest

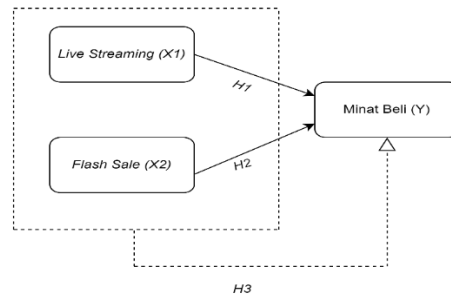


Figure 2.
Framework Thinking

RESEARCH METHOD

This research applies a quantitative approach with a focus on the population of Generation Z Shopee users in Bandung City, especially those who have shopped through live streaming and flash sales. The method used is non-probability sampling with a purposive sampling technique, which involves selecting respondents based on certain criteria (Ph.D. Ummul Aiman et al., 2022) to suit the study objectives. To determine the sample size, this study refers to Roscoe's (1975) theory, which recommends that the minimum sample size in multivariate research is ten times the number of variables being analyzed.

In this study, we set a sample size of 121 respondents, which was considered sufficient to ensure the validity and reliability of the research results. The questionnaire used as the main instrument is designed based on a Likert scale to measure various aspects related to live streaming, flash sales, and purchase intention. Multiple linear regression analysis will be applied to evaluate the effect of these variables simultaneously. To operationalize each variable that is the focus of the research, specific and measurable indicators are used in the research methodology. With this method, each question in the data collection instrument, or questionnaire, directly refers to a more specific dimension or aspect of each variable.

Table 1.
Table of Indicator

Variables	Indicator
Live Streaming	1. Interaction
	2. Real-Time
	3. Promotion Tool
Flash Sale	1. Discount
	2. Frequency
	3. Duration
	4. Availability

- Purchase Intention**
1. Transactional Interest
 2. Preferential Interest
 3. Eksploratif Interest

RESULTS AND DISCUSSION

Validity Test

Table 2
Table Validity Test.

No	Variable	Unit	R Hitung	R Tabel	Informasi
1	Live Streaming	X1.1	0,705	0,361	VALID
		X1.2	0,708	0,361	VALID
		X1.3	0,544	0,361	VALID
		X1.4	0,687	0,361	VALID
		X1.5	0,693	0,361	VALID
		X1.6	0,520	0,361	VALID
		X1.7	0,553	0,361	VALID
		X1.8	0,674	0,361	VALID
		X1.9	0,563	0,361	VALID
		X1.10	0,393	0,361	VALID
2	Flash Sale	X2.1	0,738	0,361	VALID
		X2.2	0,544	0,361	VALID
		X2.3	0,708	0,361	VALID
		X2.4	0,551	0,361	VALID
		X2.5	0,520	0,361	VALID
		X2.6	0,746	0,361	VALID
		X2.7	0,687	0,361	VALID
		X2.8	0,563	0,361	VALID
		X2.9	0,870	0,361	VALID
3	Purchase Intention	Y1.1	0,696	0,361	VALID
		Y1.2	0,738	0,361	VALID
		Y1.3	0,520	0,361	VALID
		Y1.4	0,440	0,361	VALID
		Y1.5	0,541	0,361	VALID
		Y1.6	0,870	0,361	VALID
		Y1.7	0,682	0,361	VALID
		Y1.8	0,679	0,361	VALID
		Y1.9	0,591	0,361	VALID

Based on the validity test results listed in the table, it can be concluded that all question items or indicators used to measure each research variable (Live Streaming, Flash Sale, and Purchase Intention) are valid. This validity is indicated by the R Count value for each item, which consistently exceeds the R Table value of 0.361. Conditions, where the R Count value is greater than the R Table value, indicate that each question item has a significant and positive correlation with the total score of its respective variable.

Reliability test

Table 3
Table Reliability Test.

No	Variable	Cronbach Alpha	Nilai Batas	Informasi
1	LIVE STREAMING	1,029	0,60	Dapat Diandalkan
2	FLASH SALE	1,025	0,60	Dapat Diandalkan
3	MINAT BELI	1,027	0,60	Dapat Diandalkan

Based on the reliability test results listed in the table, all research variables (Live Streaming, Flash Sale, and Purchase Intention) meet the reliability requirements. The Cronbach's Alpha value for each variable significantly exceeds the limit value of 0.60.

Smirnov's Kolmogorov-Smirnov Test

Table 4
Table Normality Test.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		121	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.44560326	
Most Extreme Differences	Absolute	.047	
	Positive	.045	
	Negative	-.047	
Test Statistic		.047	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.747	
	99% Confidence Interval	Lower Bound	.736
		Upper Bound	.758

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Distribution of normalization test data in SPSS, based on the results of the table above, the Asymp. Sig (2-Tailed) in the One Sample Kolmogorov Smirnov table the results obtained are 0.200 or greater than 0.05, so it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 5
Table Multicollinearity Test.

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	13.562	2.730		4.967	<.001		
	live streaming	.383	.067	.490	5.715	<.001	.645	1.551
	flash sale	.232	.082	.244	2.846	.005	.645	1.551

a. Dependent Variable: minat beli

From the table above, it can be concluded that the independent variable has a tolerance value of live streaming (X1) 0.645 and variable flash sale (X2) 0.645 or more than (> 0.100) and at VIF live streaming (X1) 1.551 and flash sale (X2) 1.551 or VIF less than (<10.00), so the multicollinearity assumption can be stated that there are no symptoms of multicollinearity or it has been fulfilled.

Glejser Heteroscedasticity Test

Table 6
Table Heteroscedasticity Test.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.196	1.638		1.341	.182
	live streaming	.029	.040	.082	.716	.475
	flash sale	-.059	.049	-.137	-1.207	.230

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedasticity test using the Glejser method, the significance value for all independent variables shows a number above 0.05. It can be concluded that there is no heteroscedasticity in this regression model. The live streaming variable has a significance value of 0.407 and the flash sale variable has a significance value of 0.294.

F Test (Simultan)

Table 7
Table F Test.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	198.153	2	99.077	46.620	<.001 ^b
	Residual	250.772	118	2.125		
	Total	448.926	120			

a. Dependent Variable: minat beli
 b. Predictors: (Constant), flash sale, live streaming

The calculated F value obtained from the analysis is 46.620. The F table value with degrees of freedom 2 and 119 at the 0.05 level of significance is 3.07. Since the calculated F value of 46.620 is much greater than the F table value of 3.07, this also indicates that the overall regression model is significant. In other words, the independent variables simultaneously have a significant influence on the dependent variable.

T-test (Partial)

Table 8
Table T-Test.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.562	2.730		4.967	<.001
	live streaming	.383	.067	.490	5.715	<.001
	flash sale	.232	.082	.244	2.846	.005

a. Dependent Variable: minat beli

Based on the table, the significance value for live streaming is <0.001 , which is smaller than the significance limit of 0.05. This statistically indicates that live streaming has a significant influence on consumer purchase intention. The comparison of the calculated t value for live streaming is 5.715, much greater than the t table value of 1.980. Therefore, a strong conclusion can be drawn that the consumer purchase intention variable is partially influenced by the live streaming variable.

Flash sales also have an effect on buying interest. Based on the Coefficients table, the flash sale variable shows a significance value of 0.005. This value is also below the specified significance limit, which is 0.05. Through comparison of the t value and t table. The t value for the flash sale variable is 2.846, which is greater than the t table value of 1.980 (with 118 degrees of freedom and $\alpha/2 = 0.025$). Therefore, it can be concluded that the flash sale variable partially also has a significant effect on the consumer buying interest variable. Significance value of 0.294

Coefficient of Determination

Table 9
Table Coefficient Determination.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.432	1.458

a. Predictors: (Constant), flash sale, live streaming

This test is carried out to measure how much influence the independent variables together have in explaining the variation in the dependent variable; based on the results of the analysis above, it is obtained that the percentage of diversity in the purchase interest variable (Y) that can be explained by the X1 live streaming and X2 Flash sale variables is 44.1% and the remaining 55.9% is the remaining other variables outside the regression model.

H1: Live Streaming Positively Affects Gen Z Buying Interest in Bandung City

The study shows that live streaming partially increases Gen Z's purchase intention in Bandung City. The significance value is 0.001, smaller than 0.05, and the calculated t value is 5.715, greater than the t table value of 1.980. In other words, the first hypothesis (H1) can be accepted because there is a significant effect of live streaming on purchase intention. The results show that Gen Z customers in Bandung City show greater interest in buying more interesting and interactive live-streaming content.

The results of this study are in line with research written by (Sintya Melina, 2025) titled "The Effect of Store Discounts and Live Sales Promotions on Purchase Intention at Shopee E-Commerce." Live streaming provides a real-time and interactive shopping experience where customers can see the product live, get detailed information from the Seller, and interact through questions and comments during the broadcast session. Therefore, the integration of live sales in the Seller's e-commerce marketing strategy can increase transaction opportunities and foster loyalty from Generation Z in the city of Bandung, who now tend to be more interested in interesting and original shopping experiences by building closeness through natural and responsive interactions and promotional tools with discounts

that are only held when live streaming is very attractive to generation z consumers in the city of Bandung.

In Desi Anggraeni's research entitled "The Effect of TikTok Live Streaming and Online Customer Review on Buying Interest in Camille Beauty Products," she stated that live streaming has a positive and significant impact on the purchase interest variable, which shows that the first hypothesis can be accepted (Anggraeni et al., 2024). Live streaming is an effective way for sellers to highlight their features that can foster customer trust and engagement by entering the world of potential customer purchases. Generation Z in Bandung City prefers transparency, authenticity, and engagement in the buying process, so this is very important to them. Interesting and informative live-streaming content can make people want to own the items being sold.

H2: Flash Sale Positively Affects Buying Interest of Gen Z in Bandung City

The study shows that the flash sale feature partially increases Gen Z's purchase intention in Bandung. With a significance value of 0.005 smaller than 0.05, and a calculated t value of 2.846 greater than the t table value of 1.980, this shows. This means that the second hypothesis (H2) can be accepted because flash sales have a significant influence on purchasing decisions. This finding shows that time-limited offers, such as flash sales, can create a sense of rush, which triggers Gen Z to want to buy something immediately. However, flash sales have their own appeal for enthusiasts; the duration is not an obstacle for them because they are very likely to be encouraged to make purchases immediately so as not to lose the opportunity to get products at a lower price.

As mentioned by Syarifa Aini in her research entitled "The Effect of Live Streaming, Online Customer Review, Cashback Promotion, and Discount Flash Sale on Buying Interest in the Pinkflash Brand in the Shopee Application," the Discount Flash sale variable has a significant effect on Purchase Interest (Y), so that H4 is accepted, especially in Generation Z in Bandung City (Aini et al., 2024). The attractiveness of a much lower price in a limited period of time effectively increases purchase interest, in line with the characteristics of Generation Z, who are responsive to attractive offers and have a tendency to avoid missing out (fear of missing out), giving rise to buying interest. Although the frequency of flash sale implementation is considered effective in creating interest, the limited availability of products sometimes causes disappointment among consumers. However, on the other hand, this limitation creates an urgency to purchase for most participants so as not to lose the opportunity to get products at special prices. Thus, flash sales proved to be a powerful promotional strategy for generating instant purchase interest among Generation Z Bandung.

H3: Live Streaming and Flashsale Simultaneously Affect Buying Interest of Gen Z Bandung City

The results showed that the live streaming and flash sale variables simultaneously had a significant effect on Gen Z's buying interest in Bandung City. With a calculated F value of 46.620 much greater than the F table value of 3.07. Therefore, the third hypothesis (H3) which states that the effect of live streaming and flash sales simultaneously on purchase intention can be accepted. These results indicate that interesting promotional content through live streaming combined with a limited number of flash sales can increase Gen Z's desire to buy goods.

The results of this study are in line with research conducted by Putri Elviana in the study "The Effect of Fear of Missing Out, Live Streaming, and Flash Sale on Consumer

Purchase Interest in Imported Beauty Products in E-Commerce," which emphasizes that flash sales increase consumer purchase interest as well as the influence of live streaming in providing product information (Elviana et al., 2024). When a product is on sale, consumer buying interest rises due to the live streaming factor. Compared to normal prices, Generation Z in Bandung City tends to prefer buying products during flash sales. This is because the price during a flash sale is much more affordable than the regular price. In addition, the live streaming feature in the Shopee application is very helpful for users when buying products because consumers can see live product reviews displayed by sellers. Not only that, Shopee also often offers flash sales with very attractive prices when holding live streaming. Thus, Shopee has succeeded in carrying out its role in marketing and creating consumer buying interest with high demand.

In Nur Afifah Eka Mayrawanti's research titled "Analysis of Jilbab Jasmine Sales Through Live Streaming and Flash Sale," she mentioned that flash sales help expand the customer base (Maryawanti, 2024). Increased Purchase Urgency Since discounts are only valid for a limited period of time, flash sales make customers feel compelled to purchase items immediately. This encourages consumers to make purchases quickly before the flash sale period ends. Not only that, but live streaming is also one of the most effective marketing strategies in this day and age. By watching live streaming, customers will see and be interested in buying the product being sold because they can see it. In addition, flash sales are proven to attract new customers.

CONCLUSION

Based on the results of the research discussion, it can be concluded that live streaming partially increases Gen Z buying interest in Bandung City. With a significance value of $0.001 < 0.05$ and a calculated t value of $5.715 > t$ table value of 1.980. This shows that Gen Z customers in Bandung City indicate Live streaming is an effective way for sellers to highlight their features that can foster trust and engagement with potential customers. Generation Z in Bandung City prefers transparency, authenticity, and engagement in the buying process. The study shows that the flash sale feature increases Gen Z's purchase intention in Bandung in a partially positive manner with a significance value of $0.005 < 0.05$ and a calculated t value of $2.846 > t$ table of 1.980. Flash sale discounts significantly increase purchase intention, especially among Generation Z in Bandung. Although the time-frequency of flash sales is effective, the limited availability of products may lead to disappointment, but it creates an urgency of purchase due to the limited availability and duration. Thus, flash sales proved to be a highly effective promotional strategy in triggering instant purchase interest in this young consumer segment. The results showed that the live streaming and flash sale variables simultaneously had a significant effect on Gen Z's purchase intention in Bandung City. the calculated F value is $46.620 >$ the F table value of 3.07. This is because the price during the flash sale is much more affordable than the regular price. In addition, the live streaming feature in the Shopee application really helps users buy products because consumers can see product reviews directly displayed by the Seller.

As for suggestions for future researchers, it would be better if the research object was expanded, not only limited to Gen Z in Bandung City but also involving respondents from various regions so that the results are more representative. In addition, future researchers can consider adding other variables that may also affect purchase intention, such as the influence

of customer reviews and product quality. Meanwhile, Shopee itself needs to continue to improve the live streaming feature so that the shopping atmosphere feels more alive and natural. This is important so that Gen Z, who highly values openness and authenticity, feels more comfortable and trusting when watching. In addition, providing short guides or light training for sellers will help them make the live-streaming session more exciting, information-rich, and quick to respond to viewers' questions. On the other hand, for flash sales, Shopee needs to maintain a balance between attractive discounts and stock availability. By clearly communicating how many items are available and when the promo is valid, the potential for customer disappointment can be minimized. Lastly, incorporating live flash sales in live streaming can create a more fun and spontaneous shopping moment while encouraging Gen Z to checkout immediately because they feel directly involved in the excitement.

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