

Effect of Flash Sale Promotion Programs, E-Service Quality, and Customer Experience on Purchasing Decisions Mediated by Electronic Word of Mouth

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ABSTRACT

This study aims to determine how the Effect of Flash Sale Promotion Programs, E-Service Quality, and Customer Experience on Purchasing Decisions Mediated by Electronic Word of Mouth. This type of research is a quantitative research with a survey approach. The research subjects in this study are consumers who use transactions at the online shopee shop who are over 17 years old.

Data collection was carried out using a closed-ended questionnaire. The research data were analyzed using factor analysis techniques to test the validity and reality, then hypothesis testing using analysis of Partial Least Square-Structural Equation Modeling (PLS-SEM).

The results of the study found that the flash sale promotion program, e-service quality, and customer experience had a direct effect on purchasing decisions for transaction users at Shopee's online stores in Indonesia. Besides having a direct effect, the effect of flash sale promotion programs and customer experience can be through e-wom, but the indirect effect is smaller than the direct effect. Electronic word of mouth does not mediate the effect of e-service quality on purchasing decisions for transaction users at Shopee's online stores in Indonesia.

Kata Kunci: *flash sale, e-service quality, electronic word of mouth, customer experience, purchase decisions, customer*