
**THE EFFECT OF FLASH SALE AND DELIVERY EXPERIENCE ON
REPURCHASE DECISION MEDIATED BY CUSTOMER SATISFACTION: A
SEM-PLS STUDY ON GEN Z SHOPEE CONSUMERS OF SKINTIFIC**



Agam Misbakhudin¹

Universitas Islam Nahdlatul Ulama Jepara, Jepara, Indonesia
misbakhun09@gmail.com

Sisno Riyoko²

Universitas Islam Nahdlatul Ulama Jepara, Jepara, Indonesia
sisno@unisnu.ac.id

Anna Widiastuti³

Universitas Islam Nahdlatul Ulama Jepara, Jepara, Indonesia
annafeb2013@unisnu.ac.id

Abstract

This study aims to analyze the effect of flash sales and delivery experience on repurchase decisions with customer satisfaction among Generation Z consumers of Skintific skincare products on Shopee. The population of this study consists of all consumers of Skintific skincare products on Shopee, whose total number is not precisely known. The sample comprised 100 respondents selected using a purposive sampling technique. Instrument testing in this study employed validity and reliability tests. The data analysis method used structural equation modeling (SEM) with SmartPLS software version 3.29. The results indicate that flash sales have no effect on repurchase decisions, delivery experience has a positive and significant effect on repurchase decisions, flash sales have no effect on customer satisfaction, delivery experience has a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on repurchase decisions of Skintific skincare products on Shopee among Generation Z consumers. The implication of this study is that Generation Z consumers tend to make repeat purchases because they feel satisfied with the shopping experience they receive, particularly related to service quality and product delivery.

Keywords: Flash Sale, Delivery Experience, Customer Satisfaction, Repurchase Decision

INTRODUCTION

The rapid expansion of the digital economy has significantly transformed consumer purchasing behavior, particularly in the beauty and personal care industry (Prihadini et al., 2023). Skincare products have shifted from a secondary necessity to a lifestyle and self-presentation practice, especially among Generation Z consumers who actively interact with brands through e-commerce platforms. In online marketplaces, purchasing decisions are no longer determined solely by product attributes but also by promotional exposure and consumption experience. Consequently, understanding repeat purchase behavior becomes essential because sustainable business performance in digital commerce depends more on customer retention than on first-time transactions (Oktavianti et al., 2024).

In Indonesia's e-commerce market, the skincare brand Skintific has experienced rapid popularity growth through digital marketing and platform-based promotions. However, popularity does not necessarily translate into customer loyalty (Sholikha & Soliha, 2024). A product may attract initial purchases due to trends or promotional campaigns, yet consumers may not repurchase it after evaluating product performance and usage experience (Omba et al., 2024). This indicates that the repurchase decision is not merely a continuation of purchase intention but a post-consumption behavioral outcome formed through cognitive and affective evaluation. One widely used strategy to stimulate online transactions is the flash sale promotion. Flash sales create urgency and scarcity perceptions that encourage immediate purchasing behavior. From a behavioral perspective, price-based promotions function as external stimuli triggering short-term transactional responses. However, repeat purchase behavior represents a longer-term evaluative process in which consumers reassess product performance, service quality, and overall experience before deciding whether to buy again.

In contrast, delivery experience reflects the holistic interaction between consumers and service processes, including information clarity, transaction convenience, shipping reliability, and post-purchase service. In digital environments where physical inspection is impossible before purchase, experiential factors become central in shaping consumer perception and evaluation. A positive experience generates emotional and functional value, which subsequently forms satisfaction and long-term behavioral commitment (Afina & Widarmanti, 2022). Customer satisfaction plays a crucial role in connecting marketing stimuli and behavioral outcomes. Consumers compare expectations with perceived performance before forming repeat purchase intentions. Satisfaction, therefore, acts as an internal evaluation mechanism, transforming external stimuli into behavioral responses. This suggests that promotional incentives may not directly create loyalty but operate through consumer evaluation processes.

Previous studies report inconsistent findings regarding the effect of flash sale promotions and service experience on repurchase decisions. Some studies show significant influence, while others find no relationship. These contradictions indicate theoretical ambiguity: transactional stimuli such as price promotion may encourage trial purchase, whereas experiential evaluation may determine loyalty formation. The absence of a mediating evaluation mechanism may explain differences across contexts (Afifah & Abadi, 2025). Based on this theoretical consideration, the present study proposes that customer satisfaction mediates the relationship between promotional and experiential factors and repurchase decision. By integrating stimulus-based and evaluation-based perspectives, this

research aims to clarify whether repeat purchasing in digital commerce is driven primarily by price-induced urgency or by post-consumption experience.

In addition to flash sale, another very important aspect in influencing consumer satisfaction is experience delivery, namely how the consumer experience while interacting with products and services, starting from the ordering process, packaging, delivery, to after-sales Service (Zikri & Harahap, 2022). In context e-commerce, customer experience becomes more crucial because consumers can't see or try products directly before purchasing. Therefore, brands like Skintific must be able to ensure that every point of interaction with consumers ranging from product information, ease of payment, delivery speed, to complaint services runs optimally and pleasantly. Good service will create a positive experience, shape consumers' perception of brand professionalism, and ultimately strengthen the intention to make a repeat purchase.

Therefore, this study examines the effect of flash sale and delivery experience on repurchase decision mediated by customer satisfaction among Generation Z consumers of Skintific skincare products on Shopee. The study contributes theoretically by explaining the mechanism through which external marketing stimuli translate into loyalty behavior and practically by providing strategic implications for e-commerce sellers regarding promotional tactics and service experience in building sustainable customer retention.

REVIEW OF LITERATURE

Consumer behavior in digital commerce can be explained through the Stimulus–Organism–Response framework, which posits that external marketing stimuli influence internal psychological evaluation and subsequently generate behavioral responses (Nasution & Ardila, 2024). In an online shopping environment, promotional activities and service encounters act as environmental stimuli received by consumers during interaction with a platform. These stimuli are cognitively and affectively processed to form internal evaluations such as satisfaction, trust, and perceived value. The behavioral outcome of this process appears in the form of repurchase intention or repurchase decision. This perspective indicates that consumer loyalty does not emerge immediately after exposure to marketing stimuli but develops after an evaluation phase. Therefore, repeat purchasing should be interpreted as a consequence of experiential assessment rather than merely a reaction to transactional incentives.

The evaluation mechanism underlying consumer response can further be explained by Expectation Confirmation Theory, which states that post-purchase behavior depends on the comparison between expected performance and perceived performance. Consumers form expectations before purchase based on information, promotion, and brand communication, and they evaluate the product after consumption. When performance meets or exceeds expectations, positive confirmation occurs and produces satisfaction, which encourages repeated behavior. Conversely, when performance fails to meet expectations, dissatisfaction emerges and reduces the likelihood of repurchase. In digital commerce, where direct product inspection is impossible prior to purchase, this confirmation process becomes particularly influential. Thus, satisfaction functions as an internal mediator transforming marketing stimuli into long-term behavioral commitment.

Flash sale promotion represents a price-based stimulus designed to create urgency and scarcity perception in consumers. Limited-time offers and discounted prices stimulate

immediate purchasing decisions by triggering fear of missing out and perceived economic advantage. However, such purchases often occur before consumers fully evaluate product suitability and long-term value. After consumption, consumers reassess the product based on performance and usability rather than, Marbun et al. (2022) and Hassandi et al. (2025) promotional attraction. Consequently, promotional stimulus may not always produce satisfaction because the motivation for purchase originates from urgency rather than need fulfillment. This reasoning suggests that flash sale exposure may not guarantee positive post-consumption evaluation.

H1: Flash sale has a significant effect on customer satisfaction.

Although flash sales encourage immediate transactions, their ability to generate repeat purchases remains uncertain. Repeat purchasing requires cognitive evaluation and perceived benefit beyond price savings, while promotional campaigns mainly stimulate temporary purchase behavior. According to Nasution & Ardila (2024) and Zulkarnain (2021), consumers who initially purchase due to discounts may not return if product performance fails to meet expectations. In this context, the repurchase decision reflects long-term behavioral commitment rather than short-term transactional response. Therefore, promotional stimulus may influence initial purchase but not necessarily long-term loyalty formation.

H2: Flash sale has a significant effect on repurchase decision.

Delivery experience represents the consumer's holistic interaction with the service process, including ordering convenience, information clarity, delivery reliability, and post-purchase service. In online transactions, service performance substitutes physical product inspection, making experiential quality a primary evaluation basis. According to Setiawati & Susanti (2022) and Ristia & Marlien (2022), positive experience generates emotional comfort and perceived professionalism, which enhances consumer confidence toward the seller and the product. Through evaluative processing, favorable experiences produce satisfaction because consumers perceive that the service performance meets expectations. Thus, experiential quality is likely to shape internal consumer evaluation.

H3: Delivery experience has a significant effect on customer satisfaction.

Beyond satisfaction formation, delivery experience also influences behavioral outcomes directly. A reliable and convenient service process reduces perceived risk and increases trust in future transactions. According to Ramdhani & Widyasari (2022), consumers tend to return to sellers that provide consistent and predictable service performance because it minimizes uncertainty in online purchasing. Therefore, experiential value may function not only as an antecedent of satisfaction but also as a direct determinant of repurchase behavior (Kotler & Keller, 2018)

H4: Delivery experience has a significant effect on repurchase decision.

Customer satisfaction represents the central evaluative outcome of post-consumption assessment. When consumers perceive that product and service performance match their expectations, they develop confidence and positive attitude toward the brand. This psychological state reduces search for alternatives and strengthens commitment to the same seller. In digital commerce, satisfaction becomes a key determinant of retention because switching cost is low and alternative products are easily accessible. Therefore, repeat purchasing largely depends on evaluative satisfaction rather than promotional incentives.

H5: Customer satisfaction has a significant effect on repurchase decision.

Based on the theoretical reasoning, satisfaction functions as a mediating mechanism between external stimulus and behavioral response. Promotional stimulus and experiential interaction are first interpreted internally before producing loyalty behavior. Flash sale may stimulate trial purchase but requires evaluative confirmation to become repeat behavior, whereas delivery experience contributes directly to evaluative judgment. This mediation mechanism explains why previous studies report inconsistent findings regarding promotional effectiveness. Hence, satisfaction is expected to transmit the influence of marketing stimuli into repurchase decision.

RESEARCH METHOD

Research Design

This study employs a quantitative explanatory research design to examine the causal relationships among flash sale, delivery experience, customer satisfaction, and repurchase decision. The research adopts a cross-sectional approach, as the data were collected at a single point in time to capture post-consumption evaluation and behavioral intention of consumers in an online shopping context (Sugiyono, 2022:8).

Population and Sample

The population of this study consists of Generation Z consumers who have purchased Skintific skincare products through the Shopee platform in Jepara Regency, Indonesia. Because the exact population size is unknown and cannot be fully enumerated, a non-probability sampling technique was applied. Purposive sampling was employed to ensure that respondents had sufficient experience to evaluate the product and service. The respondents were Generation Z consumers aged 17–27 years, domiciled in Jepara Regency, and had purchased Skintific skincare products at least twice within the last six months.

The minimum sample size was determined using the Cochran formula for an unknown population. The calculation produced a minimum requirement of 96 respondents, which was rounded to 100 respondents to increase statistical stability and meet the minimum requirement for Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis.

Data Collection Procedure

Primary data were collected using a structured questionnaire distributed online. All measurement items were adapted from previous validated studies and adjusted to the context of e-commerce skincare purchasing. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to full distribution, the questionnaire was reviewed for clarity and content relevance to ensure that respondents understood each statement.

Measurement of Variables

Flash sale was measured using indicators related to promotion frequency, promotion quality, limited time offer, target suitability, discounts, and coupons. Delivery experience was measured through responsiveness, reliability, delivery accuracy, service quality, information clarity, and security assurance. Customer satisfaction was measured by expectation fulfillment, product usage consistency, service quality perception, loyalty tendency, positive communication, and brand preference. Repurchase decision was measured through intention to rebuy, preference-based purchase, exploratory interest, recommendation interest, resistance to switching brands, and intention to purchase other variants.

Data Analysis Technique

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software version 3.29. SEM-PLS was selected because the study aims to predict behavioral relationships and examine mediation effects within a complex model while accommodating non-normal data distribution and relatively small sample size.

The analysis was conducted in two stages. The measurement model (outer model) was evaluated through convergent validity (outer loading > 0.70), Average Variance Extracted (AVE > 0.50), composite reliability (> 0.70), and Cronbach’s alpha (> 0.70). The structural model (inner model) was assessed using path coefficients, t-statistics obtained from bootstrapping procedures, p-values (< 0.05), and indirect effect analysis to evaluate mediation effects.

RESULTS AND DISCUSSION

Before testing the structural relationships between variables, the measurement model was evaluated to ensure the validity and reliability of the constructs. Convergent validity was assessed using outer loading and Average Variance Extracted (AVE). All indicators showed loading values above 0.70 and AVE values exceeding 0.50, indicating that the constructs adequately explained the variance of their indicators. Composite reliability and Cronbach’s alpha values were also above 0.70, confirming internal consistency reliability. Therefore, the measurement model was considered valid and reliable for further structural model analysis.

Descriptive Test of Respondents

Here is a table that presents the characteristics calculated based on frequency and presentation:

Table 1
Characteristics of Respondents

Character Studies	They respond	Frequency	Percentage (%)
Age	17-21 years old	45	45%
	22-27 years old	55	55%
	Total	100	100%
Gender	Male	46	46%
	Women	54	54%
	Total	100	100%
Education	SMA	25	25%
	D1/D3	8	8%
	S1	54	54%
	S2	13	13%
	Total	100	100%
Transaction Amount	2 times	38	38%
	3-5 times	54	54%
	> 5 times	8	8%
	Total	100	100%

Source: Data in Research, 2025

Table 1 above shows that in terms of age, respondents aged 17-21 years are 45 people, and respondents aged 22-27 years are 55 people. It can be concluded that the majority of respondents are 22-27 years old.

Based on gender, 46 male respondents and 54 female respondents. It can be concluded that the majority of respondents are female.

Based on the respondents' education, respondents with a high school education were 25 people, respondents with D1/D3 education were 8 people, respondents with S1 education were 54 people, and respondents with S2 education were 13 people. It can be concluded that the majority of respondents have S1 education.

Based on the number of transactions, respondents who made 2 purchases of Skintific products were 38 people, 54 people who made purchases 3-5 times, and 8 people who made >5 purchases. It can be concluded that the majority of respondents have made transactions to purchase Skintific products, namely 3-5 times in the last 6 months.

**Outer Model Test
 Convergent Validity**

Convergent Validity can be done by looking at the reliability of the item as indicated by the loading factor value. A variable is said to be valid when the loading factor value > 0.7. The following is the outer loading value of each indicator of the research variable after improvement.

**Table 2
 Outer Loading After Repair**

	Customer_Satisfaction (Z)	Experience Delivery (X2)	Flash_Sale (X1)	Repurchase_Decision (Y)
CS_1	0.934			
CS_2	0.913			
CS_3	0.927			
CS_4	0.933			
CS_5	0.959			
CS_6	0.904			
ED_1		0.851		
ED_2		0.838		
ED_3		0.799		
ED_4		0.948		
ED_5		0.811		
ED_6		0.908		
FS_2			0.711	
FS_3			0.817	
FS_4			0.86	
FS_5			0.816	
FS_6			0.737	
RD_1				0.861
RD_3				0.863

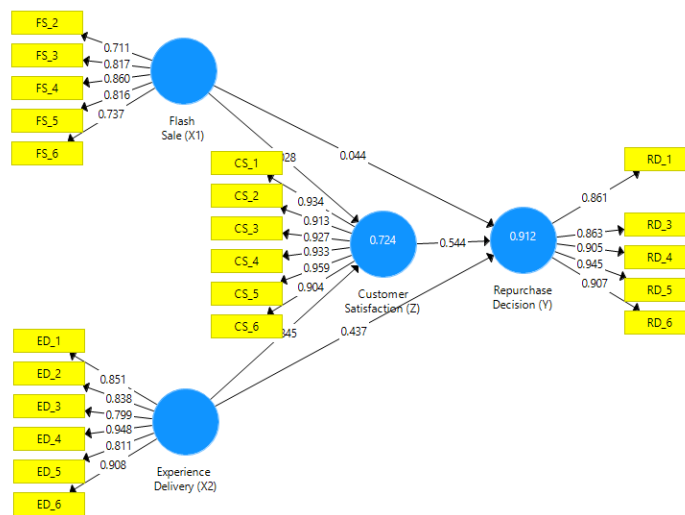
RD_4	0.905
RD_5	0.945
RD_6	0.907

Source: Data processed by SmartPLS (2025)

Based on the data presented in Table 2 above, it can be seen that all variable indicators have an outer loading value of > 0.7, so that they are declared valid and can be used in research and further analysis.

Therefore, improvements are made in data processing, which are depicted in Figure 4 below:

Figure 1.
Outer Model After Repair



Based on Figure 4, it can be seen that a new model has been described and eliminated several indicators have a loading factor value of less than 0.7, namely the FS_1 and RD_2 indicators.

Reliability Test

The requirements for meeting composite reliability are > value 0.7 and Cronbach's alpha > 0.7. The following are the results of this study:

Table 3
Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer_Satisfaction (Z)	0.968	0.969	0.974	0.862
Experience_Delivery (X2)	0.93	0.938	0.945	0.741
Flash_Sale (X1)	0.874	0.965	0.892	0.624
Repurchase_Decision (Y)	0.939	0.941	0.954	0.804

Source: Data processed by SmartPLS (2025)

Based on the presentation in Table 3 above, it can be seen that the *composite reliability* value > 0.7 . This shows that each variable has met the *composite reliability*, so it can be concluded that all research variables have good internal consistency so that they can be used for further analysis.

Inner Model

Uji Hypothesis

Hypothesis testing serves to find out the correlation between the two variables being studied. To find out the significant value in the test model, it can be seen from the *t-statistical value* between independent variables and dependent variables, as shown below.

Table 4
Results of t-statistic and p-value tests

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer_Satisfaction (Z) -> Repurchase_Decision (Y)	0.544	0.548	0.064	8.493	0.000
Experience_Delivery (X2) -> Customer_Satisfaction (Z)	0.845	0.84	0.036	23.622	0.000
Experience_Delivery (X2) -> Repurchase_Decision (Y)	0.437	0.436	0.063	6.899	0.000
Flash_Sale (X1) -> Customer_Satisfaction (Z)	0.028	0.042	0.059	0.468	0.640
Flash_Sale (X1) -> Repurchase_Decision (Y)	0.044	0.036	0.046	0.955	0.340

Source: Data processed by SmartPLS (2025)

The results of Table 4 show the results that: First, flash sales have no effect on repurchase decisions, because the t-statistic is $0.955 < 1.96$ and the p-value is $0.340 > 0.05$. The value of the original sample is positive, meaning that it can be concluded that there is a relationship with a positive direction.

Second, experience delivery has a positive and significant effect on repurchase decisions, because the t-statistic is $6.899 > 1.96$ and p-value $0.000 < 0.05$. The value of the original sample is positive, meaning that it can be concluded that there is a relationship with a positive direction.

Third, flash sales have a positive and significant effect on customer satisfaction, because the t-statistic is $0.468 < 1.96$ and the p-value is $0.640 > 0.05$. The value of the original sample is positive, meaning that it can be concluded that there is a relationship with a positive direction.

Fourth, experience delivery is positive and significant to customer satisfaction, because the t-statistic is $23,622 > 1.96$ and p-value $0.000 < 0.05$. The value of the original sample is positive, meaning that it can be concluded that there is a relationship with a positive direction.

Fifth, customer satisfaction has a positive and significant effect on repurchase decisions, because the t-statistic is $8.493 > 1.96$ and p-value $0.000 < 0.05$.

The value of the original sample is positive, meaning that it can be concluded that there is a relationship with a positive direction. The structural model evaluation shows that delivery experience significantly influences both customer satisfaction and repurchase decisions, while flash sales do not significantly affect customer satisfaction or repurchase decisions. Customer satisfaction significantly affects repurchase decisions and acts as a mediating variable. This indicates that transactional promotions alone are insufficient to generate loyalty; instead, consumers prioritize experiential value obtained during the purchasing process.

Table 5
Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Experience _Delivery (X2) -> Repurchase_Decision (Y)	0.460	0.461	0.060	7.642	0.000
Flash _Sale (X1) -> Repurchase_Decision (Y)	0.015	0.023	0.033	0.454	0.650

Source: Data processed by SmartPLS (2025)

Based on the results of Table 5, it can be seen that: First, Customer satisfaction is not able to mediate the influence of flash sales on repurchase decisions. This is because the p-value is $0.650 > 0.05$, the t-statistic is < 1.96 , and the original sample value is positive, meaning that it can be concluded that there is a relationship with a positive direction.

Second, customer satisfaction is able to mediate the influence of experience delivery on repurchase decisions. This is because the p-value is $0.000 < 0.05$, the t-statistic > 1.96 , and the original sample value is positive, meaning that it can be concluded that there is a relationship with a positive direction.

The Effect of Flash Sale on the Repurchase Decision of Skintific Products on Shopee in Gen Z

Based on the results of the hypothesis test above, this shows that flash sales have no effect on the repurchase decision of Skintific products on Shopee in Gen Z. These findings show that although flash sales are able to attract consumers to make initial purchases due to discounts and limited time limits, this strategy does not directly affect consumers' intention or tendency to repurchase products the same in the future.

This can be explained by the characteristics of Gen Z consumers who tend to be more critical, rational, and prioritize product experience and effectiveness in determining brand loyalty. Consumers in this age segment are generally familiar with various forms of digital promotion, including flash sales, and realize that these offers are temporary and transactional only. Therefore, while flash sales are able to create short-term interest, consumers do not necessarily make the promotion the main reason to repurchase the product if it is not accompanied by good product quality, a satisfactory buying experience, and real benefits felt after use.

Flash sales are only a trigger for the initial purchase (first trial), not a determinant of repurchase. Skincare consumers, especially those classified as Gen Z, tend to evaluate various factors such as product compatibility with skin type, the effectiveness of active ingredients, reviews from other users, to the quality of seller service such as delivery speed

and product authenticity. If the results of using the product are not as expected or do not bring significant changes, then it is likely that consumers will not make a repeat purchase even though the product is offered again at a discount. The insignificant effect of flash sale on repurchase decision indicates that temporary price promotions do not necessarily build long-term consumer commitment. Generation Z consumers tend to evaluate product usefulness and post-purchase experience rather than relying solely on promotional stimuli. This finding supports the experiential consumption theory, which states that emotional and functional value outweigh economic incentives in repeat purchasing behavior. In the context of skincare products, consumers are more concerned with product suitability and skin compatibility than short-term discounts. Therefore, flash sales only stimulate trial purchases but fail to create sustainable loyalty.

Results from This research is in line with research Antonious & Tarigan (2023) The shows that flash sale has no effect on repurchase decision. However, the results of this study are not in line with the results of the study Research Nasution & Ardila (2024) which shows that flash sale affects repurchase decision.

The Effect of Experience Delivery on Skintific Product Repurchase Decisions on Shopee in Gen Z

Based on the results of the hypothesis test above, this shows that experience delivery has a positive and significant effect on the repurchase decision of Skintific products on Shopee in Gen Z. This means that the better the experience felt by consumers during the purchase process starting from information search, transactions, delivery, to post-purchase services, the higher the tendency of consumers to repurchase products the same in the future.

Experience delivery or customer experience delivery reflects how brands structure their interactions with their consumers. In an e-commerce platform like Shopee, this experience component includes various aspects such as clarity of product information, completeness of descriptions, product visualization, reviews from other users, ease of payment processing, speed of delivery, product safety during the packaging process, and responsiveness of sellers to questions or complaints. When all of these elements are presented optimally, consumers feel valued, satisfied, and have a positive impression of the brand which ultimately influences the decision to buy again.

For Gen Z consumers, a pleasant and seamless experience while shopping online is an important factor in forming loyalty. They are a group of digital natives who are used to using technology and have high expectations for convenience and speed of service. When they feel made easier and appreciated while interacting with a brand, they are more likely to build an emotional connection and trust the quality of the service for the next transaction. In this context, Skintific as a skincare brand is able to create a consistent and positive customer experience on Shopee, starting from informative product displays, exclusive offers, to safe and attractive packaging.

Results from This research is in line with research Aswar et al. (2025) The shows that experience delivery have a positive and significant effect on repurchase decision. The results of this study are also supported by research Yunila et al. (2022). The shows that experience delivery have a positive and significant effect on repurchase decision. The positive influence of delivery experience on customer satisfaction confirms that service interaction plays a crucial role in digital commerce. Since consumers cannot physically evaluate products before purchase, the delivery process becomes part of the perceived product value. Fast shipping,

secure packaging, and responsive service reduce perceived risk and increase trust. This aligns with e-service quality theory which explains that online service performance forms the primary basis of satisfaction in e-commerce environments.

The Effect of Flash Sale on Customer Satisfaction of Skintific Products on Shopee in Gen Z

Based on the results of the hypothesis test above, this shows that flash sales have no effect on customer satisfaction of Skintific products on Shopee in Gen Z. This shows that although flash sales are able to increase the attractiveness of promotions instantly and encourage interest in initial purchases, it does not guarantee that consumers will feel satisfied with the product or their shopping experience.

This phenomenon can be explained through the behavioral characteristics of today's young consumers, especially Gen Z, who tend to focus more on product quality, tangible results after use, as well as the overall shopping experience, rather than simply being tempted by discounts. They have high expectations of the brand, and their satisfaction is determined by various aspects such as product effectiveness, packaging, delivery speed, seller service, and other user reviews. In other words, flash sales are only considered a momentary bonus, not the main determinant in forming satisfaction with a product or service.

Customer satisfaction significantly affects repurchase decisions, indicating that satisfaction functions as a psychological assurance mechanism. When consumers feel that the performance of a skincare product meets their expectations, perceived risk decreases and habitual purchasing behavior forms. This finding supports expectation-confirmation theory, where satisfaction strengthens behavioral intention through confirmation of prior expectations. For skincare products, consistent results and comfort of use encourage routine consumption patterns.

In addition, flash sales are often associated with impulse purchases, where consumers buy products only because the price is falling or the promo time is limited, not because they really need it or have made careful consideration. In these conditions, the potential for mismatch between product expectations and reality is even greater, which can ultimately reduce consumer satisfaction post-purchase. For example, if consumers feel that the quality of the product is not comparable to the information conveyed, or the seller's service during the flash sale is less than optimal due to a surge in orders, then their satisfaction level tends to decrease, even if they get a low price.

The results of this study are in line with the research Antonious & Tarigan (2023) which shows that flash sale has no effect on customer satisfaction. The results of this study are not supported by the results of the study Nasution & Ardila (2024) which shows that flash sale affects customer satisfaction.

The Effect of Experience Delivery on Skintific Product Repurchase Decisions on Shopee in Gen Z

Based on the results of the hypothesis test above, this shows that experience delivery has a positive and significant effect on customer satisfaction of Skintific products at Shopee in Gen Z. This means that the better the experience provided to consumers during the interaction process and purchase transactions of Skintific products, the higher the level of satisfaction felt by consumers.

Experience delivery or delivery of consumer experience includes the entire process that customers experience, starting from the first time they find a product on the Shopee

platform, reading product descriptions, seeing reviews of other users, to the payment process, delivery, product receipt, and service after purchase. When all these elements are carried out properly, consumers feel cared for and appreciated, thus causing a sense of satisfaction with the services provided by sellers and brands.

For Gen Z, a pleasant shopping experience is not only about low prices, but also about ease of access to information, delivery speed, safe and attractive packaging, and seller responsiveness to questions and complaints. They judge brands not only from their products, but from how brands treat their consumers during the buying process. In this case, Skintific has succeeded in providing a positive and professional shopping experience through the Shopee platform, thus forming a good perception in the eyes of consumers.

In addition, a pleasant consumer experience also creates emotional value. Satisfied consumers will not only complete transactions well, but also tend to feel they have a positive relationship with the brand. This satisfaction can then develop into loyalty, trust, and ultimately encourage repurchases and recommendations to others. Customer satisfaction mediates the relationship between delivery experience and repurchase decision. This suggests that service performance alone does not directly generate loyalty; instead, it first creates satisfaction which later transforms into behavioral intention. Thus, satisfaction operates as a psychological bridge between operational performance and long-term consumer commitment.

Results from This research is in line with research Aswar et al. (2025) The shows that experience delivery have a positive and significant effect on customer satisfaction. The results of this study are also supported by research Yunila et al. (2022) The shows that experience delivery have a positive and significant effect on customer satisfaction.

The Influence of Customer Satisfaction on Skintific Product Repurchase Decisions on Shopee in Gen Z

Based on the results of the hypothesis test above, this shows that customer satisfaction has a positive and significant effect on the repurchase decision of Skintific products on Shopee in Gen Z. This means that the higher the level of satisfaction felt by consumers with the product and their purchase experience, the greater their tendency to repurchase the product in the future.

Customer satisfaction reflects the extent to which consumers' expectations for the quality of products, services, and shopping experiences are met or even exceeded. When consumers feel that the products they purchase, such as skincare from Skintific, are in accordance with what is promised in terms of effectiveness, safety, comfort of use, and the results felt on the skin, it creates a positive perception and trust in the brand. This condition reinforces the possibility that consumers will buy the product again, without a doubt, because they already have a good experience before.

Especially for Gen Z consumers, the decision to repurchase is not only based on the price or popularity of the product, but is heavily influenced by the overall quality of the experience. They are very sensitive to the results of use, the composition of the ingredients, the reviews from other users, and the consistency of the seller's service. When they are satisfied with all of these aspects, the desire to switch to another brand will decrease, and loyalty to the product will increase. Therefore, customer satisfaction is an important cornerstone in creating loyalty and repurchase decisions. In addition, satisfaction also encourages the formation of an emotional connection between consumers and brands.

Satisfied consumers will not only return to buy the product, but also potentially become a voluntary brand promoter by recommending the product to friends, family, or through social media.

Results from this research are in line with Hadiani et al. (2023), who show that customer satisfaction has a positive and significant effect on repurchase decisions. The results of this study are also supported by research by Widanti et al. (2022), which shows that customer satisfaction has a positive and significant effect on repurchase decision. Theoretically, this study extends consumer behavior literature by emphasizing experiential value over promotional value in the context of digital skincare purchasing. The findings indicate that for Generation Z consumers, relational and experiential aspects dominate transactional incentives. This contributes to digital marketing theory by demonstrating that e-commerce loyalty is constructed through satisfaction-based mechanisms rather than price-based stimulation. Practically, skincare brands should focus on improving service reliability, delivery performance, and post-purchase interaction rather than relying excessively on flash sale promotions. Companies need to design customer journey strategies that enhance satisfaction, as loyalty is formed through consistent positive experiences rather than temporary discounts.

CONCLUSION

This study investigates the role of flash sale and delivery experience in shaping repurchase decisions through customer satisfaction in the context of online skincare purchasing behavior. The findings reveal that promotional incentives such as flash sales are insufficient to encourage repeat purchases, whereas experiential factors significantly determine consumer loyalty. Delivery experience strongly influences customer satisfaction, and satisfaction subsequently becomes the main predictor of repurchase decisions. Furthermore, customer satisfaction mediates the relationship between delivery experience and repurchase decision, indicating that loyalty is formed through psychological evaluation rather than transactional stimulation. These results highlight that Generation Z consumers prioritize perceived product performance and service reliability over short-term economic benefits. The study, therefore, extends consumer behavior theory by demonstrating that experiential value dominates promotional value in digital commerce, particularly for high-involvement products such as skincare. Loyalty in e-commerce environments is constructed through confirmation of expectations and trust formation rather than price-based attraction. Practically, online sellers should not rely excessively on flash sale strategies to maintain customers. Instead, companies must improve logistics reliability, delivery security, and post-purchase service interaction to strengthen satisfaction and long-term purchasing behavior. Customer experience management becomes more important than temporary discount campaigns in building sustainable relationships with consumers. This study is limited to a specific product category and demographic group, which may restrict generalization across industries and age segments. Future research is recommended to include broader consumer characteristics, cross-platform comparisons, and additional psychological variables such as trust, perceived risk, or brand attachment to provide a more comprehensive explanation of online repurchase behavior.

REFERENCES

- Afifah, P. N., & Abadi, M. D. (2025). Pengaruh Harga dan Flash Sale terhadap Keputusan Pembelian pada Pengguna E-Commerce Shopee dengan Kepuasan Konsumen sebagai Variabel Moderasi. *Jurnal Bisnis Mahasiswa*, 5(1), 387–407. <https://doi.org/10.60036/jbm.v5i1.432>
- Afina, A., & Widarmanti, T. (2022). Pengaruh Social Media Marketing Instagram Terhadap Keputusan Pembelian Ulang Produk Scarlett Whitening. *ETNIK: Jurnal Ekonomi Dan Teknik*, 1(9), 640–652. <https://doi.org/10.54543/etnik.v1i9.108>
- Aghivirwiati, G. A. (2023). Pengaruh Customer Experience Dan Kepuasan Terhadap Purchase Intention Tiktok Shop. *Journal Ekonomi Dan Bisnis*, 12(07), 1330–1339. <https://ojs.unud.ac.id/index.php/EEB/>
- Antonious, M., & Tarigan, A. (2023). PENGARUH SALES PROMOTION TERHADAP REPURCHASE INTENTION MELALUI IMPULSIVE BUYING PENGGUNA SHOPEE. *Jurnal Digismantech*, 3(1), 1–14.
- Aswar, N. F., Haeruddin, M. I. W., & Dharsana, M. T. (2025). Pengaruh Artificial Intelligence Activities Terhadap Repurchase Intention Melalui Customer Experience Pada Pengguna Grab Food Delivery di Kota Makassar. *Paradoks : Jurnal Ilmu Ekonomi*, 8(2), 738–747. <https://doi.org/10.57178/paradoks.v8i2.1206>
- Fauzan, M. F., & Ratnasari, I. (2024). Pengaruh Flash Sale, Free Shipping Promotion Dan Online Customer Rating Terhadap Keputusan Pembelian Kalangan Generasi Z Pada Produk Beauty And Care *Jurnal Ilmiah Wahana Pendidikan*, 10(4), 474–485. <http://jurnal.peneliti.net/index.php/JIWP/article/view/8555%0Ahttp://jurnal.peneliti.net/index.php/JIWP/article/download/8555/5238>
- Hadiantini, R., Sarifiyono, A. P., & Maharani, H. (2023). Meningkatkan Kepuasan Konsumen melalui Consumer Taste Perception terhadap Keputusan Pembelian Ulang pada UMKM Kuliner di Kota Bandung. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 13(1), 123. <https://doi.org/10.30588/jmp.v13i1.1194>
- Hassandi, I., Pangestu, M. G., Yossinomita, Y., Fadillah, Y., Wijaya, D. R., & Cristhian, I. (2025). Pengaruh Harga, Keamanan, Dan Ketepatan Waktu Pengiriman Pada Keputusan Penggunaan Layanan J&T Express Di Kota Jambi. *Jurnal Ilmiah Manajemen Pancasial (JIMP)*, 5(1), 14–28.
- Kotler, P., & Keller, K. L. (2018). *Manajemen Pemasaran*. PT Indeks.
- Larosa, M., Lentu Halawa, E. V., Astuti, A. P., Purba, T., & Lilia, W. (2021). Pengaruh Produk, Harga, dan Kepuasan Konsumen terhadap Keputusan Pembelian Konsumen di Toko Projeksus. *Ekonomis: Journal of Economics and Business*, 5(1), 314–320. <https://doi.org/10.33087/ekonomis.v5i1.325>
- Marbun, M. B., Ali, H., & Dwikotjco, F. (2022). Model Keputusan Pembelian dan Pembelian Ulang: Analisis Promosi dan Kualitas Pelayanan. *Jurnal Ilmu Multidisiplin*, 1(3), 571–586. <https://doi.org/10.38035/jim.v1i3.66>
- Najmudin, M., Widiyanto, A., Dwiwinarno, T., & Setyanta, B. (2022). Pengaruh Kualitas Layanan, Kepuasan Dan Kepercayaan Terhadap Loyalitas Pelanggan Dalam Menggunakan Jasa Pengiriman “Kirimaja” Yogyakarta. *Jurnal Cahaya Mandalika*, 4(1), 61–70.
- Nasution, A. E., & Ardila, D. (2024). Repurchase Decision: Online Customer Reviews and Flash Sales Mediated by E-Satisfaction at E-Commerce Shopee in Medan. *The*

- Current Issues & Research in Social Sciences, Education and Management (CIR-SSEM)*, 2(1), 48–62.
- Oktavianti, A. N. R., Sarah, S., & Wijaya, F. (2024). Pengaruh Kualitas Produk, Brand Trust dan Electronic Word of Mouth Terhadap Keputusan Pembelian pada Produk Sunscreen Wardah Ber Kandungan 4-Methylbenzylidene Camphor (4-MBC). *Jurnal Ilmu Sosial, Manajemen, Akuntansi Dan Bisnis*, 5(1), 21–36. <https://doi.org/10.47747/jismab.v5i1.1627>
- Omba, D. S. M., Iswati, I., & Fitriyasaki, A. (2024). Pengaruh Influencer marketing Fujianti Dan Brand image Terhadap Keputusan Pembelian Produk Skintific Pada TikTok Shop. *Innovative: Journal Of Social Science Research*, 4(4), 5228–5243.
- Padang, B., & Kasheem, M. (2025). Understanding Turnover Culture in Organizations: A Literature Review. *Malacca: Journal of Management and Business Development*, 1(2), 124–130. <https://doi.org/10.69965/malacca.v1i2.134>
- Prihadini, D., Sudinta, H., & Monica Frara, E. (2023). Pengaruh Kualitas Produk Dan Pemasaran Konten Aplikasi Tiktok Terhadap Keputusan Pembelian Konsumen Skincare Skintific (Studi Kasus: Generasi Z Di Jakarta). *Jurnal Administrasi Bisnis*, 3(6), 702–708. <http://ojs.stiami.ac.id/index.php/JAMBIS>
- Ramdhani, D., & Widayarsi, S. (2022). Pengaruh Kualitas Produk, Persepsi Harga, Dan Citra Merek Terhadap Kepuasan Konsumen Dan Minat Beli Ulang Smartphone Oppo. *Fair Value*, 4(3), 1651–1667. <http://journal.ikopin.ac.id/index.php/fairvalue/article/view/1004/766>
- Ristia, N. D., & Marlien, R. (2022). Pengaruh Pengalaman Pelanggan, Nilai Pelanggan, dan Kualitas Layanan terhadap Kepuasan Pelanggan (Studi Pada Pelanggan Albania Coffee Boja). *YUME: Journal of Management*, 5(3), 1–16. <https://doi.org/10.2568/yum.v5i2.1751>
- Setiawati, L., & Susanti, A. (2022). Pengaruh Pengalaman Pelanggan, Kesadaran Merek dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan pada Ella Skin Care di Cabang Gentan. *Jurnal Ekonomi Akuntansi Dan Manajemen*, 21(1), 49–59. <https://doi.org/10.19184/jeam.v21i1.30311>
- Sholikha, M. U., & Soliha, E. (2024). The Influence Of Celebrity Endorsement, Electronic Word Of Mouth, And Product Placement On Youtube Content On Purchasing Decision For Skintific Products (Study Of Skintific Users In Semarang City) Pengaruh Celebrity Endorsement, Electronic Word Of Mouth,. *Management Studies and Entrepreneurship Journal*, 5(1), 1338–1348. <http://journal.yrpiiku.com/index.php/msej>
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1), 1–17. Retrieved from <https://e-journal.bustanul-ulum.id/in>
- Toha, Mohamad & Habibah, N.J. (2023). MSME Empowerment and Development Program to Increase Consumer Satisfaction. *Sahwahita: Community Engagement Journal*, 1(1), 26-39. <https://e-journal.bustanul-ulum.id/index.php/Sahwahita/article/view/24>
- Widanti, A., Abdillah, W., & Murni, T. (2022). Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan Terhadap Niat Pembelian Ulang Pada Konsumen Hypermart. *Jurnal*

- Ilmiah Manajemen*, 17(2), 172–186. <https://doi.org/10.33369/insight.17.2.172-186>
- Yunila, Y., Pariam, M., & Apriani, N. (2022). Pengaruh Promosi, Kualitas Layanan, Dan Harga Terhadap Keputusan Pembelian Ulang Pada Mbakoy Coffee Unaaha. *PROMOSI (Jurnal Pendidikan Ekonomi)*, 10(2), 103–108. <https://doi.org/10.24127/pro.v10i2.6563>
- Zikri, A., & Harahap, M. I. (2022). Analisis Kualitas Pelayanan Pengiriman Barang terhadap Kepuasan Konsumen pada PT Pos Indonesia Regional I Sumatera. *Jurnal Ilmu Komputer, Ekonomi Dan Manajemen (JIKEM)*, 1(1), 129–138.
- Zulkarnain, M. (2021). Kualitas Produk, Servicescape dan Word of Mouth Serta Pengaruhnya terhadap Keputusan Pembelian Ulang. *Business Innovation and Entrepreneurship Journal*, 3(1), 38–44. <https://doi.org/10.35899/biej.v3i1.198>