

ABSTRAK

Perkembangan *e-commerce* menyebabkan persaingan antar penjual semakin ketat dalam upaya menarik minat konsumen. Promo gratis ongkir, *flash sale*, dan *customer review* diduga merupakan faktor yang memengaruhi keputusan pembelian produk Glad2Glow di *marketplace* Shopee. Tujuan penelitian ini adalah untuk mengetahui pengaruh promo gratis ongkir, *flash sale*, dan *customer review* terhadap keputusan pembelian produk Glad2Glow di *marketplace* Shopee pada kalangan mahasiswa Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan metode eksplanatori, data dikumpulkan melalui kuesioner dari 398 responden yang ditentukan melalui teknik purposive sampling. Analisis data dilakukan dengan menggunakan, uji validitas, uji reliabilitas, analisis regresi linear berganda, uji asumsi klasik, uji hipotesis (uji T), dan uji koefisien determinasi (R^2), dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa promo gratis ongkir berpengaruh positif dan signifikan terhadap keputusan pembelian, *flash sale* berpengaruh positif dan signifikan terhadap keputusan pembelian, serta *customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian. Dengan demikian, semakin menarik tawaran promosi yang diberikan dan semakin baik ulasan dari para konsumen, maka semakin tinggi pula keputusan pembelian pada produk Glad2Glow di Shopee.

Kata kunci: Gratis Ongkir, *Flash Sale*, *Customer Review*, Keputusan Pembelian.

ABSTRACT

The development of e-commerce has led to increasingly fierce competition among sellers in an effort to attract consumer interest. Free shipping promotions, flash sales, and customer reviews are suspected to be factors that influence the purchasing decisions of Glad2Glow products on the Shopee marketplace. The purpose of this study was to determine the effect of free shipping promotions, flash sales, and customer reviews on purchasing decisions of Glad2Glow products on the Shopee marketplace among Jember students. This study used a quantitative approach with an explanatory method, data were collected through questionnaires from 398 respondents determined through a purposive sampling technique. Data analysis was carried out using validity tests, reliability tests, multiple linear regression analysis, classical assumption tests, hypothesis tests (T-tests), and coefficient of determination (R²) tests, with the help of the SPSS program. The results showed that free shipping promotions had a positive and significant effect on purchasing decisions, flash sales had a positive and significant effect on purchasing decisions, and customer reviews had a positive and significant effect on purchasing decisions. Thus, the more attractive the promotional offer given and the better the reviews from consumers, the higher the purchasing decisions for Glad2Glow products on Shopee.

Keywords: *Free Shipping, Flash Sale, Customer Reviews, Purchase Decisions.*