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The Influence of Flash Sale and Content Marketing on Purchase Decisions on TikTok Shop

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ABSTRACT

The development of the TikTok Shop e-commerce platform in Indonesia has prompted companies to implement creative digital marketing strategies, such as flash sale programs and content marketing, in order to enhance consumer purchasing decisions. flash sale is a time-limited online promotional strategy that can create a sense of urgency among consumers, while content marketing involves delivering valuable content to attract attention and foster consumer engagement. Despite the widespread use of these strategies, previous studies have yielded mixed findings regarding their effects on purchase decisions. This study aims to analyze the influence of flash sale and content marketing on purchasing decisions on TikTok Shop. This research employs a survey method with 200 active TikTok Shop users in Indonesia as respondents. Data were collected through an online questionnaire and analyzed using multiple linear regression with SPSS 25. The results indicate that flash sale has a positive and significant effect on purchasing decisions, and likewise content marketing has a significant positive effect. The research model has an adjusted R^2 of 0.776, indicating that these two variables together explain 77.6% of the variance in purchasing decisions. These findings underscore the importance of optimizing flash sale and content marketing strategies to improve consumer purchasing decisions on TikTok Shop.

Keywords: Flash Sale, Content Marketing, Purchasing Decisions, TikTok Shop, Multiple Linear Regression.

1. INTRODUCTION

The development of social commerce in Indonesia shows an increasingly positive trend. GoodStats (2024) reports that trading activities through social media have contributed around 3.6% to the total value of national e-commerce transactions. These findings are strengthened by Aziz (2023) who explains that platforms such as WhatsApp, TikTok, Instagram, and Facebook are increasingly used to find product information to make direct transactions. Although the contribution is still smaller than that of conventional marketplaces, direct interaction between sellers and consumers through social media continues to increase and is one of the main characteristics of digital commerce today.

The increase in activity is inseparable from the dominance of Generation Z and Millennials as the main users of social media. Based on the APJII survey (2025), Generation Z is the largest group of social media users with a percentage of 25.54%, followed by the Millennial Generation at 25.17% and Generation Alpha at 23.19%. This age group is not only active in using social media as a means of communication, but also becomes the main consumer segment in online shopping activities and plays a major role in the growth of social commerce in Indonesia (Kompas, 2025).

One of the platforms that is experiencing rapid growth is TikTok Shop. GoodStats data (2025) shows that TikTok Shop occupies the second position as the most frequently accessed e-commerce platform by Indonesians after Shopee. Meanwhile, CNBC Indonesia data shows that Shopee still controls a market share of 40%, followed by Tokopedia at 30%, Bukalapak at 11%, and TikTok Shop at 9% (Dewi, 2024). After the merger process between ByteDance and Tokopedia in 2023, TikTok Shop managed to post a Gross Merchandise Value (GMV) of US$16.3 billion in 2024, making it the second largest e-commerce platform in Southeast Asia after Shopee. This success is supported by the integration of short video, live streaming, and transaction features in one application that is able to create a more engaging and interactive shopping experience.

The change in the digital trading model also affects the decision-making process of consumers' purchases. In addition to considering the price and quality of the product, consumers now

also pay attention to the ease of interacting with sellers, customer reviews, trust levels, and other users' recommendations as a form of social proof. TikTok Shop takes advantage of these characteristics by integrating entertainment, promotions such as flash sales, content marketing, and live streaming features in one shopping ecosystem. Kantar LinkAI's report shows that business actors who use live streaming on TikTok are able to increase average sales up to seven times. In addition, more than 3,500 TikTok ads analyzed showed 15–20% higher effectiveness than digital and television ads on various marketing indicators (Kontan, 2024). This condition shows that consumers' purchasing decisions are increasingly influenced by digital experiences, social interactions, and ease of transactions offered by social commerce platforms, especially TikTok Shop.

TikTok Shop is one of the platforms that integrates shopping activities with entertainment through short videos, social interactions, and limited-time promotions. One of the main strategies is flash sales, which are the provision of discounts for a very limited period so as to create a sense of urgency for consumers. Turban et al. (2018) explained that flash sales are a form of digital promotion with large discounts that only last for a short time to encourage consumers to make purchases immediately. The effectiveness of this strategy can also be seen from the eMarketer (2024) report which shows that TikTok Shop users allocated around 11% of their spending over the past year to participate in the flash sale program. This condition shows that limited-time promotions are able to attract consumer attention while influencing purchasing behavior through psychological impulses in the form of scarcity and time constraints.

However, the results of research on the influence of flash sales on purchase decisions still show inconsistencies. Several studies have found that flash sales have a positive and significant effect on purchase decisions because the amount of discounts is able to increase consumer interest in buying (Darpito, 2022). On the other hand, the research of Al-Fairuz (2025), Nuraini and Putra (2024), Faturrohman and Widarta (2024), and Damayanti and Nawangsari (2025) concluded that the influence of flash sales was not significant. The findings indicate that some consumers consider product quality, brand reputation, and trust in sellers more than the amount of discounts offered.

In addition to price promotion, content marketing is also an important strategy in building relationships with consumers. Sudarsono (2022) explained that content marketing focuses on delivering valuable information so that it is able to build closeness with customers without directly promoting it. Turban et al. (2018) added that content marketing is the development of electronic word of mouth (E-WOM) which aims to attract consumer attention through the presentation of relevant and quality information. At TikTok Shop, this strategy is realized through video reviews, product demonstrations, and storytelling that can increase consumer understanding and trust in products.

However, research on the influence of content marketing on purchase decisions also yielded different findings. A number of studies show that content marketing has a positive effect on purchasing decisions because it is able to increase consumer interest, trust, and engagement (Sudarsono et al., 2020). On the other hand, Adilla and Hendratmoko (2022) and Damayanti and Nawangsari (2025) found that this influence was not significant because the content conveyed was not able to provide strong enough information to encourage consumers to make purchase decisions.

The difference in research results regarding the influence of flash sales and content marketing shows that there is still a research gap. Therefore, this study was conducted to analyze the influence of the two marketing strategies on purchase decisions in TikTok Shop users, so that it can provide a more comprehensive understanding of the factors that affect consumer behavior on the platform.

The purpose of this study is to analyze the influence of flash sales on purchase decisions on TikTok Shop and analyze the influence of content marketing on purchase decisions on TikTok Shop.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Behavior

Consumer behavior is the entire process carried out by individuals when searching, selecting, obtaining, using, evaluating, and disposing of products or services to meet their needs and desires. According to Schiffman and Kanuk cited by Sumarwan (2017), this behavior includes all consumer activities from the search for information to the product disposal stage. Engel, Blackwell, and Miniard (1995) explained that consumer behavior includes the decision-making process before purchase, product use, and evaluation after consumption. Meanwhile, Hoyer et al. (2023) stated that consumer behavior describes various consumer decisions throughout the life cycle in obtaining, using, and stopping the use of products, services, experiences, activities, and ideas. Thus, consumer behavior not only reflects the act of purchase, but also involves psychological processes that influence every consumption decision (Engel, Blackwell, & Miniard, 1995).

Online consumer behavior is consumer behavior that utilizes the internet and digital media in the process of searching for information, evaluating, and purchasing products or services. Turban et al. (2018) explained that these activities are carried out through digital interaction as the main means of communication between consumers and sellers. Hoyer et al. (2023) added that consumers are leveraging search engines, social media, and review sites to compare brands and obtain information before making transactions online. Therefore, online consumer behavior shows how digital technology is the primary medium in helping consumers obtain the necessary information before making purchasing decisions (Hoyer et al., 2023).

Turban et al. (2018) stated that online consumer behavior is influenced by two main groups of variables, namely uncontrollable variables and controllable variables. The first variable is a factor that cannot be controlled by the company, while the second variable is a factor that can be managed as part of a digital marketing strategy.

2.2 Online Purchase Decision

Online purchase decisions are the final stage of the consumer decision-making process in making transactions through electronic media. The process begins with the emergence of needs, searching and evaluating information about products,

forming attitudes towards available alternatives, until finally consumers decide to make purchases on online platforms. Thus, online purchasing decisions can be understood as the end result of the consumer's consideration process of various factors, both internal and external, before determining the product or service that best suits his needs (Turban et al., 2018).

Indicators of purchasing decisions have been developed in various studies. According to Mbete and Tanamal (2020), purchasing decisions are measured through four dimensions, namely Product Choices, Dealer Choices, Purchase Timming, and Payment Methods. Product Choises describes consumers' efforts in recognizing the available products and seeking information about the quality and ease of service before purchasing. Dealer Choises deals with the tendency of consumers to choose where to shop based on their experience and preferences. Purchase Timming shows decisions about when to make a purchase, while Payment Methods reflects consumers' consideration of the variety of payment methods provided.

Meanwhile, Iskamto (2021) stated that purchasing decisions can be measured through five dimensions, namely Product Form, Product Quality, Product Type, Product Utilization, and Product Durability. Product Form assesses the attractiveness of the design as well as the diversity of product choices. Product Quality describes consumers' perception of product quality and its ability to compete with other products. Product Type indicates the completeness of the variety of products offered according to consumer needs. Product Utilization is related to the benefits obtained and the possibility of sustainable use of the product. Product Durability reflects the durability of the product as one of the main considerations in purchasing decisions.

Based on these two studies, this study adapted the indicators developed by Mbete and Tanamal (2020) and Iskamto (2021), then adjusted them to the characteristics of the research object. Purchase decision variables are measured through five dimensions, namely Product Choice, Brand Choice, Dealer Choice, Purchase Timing, and Purchase Quantity. These five dimensions are used to describe consumer decisions in choosing quality products, determining trusted brands and distributors, setting purchase times, and determining the number of products to be purchased according to research needs.

2.3 Flash Sale

Flash sale is a digital sales promotion strategy that offers large discounts in a very short time with a limited number of products. According to Turban et al. (2018), flash sales are online sales activities that only last for hours or one day to encourage enthusiasm and impulse purchases. Kotler et al. (2022) explained that this strategy includes a form of digital sales promotion that combines high discounts, time constraints, and limited stock to create a sense of urgency for consumers. Meanwhile, Belch and Belch (2015) stated that flash sales are a development of price discount techniques in conventional sales promotions that are adapted to the digital environment. Thus, flash sales can be understood as a promotional strategy that utilizes discounted prices, limited time, and a limited number of products to accelerate consumer purchasing decisions (Kotler et al., 2022).

According to Kotler et al. (2022), flash sales have three main dimensions. First, Price Reduction, which is the provision of discounts that are able to increase the attractiveness of products and encourage consumers to make purchases. Second, Limited Availability, which is the limited number of products that cause the perception of exclusivity so as to increase consumer interest in owning the product immediately. Third, Time Limited, which is a limitation on the duration of promotions that creates psychological pressure so that consumers are encouraged to make purchase decisions in a short period of time (Kotler et al., 2022).

Flash sales through four indicators, namely Price Discount, Consumer Trust, Attitude toward Flash Sale, and Impulse Buying Tendency. Meanwhile, Handayani et al. (2025) used four indicators, namely Limited Quantities, Time Promotion, Competitive Arousal, and Excited Arousal. Based on the two studies, the flash sale variables in this study were adjusted to the characteristics of the research object using three main indicators, namely Price Discount, Limited Quantities, and Limited Time Promotion. Each indicator is measured through respondents' perceptions of the attractiveness of discount prices, limited product stock, and the short duration of promotions that drive purchase decisions (Handayani et al., 2025).

2.4 Content Marketing

Content marketing is a digital marketing strategy that focuses on providing valuable, relevant, and consistent content to attract attention, build engagement, and drive consumer action. Turban et al. (2018) explained that the main goal of content marketing is to create relationships with consumers through the delivery of useful information so that it can influence purchase decisions. In line with that, Kotler et al. (2022) define content marketing as a digital marketing approach that utilizes various forms of content, such as videos, articles, and infographics, to attract audiences, increase engagement, maintain loyalty, and strengthen brand image. Thus, content marketing can be understood as a long-term communication strategy that prioritizes the delivery of quality information to build relationships with consumers while increasing brand value and encouraging purchases (Kotler et al., 2022).

Zhou et al. (2021) developed content marketing indicators that include Common Behaviors of Reading SMIs', General Perceptions of SMIs' Narrative Strategies, and Liked and Disliked SMIs' Narrative Strategies. Meanwhile, Geng and Chen (2021) measured content marketing through four indicators, namely Interaction Quality, Perceived Usefulness, Perceived Trust, and Product Involvement. Based on these two studies, this study adapts five indicators that have been adjusted to the context of the research object, namely Behaviours of Viewing Content, Preference for Content Style, Interaction Quality, Perceived Usefulness, and Perceived Trust. The five indicators are used to assess how the characteristics of promotional content affect consumer perception, trust, and purchasing decisions (Zhou et al., 2021).

3. RESEARCH MEHODOLOGY

This study uses a conclusive research approach because it aims to test the relationship between variables and prove hypotheses about the influence of flash sales and content marketing on purchase decisions. According to Malhotra (2018), research methodologies are divided into exploratory research and conclusive research. Exploratory research functions to obtain an initial understanding of a phenomenon by using a limited sample

so that the results are still temporary. On the other hand, conclusive research is systematically designed to test hypotheses using quantitative data and representative samples to produce more convincing conclusions. Based on these objectives, this study is a conclusive research because it focuses on testing the influence of independent variables, namely flash sales and content marketing, on dependent variables in the form of purchasing decisions.

The research design applied is causal research, which is a design used to analyze the cause-and-effect relationship between variables. This design allows researchers to identify variables that act as cause and effect and measure the magnitude of the influence of independent variables on dependent variables (Malhotra, 2018). Referring to the research methodology flowchart presented in Figure 3.1 below, the primary focus of this study is to map and measure the contribution of the variables flash sale and content marketing to consumer purchase decision-making.

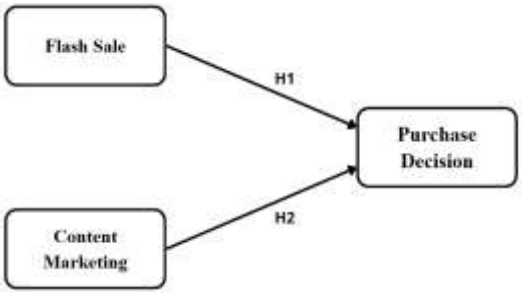


Figure 3.1 Research Design
Source: Processed by Researchers

This study uses primary data obtained directly from respondents through the distribution of questionnaires. Malhotra (2018) explained that primary data is information collected directly by researchers to answer the research objectives. All respondents who met the research criteria were asked to fill out a questionnaire as the main source of data collection. Furthermore, the respondents' answers were processed and analyzed to obtain research results that were in accordance with the goals that had been set (Malhotra, 2018).

The research was carried out on TikTok Shop e-commerce users using an online survey method using Google Forms. The distribution of the questionnaire was carried out nationally through various social media platforms, namely WhatsApp, Telegram, Instagram, and TikTok, so that it was able to reach respondents who were in accordance with the characteristics of the research sample.

Based on the results of the questionnaire distribution, as many as 200 respondents were successfully obtained. The majority of respondents came from TikTok as many as 116 people (58%), followed by WhatsApp as many as 68 people (34%), Instagram as many as 16 people (8%), while Telegram did not contribute respondents (0%). These results show that TikTok is the most effective medium in reaching research respondents.

The research population is all consumers who have characteristics in accordance with the research objectives. According to Malhotra (2018), a population is a whole of elements that have certain characteristics as the object of research. In this study, the number of the population is not known for sure. The characteristics of the respondents include consumers who have shopped at the TikTok Shop at least once in the last 30 days, aged 17–44 years, both male and female, and have purchased products when the flash sale program took place within the same period of time (Malhotra, 2018).

The sample is a part of the population that has characteristics similar to the study population (Sugiyono, 2023). This study used 200 respondents who were selected through a non-probability sampling technique with a purposive sampling method. The technique was chosen because it allows researchers to determine respondents based on certain criteria relevant to the research objectives, so that the data obtained is more appropriate, accurate, and able to describe the influence of content marketing and flash sales on purchase decisions. The use of this method also helps minimize errors in the data collection and processing process so as to improve the quality of research results (Sugiyono, 2023).

This study uses a survey approach as the main technique in obtaining data from respondents. The survey approach was chosen because it was able to collect representative information from a population sample through standardized instruments (Malhotra, 2018). Data collection was carried out using an online questionnaire that was distributed to respondents who had met the research criteria. Before filling out the questionnaire, the researcher first contacted the prospective respondents to confirm their willingness to participate in the study. A total of 200 respondents were targeted for the survey so that the data obtained is expected to be able to describe the conditions studied objectively (Malhotra, 2018).

The data that has been collected is analyzed using SPSS 25 software. The analysis was carried out to test the relationship between variables and answer the research hypothesis through several stages, namely multiple linear regression test, determination coefficient (R^2), and t test (Malhotra, 2018).

4. RESULTS AND DISCUSSION

4.1 Research Results

This study involved 200 respondents who were selected using the nonprobability sampling technique through purposive sampling. Data collection was carried out using Google Forms with research instruments in the form of 34 statements that have gone through validity and reliability tests, so that all items are declared suitable for use as a measurement tool. The analysis began with the presentation of respondents' characteristics based on gender, age, occupation, monthly shopping expenses, product categories purchased, and provincial origin. Furthermore, data was analyzed using Linear Regression with the help of the SPSS program to test the influence of flash sale and Content Marketing variables on Purchase Decisions according to the research hypothesis.

The respondents in this study were users and former TikTok Shop users between the ages of 17–44 years. Based on gender, the majority of respondents were women as many as 155 people (77.5%), while men amounted to 45 people (22.5%). The composition shows that TikTok Shop users in this study are dominated by women, who generally make more purchases in the categories of personal care, beauty, and fashion products to support their appearance.

Based on age, the largest group of respondents was in the range of 17–22 years as many as 101 people (51%), followed by 23–28 years old as many as 51 people (26%), 29 people (15%) aged 29 years (15%), 35–40 years old as many as 11 people (6%), and 41-44 years old as many as 8 people (4%). These results indicate that TikTok Shop users are dominated by young age groups who tend to actively follow trends, are interested in attractive offers, and take advantage of product information available through digital platforms before making a purchase.

Judging from work, most of the respondents were students as many as 123 people (62%). Furthermore, there are 43 private employees (22%), 18 civil servants (9%), 8 other professions (4%), 6 housewives (3%), and 2 students (1%). The dominance of students shows that this group is the most active TikTok Shop user because they are more often exposed to Content Marketing and have a tendency to take advantage of various discount programs, including flash sales, so that purchases are in accordance with their budget.

Based on monthly expenditure, the most respondents were in the range of IDR 500,100-IDR 1,000,000 as many as 51 people (26%). The next group had expenses above IDR 2,500,100 as many as 39 people (20%), followed by expenses below IDR 500,000 as many as 35 people (18%), IDR 1,000,100 – IDR 1,500,000 as many as 32 people (16%), IDR 1,500,100 – IDR 2,000,000 as many as 27 people (14%), and IDR 2,000,100 – IDR 2,500,000 as many as 16 people (8%). The distribution shows that most respondents have relatively limited shopping skills, so the flash sale program is one of the factors that attract their interest in transacting on TikTok Shop.

Judging from the product categories purchased, care and beauty products are the most chosen categories, followed by fashion, food and beverages, and accessories. Meanwhile, other categories such as electronics, household appliances, health, books and magazines, sports equipment, furniture, and baby supplies have a smaller proportion. This pattern is in line with the characteristics of respondents who are dominated by women and young age groups who have high attention to self-care and the development of fashion trends.

Based on provincial origin, the most respondents came from East Java with 92 people (46%), then West Java with 39 people (20%). Other respondents were spread across various provinces such as Central Java, Yogyakarta, Banten, DKI Jakarta, Riau, West Nusa Tenggara, North Sumatra, West Sumatra, Aceh, Lampung, Bali, East Kalimantan, South Sulawesi, Central Sulawesi, West Sulawesi, Gorontalo, North Maluku, Ternate, to Southwest Papua. The distribution shows that even though data collection is carried out online, the majority of respondents come from the East Java and West Java regions.

Table 4.1 Descriptive Statistics

Statement Item	Scale					N	Mean	Remarks
	1	2	3	4	5			
Flash Sale (X1)								
X1.1.1	1	3	8	80	108	200	4.455	Strongly Agree
X1.1.2	1	1	15	96	87	200	4.335	Strongly Agree
X1.1.3	1	7	14	88	90	200	4.295	Strongly Agree
X1.2.1	2	11	30	77	80	200	4.110	Agree
X1.2.2	2	8	20	84	86	200	4.220	Strongly Agree
X1.2.3	3	18	39	87	53	200	3.845	Agree
X1.3.1	3	11	23	88	75	200	4.105	Agree
X1.3.2	1	16	33	69	81	200	4.065	Agree
X1.3.3	2	10	29	67	92	200	4.185	Agree
Content marketing (X2)								
X2.1.1	2	7	24	79	88	200	4.220	Strongly Agree
X2.1.2	1	2	23	108	66	200	4.180	Agree
X2.2.1	2	5	24	68	101	200	4.305	Strongly Agree
X2.2.2	5	12	21	81	81	200	4.105	Agree
X2.2.3	1	4	12	89	94	200	4.355	Strongly Agree
X2.2.4	1	1	19	93	86	200	4.310	Strongly Agree
X2.3.1	1	5	24	97	73	200	4.180	Agree
X2.3.2	2	11	23	93	71	200	4.100	Agree
X2.3.3	2	4	16	94	84	200	4.270	Strongly Agree
X2.4.1	2	2	20	75	101	200	4.355	Strongly Agree
X2.4.2	3	6	23	95	73	200	4.145	Agree
X2.4.3	1	8	22	85	84	200	4.215	Strongly Agree
X2.5.1	4	8	34	85	69	200	4.035	Agree

X2.5.2	1	10	24	89	76	200	4.145	Agree
X2.5.3	3	10	36	89	62	200	3.985	Agree
Purchase Decision (Y)								
Y1.1.1	2	5	22	92	79	200	4.205	Agree
Y1.1.2	2	4	9	94	91	200	4.340	Strongly Agree
Y1.2.1	2	11	27	94	66	200	4.055	Agree
Y1.2.2	2	3	24	84	87	200	4.255	Strongly Agree
Y1.3.1	1	4	24	91	80	200	4.225	Strongly Agree
Y1.3.2	4	16	19	87	74	200	4.055	Agree
Y1.4.1	1	3	23	91	82	200	4.250	Strongly Agree
Y1.4.2	1	6	26	89	78	200	4.185	Agree
Y1.5.1	2	1	12	92	93	200	4.365	Strongly Agree
Y1.5.2	11	44	33	60	52	200	3.490	Agree

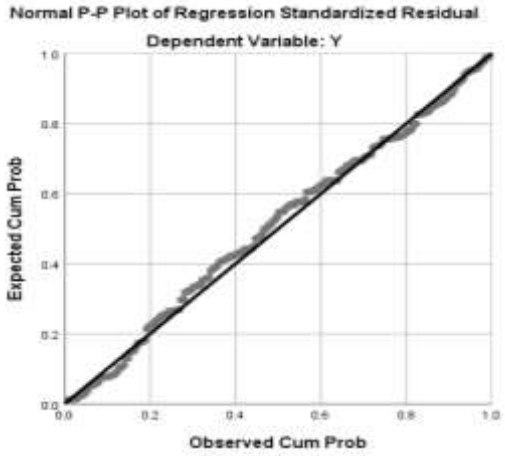
Source: Processed by Researchers with SPSS 25 (2026)

In the flash sale variable (X1), all indicators obtained an average value in the agree to strongly agree category. The highest average score was found in the X1.1.1 item of 4,455, which shows that respondents found the discounted price on the flash sale on TikTok Shop very attractive. In contrast, the lowest average value was found in item X1.2.3 of 3,845, indicating that respondents still agreed with the statement regarding the limited availability of the desired product during the flash sale. In general, the results show that flash sale programs are perceived positively by consumers.

The content marketing variable (X2) also showed a dominant assessment in the category of agree and strongly agree. The highest score was obtained for item X2.2.3 with a value of 4,355, which indicates that honest delivery of content is able to increase respondents' interest in making a purchase. The lowest score was found in item X2.5.3 of 3,985, but remained in the agree category. These findings show that the quality of content presentation on TikTok Shop is considered quite good and is able to build consumer trust in the products being promoted.

In the purchase decision variable (Y), most indicators obtained the category of agree to strongly agree. The highest average value was found in item Y1.5.1 of 4,365, which indicates that respondents tend to buy products as needed. Meanwhile, the lowest score was found in item Y1.5.2 of 3,490, indicating that respondents were relatively unwilling to make large purchases. These results show that purchasing decisions are more influenced by needs than excessive purchasing desires.

Before multiple linear regression analysis was carried out, the data was tested through several classical assumption tests so that the model used met the statistical requirements.



Graph 4.1 Normal P-P Plot of Regression
Source: Processed by Researchers with SPSS 25 (2026)

The results of the normality test using the Normal P-P Plot of Regression Standardized Residual show that the residual points follow a diagonal line without significant deviations.

Table 4.2 Results of the Kolmogorov-Sumirnov test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters	Mean	.0000000

	Std. Deviation	2.15592386
Most Extreme Differences	Absolute	.048
	Positive	.036
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200

Source: Processed by Researchers with SPSS 25 (2026)

The findings were corroborated by the One-Sample Kolmogorov-Smirnov Test which produced an Asymp value. Sig. of 0.200, greater than 0.05. Thus, the residual research can be declared to be normally distributed.

Table 4.3 Multicollinearity Test Results

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	LIVE
1	X1	.528	1.894
	X2	.528	1.894

Source: Processed by Researchers with SPSS 25 (2026)

Furthermore, the multicollinearity test showed that the two independent variables had a Tolerance value of 0.528 and a VIF of 1.894. These values meet the criteria of Tolerance > 0.10 and VIF < 10, so it can be concluded that there is no multicollinearity among independent variables.

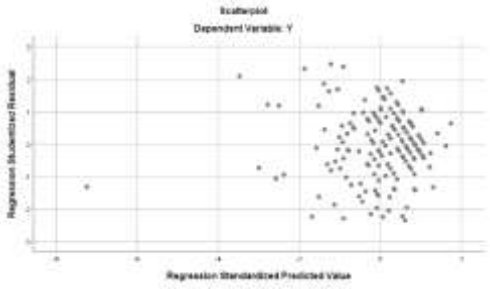


Figure 4.2 Heteroscedasticity Test with Scatterplot
Source: Processed by Researchers with SPSS 25 (2026)

Table 4.4 Heteroscedastistist Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	-.139	.522		-.265	.791
	X.1	33.229	40.304	.122	.824	.411
	X.2	92.718	66.492	.207	1.394	.165

Source: Processed by Researchers with SPSS 25 (2026)

In the heteroscedasticity test, the Scatterplot results show a random residual point spread without forming a specific pattern. Testing using significance also showed values of 0.411 for *flash sales* and 0.165 for *content marketing*, both of which are greater than 0.05. Therefore, the regression model is declared free of the symptoms of heteroscedasticity.

Table 4.5 Results of the linearity test X1 to Y

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Say.
Purchase Decision (Y) *	Between Groups	(Combined)	2694.944	19	141.839	17.369	.000
		Linearity	2381.226	1	2381.226	291.591	.000

Flash Sale (X1)		Deviation from Linearity	313.717	18	17.429	2.134	.006
	Within Groups		1469.936	180	8.166		
	Total		4164.880	199			

Source: Processed by Researchers with SPSS 25 (2026)

Table 4.6 Results of the Linearity Test X2 to Y

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Say.
Purchase Decisions (Y) * Content Marketing (X2)	Between Groups	(Combined)	3339.318	31	107.720	21.921	.000
		Linearity	3004.899	1	3004.899	611.490	.000
		Deviation from Linearity	334.419	30	11.147	2.268	.001
	Within Groups		825.562	168	4.914		
	Total		4164.880	199			

Source: Processed by Researchers with SPSS 25 (2026)

The results of the linearity test show that the relationship between flash sales and purchase decisions and content marketing and purchase decisions is linear. This is evidenced by a significance value of 0.000, which is smaller than 0.05 in both variable relationships, so that the model meets the assumption of linearity.

Table 4.7 Result of Coefficient of Determination (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882a	.778	.776	2.16684

Source: Processed by Researchers with SPSS 25 (2026)

Analysis of the determination coefficient (Adjusted R Square) yielded a value of 0.776, which means that the flash sale and content marketing variables were able to explain 77.6% of the variation in purchase decisions. Meanwhile, the remaining 22.4% were influenced by other factors outside the research model (Ghozali, 2021).

The results of multiple linear regression analysis yield the equation:

$Y = 2.270 + 0.342(X1) + 0.422(X2)$

The equation shows that the two independent variables have a positive influence on purchasing decisions. A constant value of 2.270 describes the value of a purchase decision when all independent variables are considered constant. The flash sale coefficient of 0.342 indicates that every one unit increase in the variable will increase the purchase decision by 0.342 units. Meanwhile, the content marketing coefficient of 0.422 shows that improving the quality of content marketing has a greater influence on increasing purchase decisions than flash sales.

Table 4.8 Hypothesis Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	2.270	1.509		1.504	.134
	TOTAL_X1	.342	.048	.327	7.075	.000
	TOTAL_X2	.422	.031	.625	13.524	.000

Source: Processed by Researchers with SPSS 25 (2026)

Hypothesis testing through the t-test showed that the flash sale variable (X1) obtained a calculated t-value of 7.075 with a significance level of 0.000, so that H1 was accepted. This means that flash sales have a positive and significant effect on purchase decisions. Furthermore, the content marketing variable (X2) obtained a calculated t-value of 13.524 with a significance of

0.000, so H2 was also accepted. This value shows that content marketing has a positive and significant influence on purchase decisions and is a variable that contributes more than flash sales based on the value of the regression coefficient.

Overall, the results of the study prove that the two independent variables are able to improve consumers' purchasing decisions on TikTok Shop. Thus, the research hypothesis is accepted because each variable has a significance value below 0.05 and the calculated t-value is greater than the t-table, so the research model is considered suitable for use to explain the relationship between variables/

4.2 Discussion

The results of the study show that flash sales have a positive and significant effect on purchase decisions. This finding is in line with the theory of Turban et al. (2018) which explains that flash sales are promotions with a limited duration that offer large discounts on certain products so as to create a feeling of urgency and scarcity. This condition encourages consumers to make purchase decisions faster without going through long considerations. Thus, lower prices and time and stock limitations are the main factors that influence consumers' purchasing decisions.

These findings are consistent with the research of Fun Nabila et al. (2025), Sulistia et al. (2025), and Zahri et al. (2024) which states that flash sales are able to improve purchasing decisions through providing attractive discounts. The large amount of the discount can encourage consumers to buy more products during the promotion period, making it an effective strategy to increase sales.

On the contrary, the results of this study are different from the findings of Damayanti and Nawangsari (2025), Faturrohman and Widarta (2024), Nuraini and Putra (2024), and Al-Fairuz (2025) who concluded that flash sales do not have a significant influence on purchase decisions. The difference is suspected to be caused by a difference in the context of the research, because the previous research was conducted on the Shopee platform, while this study uses TikTok Shop which has the characteristics of limited-time based promotions and different user behaviors.

The results of the study are also supported by the characteristics of the respondents, who are dominated by Generation Z female students aged 17–22 years old with monthly expenses of IDR 500,000–IDR 1,000,000. These characteristics show that this group is still sensitive to prices so they tend to take advantage of flash sales to obtain products at lower prices. Time pressure and limited product quantity also provide an emotional boost that makes consumers make a purchase immediately before the opportunity ends.

This study proves that content marketing has a positive and significant effect on purchase decisions. These results support the theory of Kotler et al. (2022) which states that content marketing is a digital marketing strategy through the presentation of valuable, relevant, and consistent content to attract, engage, and retain consumers. Content that is informative, visually appealing, and easy to understand can increase consumer trust, knowledge, and confidence in making purchases.

These findings are in line with research by Nur Afifah (2024) and Khoirunnisa et al. (2024) which show that content marketing has a significant influence on purchasing decisions. The presentation of quality content is considered to be able to build relationships with consumers while increasing buying interest through clear and easy-to-understand information.

However, the results of this study are different from the research of Adilla and Hendratmoko (2022), Rizqy et al. (2024), and Dwintri Nata and Sudarwanto (2022) who stated that content marketing does not have a significant influence on purchase decisions. The difference is allegedly influenced by differences in research platforms. Previous research was conducted on Instagram and YouTube, while this study focused on TikTok Shop which relies on short video content with a higher level of interaction so that it can influence consumer behavior more effectively.

The characteristics of the respondents further strengthen the results of this study. The majority of respondents are Generation Z students who buy skincare, beauty, and fashion products through TikTok Shop. This consumer group considers that honesty, credibility, and accuracy of information in content are important factors before making a purchase. Therefore, content marketing that displays information in an honest and relevant manner is able to build consumer trust, create a positive perception of the store, and improve purchasing decisions.

Conclusion

Based on the results of the research, it can be concluded that *flash sales* have a positive and significant influence on consumer purchase decisions. The higher the intensity or appeal of *a flash sale* program, the more likely it is that consumers will make purchases, assuming other factors remain constant. In addition, *content marketing* has also been proven to have a positive effect on purchase decisions. Improving the quality and effectiveness of *content marketing* is able to encourage an increase in consumer purchase decisions, so these two variables play an important role in influencing purchasing behavior on *TikTok Shop*.

This research still has several limitations that can be considered for future research. The questionnaire used does not contain open-ended questions so it is not able to dig deeply into the reasons why consumers choose to shop on *TikTok Shop* as well as the psychological factors that influence purchase decisions. Therefore, subsequent research is recommended to add open-ended questions in order to gain a more comprehensive understanding of consumer experiences and behaviors. In addition, because this study only focuses on *TikTok Shop*, the results cannot necessarily be generalized to other *e-commerce* platforms, such as Shopee, Tokopedia, or Lazada, or to purchases in physical stores. Thus, further research is recommended to conduct comparative studies on various *social commerce* platforms in order to obtain a broader picture of consumer behavior.

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