

# WARDAH'S DIGITAL MARKETING STRATEGY THROUGH ISLAMIC BRANDING, INFLUENCER MARKETING, AND FLASH SALE PROGRAMS TO INCREASE ONLINE SHOPPING DECISIONS ON THE SHOPEE PLATFORM

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## Abstract

*The rapid growth of digital technology and e-commerce has transformed consumer behavior, particularly in online beauty product purchases. This study aims to examine the influence of Islamic Branding, Influencer Marketing, and Flash Sale on online shopping decisions for Wardah beauty products on Shopee. Using a quantitative approach, data were collected from 100 respondents in Makassar who had purchased Wardah products online. The data were analyzed using multiple linear regression with SPSS 26. The results indicate that Islamic Branding, Influencer Marketing, and Flash Sale each have a positive and significant effect on online shopping decisions. Simultaneously, these three variables contribute 51% to consumer purchasing decisions, showing that a combination of religiosity-based branding, social influence, and urgency-driven promotion effectively encourages consumer purchases. The findings suggest that integrating Islamic values with digital marketing strategies enhances consumer trust and purchase intention in the halal beauty market.*

**Keywords:** *Islamic Branding, Influencer Marketing, Flash Sale, Online Shopping Decision*

## 1. INTRODUCTION

The development of digital technology and the rapid advancement of e-commerce have brought about fundamental changes in Indonesian consumption patterns, particularly in the context of online shopping. The emergence of various marketplace platforms with diverse promotional strategies has made it easier for consumers to access products, including cosmetics and personal care products, which have now become staples of the modern lifestyle. Indonesia, as one of the largest cosmetics markets in Southeast Asia, shows a significant growth trend in this sector. TechnoBusiness data (2023) noted that the market value of the cosmetics industry in Indonesia increased from US\$2,116 million in 2010 to US\$5,184 million in 2023, indicating a surge in consumer demand for beauty products influenced by public awareness of the importance of self-care, as well as the role of social

media in shaping purchasing preferences. This condition presents a significant opportunity for cosmetics companies, especially those who are able to utilize digital technology and understand the needs of Muslim consumers who dominate Indonesia's demographic (Pasxmedia Holding, 2023).

In this context, Wardah, as one of Indonesia's leading halal cosmetic brands, has emerged as a pioneer in integrating Islamic values with modern marketing strategies. Wardah not only promotes a halal image in each of its products, but has also successfully built a strong Islamic brand, attracting Muslim consumers who are increasingly aware of the importance of halal products. Islamic branding is a strategy that emphasizes Islamic values in building brand identity and differentiation. According to Nature & Meaning, (2021) Islamic branding has been shown to influence purchasing decisions because Muslim consumers tend to choose products that comply with Sharia principles. However, research results (Kusumawardhani & Fahmi, 2024) Research shows that while Islamic branding is important, other factors such as price and online customer reviews have a greater influence on purchasing decisions. This indicates that Islamic branding, while emotionally and spiritually relevant, needs to be combined with other digital marketing strategies that are more adaptive to modern consumer behavior.

One strategy widely used in the digital era is influencer marketing. Social media has transformed the way consumers interact with brands, with influencers playing a crucial role in shaping public opinion and purchasing preferences. Influencers, particularly beauty vloggers and Muslim Instagram celebrities, possess significant persuasive power due to their emotional connection with their followers. Their recommendations are perceived as more authentic than traditional advertising, thus increasing consumer trust in the products they promote. Research (Konita, 2024) the results show that influencer marketing and brand image have a positive and significant influence on purchasing decisions for Wardah products in South Tangerang. These results align with the findings of Pamungkas et al., (2021) which states that collaboration with celebrity endorsers and product knowledge can substantially increase the appeal of the Wardah brand. Anggraini et al., (2025) emphasized that Generation Z, as the dominant e-commerce consumer, is heavily influenced by content produced by influencers on social media. Therefore, utilizing influencer marketing is a strategic step for Wardah in expanding market reach and building emotional connections with consumers.

Besides Islamic branding and influencer marketing, the flash sale strategy has also become an interesting phenomenon in digital marketing, especially on e-commerce platforms like Shopee. Flash sales are limited-time, discount-based promotional programs that create a sense of urgency and scarcity, encouraging consumers to make a purchase immediately. This strategy has been proven effective in significantly increasing sales in a short time. According to research, Lazuardi & Wahjoedi, (2024) flash sale programs not only drive increased transactions but also enhance the website's visual appeal through platform design and product photography, which play a role in shaping purchasing decisions. Zhang et al., (2018) they even emphasized that flash sales are not just a means of price promotion, but also a strategic strategy for introducing new products, increasing brand exposure, and creating word-of-mouth among consumers. Therefore, the presence of flash sales within the Shopee ecosystem is a determining factor in Wardah's digital marketing strategy.

The Wardah phenomenon on Shopee is particularly interesting because the brand successfully combines Islamic branding, influencer marketing, and flash sales

simultaneously. As a local brand with a global presence, Wardah is able to optimize Shopee's digital ecosystem, known for its aggressive promotional strategies. Shopee provides ample space for flash sales, influencer collaborations, and halal product campaigns, perfectly aligning with Wardah's marketing strategy. This phenomenon not only demonstrates how Islamic values can be integrated with modern digital marketing strategies but also demonstrates how Indonesian consumer behavior is shaped by a combination of religiosity, social influence, and urgency-based promotions.

Academically, research on Islamic branding, influencer marketing, and flash sales has been conducted previously, but most of it is still standalone. For example, research Nurhanifah et al., (2024) found that halal awareness and Islamic branding have a positive effect on purchase intention, while the study Pamungkas et al., (2021) highlights the role of celebrity endorsers in strengthening purchasing decisions. On the other hand, research Lazuardi & Wahjoedi, (2024) demonstrates the effectiveness of flash sales in increasing consumer purchasing interest. However, research that comprehensively integrates these three factors in the context of halal beauty products is still limited. Therefore, this study is highly urgent to fill the gap in academic literature by analyzing how Islamic branding, influencer marketing, and flash sales collectively influence consumers' online shopping decisions.

Islamic branding plays an important role in beauty product purchasing decisions, especially for brands like Wardah that emphasize Islamic values (Andayani et al., 2024). Several studies have shown that the influence of Islamic branding on purchasing decisions is not always significant. A study in Surabaya showed that Islamic branding had no significant influence on purchasing decisions for Wardah skincare products, while price and online customer reviews had a greater influence (Kusumawardhani & Fahmi, 2024). However, other studies have shown that Islamic branding can influence purchase intentions, especially when associated with halal awareness of products (Nurhanifah et al., 2024).

Using influencers in beauty product marketing is also an effective strategy. Research shows that celebrity endorsements and product knowledge have a positive and significant influence on consumer purchasing decisions for Wardah cosmetic (Pamungkas et al., 2021). This shows that while Islamic branding is important, marketing strategies involving celebrities can be more effective in attracting consumer interest.

Flash sales are a popular marketing strategy on e-commerce platforms like Shopee. Research shows that flash sales can increase consumer purchasing interest by creating a sense of urgency and capturing consumer attention (Lazuardi & Wahjoedi, 2024). In addition, flash sales can also serve as an effective promotional tool to increase the visibility of new products and influence purchasing decisions through word-of-mouth and price discrimination (Zhang et al., 2018).

There has been extensive research on online shopping decisions, but research combining Islamic branding, influencer marketing, and flash sales in the context of halal beauty products remains limited. Several previous studies have focused on the influence of Islamic branding on brand loyalty, the role of influencer marketing in increasing purchase intention, and the effectiveness of flash sales in creating purchase urgency. However, no study has comprehensively analyzed these three factors simultaneously in the context of halal beauty products on e-commerce platforms. The novelty of this research lies in: First, it

integrates three main factors, Islamic branding, influencer marketing, and flash sales in a single research model. Second, it focuses on halal beauty products, which are experiencing significant growth in the Indonesian market.

From a practical perspective, this research is crucial for providing strategic recommendations to halal cosmetics companies like Wardah and other players in the beauty industry. Given the high level of competition in the Indonesian cosmetics industry, companies need to develop marketing strategies that integrate religious values, the power of social media, and digital promotional tactics. The results of this study are expected to provide empirical insights into the factors that most significantly influence consumer purchasing decisions, thus providing a basis for future marketing decisions.

Based on the description above, this study seeks to answer two main research questions: whether Islamic branding, influencer marketing, and flash sales significantly influence online shopping decisions for Wardah beauty products on Shopee, and which variables are most dominant in influencing consumer purchasing decisions. The answers to these questions not only provide academic contributions in the form of literature enrichment but also practical contributions in the form of strategic recommendations for the halal beauty industry in Indonesia. Therefore, this research is relevant and urgent to implement, considering the rapid growth of the halal cosmetics industry and the dynamics of consumer behavior in the digital era.

## 2. RESEARCH METHOD

The approach used in this study is a quantitative one, which aims to test hypotheses and answer research questions regarding the influence of Islamic branding, influencer marketing, and flash sales on online shopping decisions for Wardah beauty products on the Shopee platform. The quantitative approach was chosen because it can objectively measure the relationship between variables and can be analyzed statistically (Sugiyono, 2017). This research was conducted in Makassar City, with the research implementation period starting from July to August 2025.

The population in this study was all consumers who had purchased or considered purchasing Wardah beauty products in Makassar City in the past six months. This population was selected based on the characteristics of active consumers and their relevant experience with Wardah beauty products. This segmentation is crucial so that the research results reflect the reality of actual consumer behavior in making beauty product purchasing decisions.

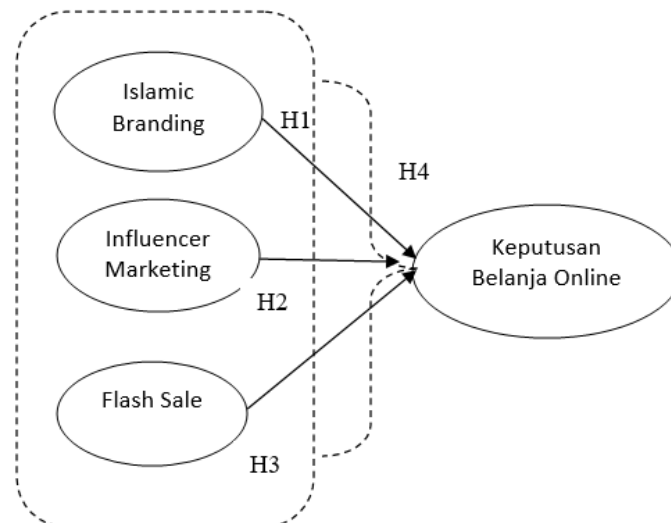
The sampling technique used was purposive sampling, which is a sampling technique based on determining criteria, where respondents who were found and met the criteria as people who had purchased Wardah products on Shopee, were domiciled in Makassar City and were at least 17 years old would be used as research samples (Sugiyono, 2013). This technique was chosen to see the influence of the independent and dependent variables being studied in depth.

Based on the theory of Hair et al., (2014), if the population size is not known with certainty, then the minimum sample size can be calculated by multiplying the number of indicators of all variables by a number between 5 and 10. In this study, there are 20 indicators representing four research variables, so the minimum number of samples required is  $20 \times 5 = 100$  respondents.

Data collection was conducted through three techniques: observation, documentation, and online questionnaire distribution. The main instrument, an online questionnaire, was developed using the Google Form platform and distributed through social media platforms such as Instagram and WhatsApp. The questionnaire was designed using a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), to measure respondents' responses to each indicator of the research variables.

Before being used for primary data collection, the questionnaire instrument will be tested first through validity and reliability tests to ensure that the instrument is able to measure the intended variables accurately and consistently. The validity test is conducted using the Pearson Product Moment correlation technique, while the reliability test is calculated using the Cronbach's Alpha coefficient, with a minimum acceptable reliability value of 0.70 (Hair et al., 2014).

After the instrument is declared valid and reliable, the collected data will be analyzed using multiple linear regression techniques to determine the simultaneous and partial effects of the independent variables (Islamic branding, influencer marketing, flash sales) on the dependent variable (online shopping decisions). Statistical tests conducted include the t-test (to test partial effects), the F-test (to test simultaneous effects), and the coefficient of determination ( $R^2$ ) test to determine the combined contribution of the three variables to online shopping decisions. All data processing and analysis will be carried out using SPSS version 26 statistical software.



**Figure 1. Conceptual Framework of the Research**

**Research Hypothesis:**

1. Islamic Branding has a positive and significant influence on online shopping decisions for Wardah brand beauty products on Shopee.
2. Influencer Marketing has a positive and significant influence on online shopping decisions for Wardah brand beauty products on Shopee.
3. Flash Sale has a positive and significant impact on online shopping decisions for Wardah brand beauty products on Shopee.

4. Islamic Branding, Influencer Marketing, Flash Sale simultaneously have a positive and significant influence on online shopping decisions for Wardah brand beauty products on Shopee.

### 3. RESULTS AND DISCUSSION

The following tabulates the characteristics of 100 research respondents, including gender, age, highest level of education, and type of employment. This table is expected to provide a clearer understanding of the respondents' profiles and serve as a basis for further analysis of consumer purchasing decisions.

Table 1. Characteristics of Research Respondents

Characteristics	Category	Frequency	Percentage (%)
<b>Gender</b>	Woman	87	87%
	Man	13	13%
<b>Age</b>	<20 years	20	20%
	21 years - 25 years	15	15%
	26 years - 30 years	11	11%
	31 years - 35 years	18	18%
	36 years - 40 years	15	15%
	>40 years	21	21%
<b>Last education</b>	High School/Equivalent	28	28%
	Diploma	18	18%
	S1	29	29%
	Masters/Doctoral Degree	25	25%
<b>Work</b>	Students	21	21%
	Self-employed	21	21%
	Private sector worker	23	23%
	Civil Servants/ASN	22	22%
	Housewife	13	13%

Source: Primary Data, 2025

Based on Table 1 above, it can be seen that the majority of respondents were women, with a percentage of 87%, while the remaining 13% were men. This dominance of women as respondents reflects a strong tendency among female consumers towards beauty products such as Wardah. In the cosmetics industry, women are indeed the main target market, especially for products that are labeled halal and have high credibility. The age variable in this study shows a diverse age range that is a consumer segment of Wardah products. In this case, the age group <20 years recorded 20% of respondents, indicating a significant interest in online shopping among young consumers. The 21-25 year old group and the 26-30 year old group were also dominant groups, with each group recording 15% and 11% of respondents, respectively. These age groups show high purchasing power and interest in beauty products, especially among consumers who are currently studying or just starting their careers. Meanwhile, the age groups 31 years - 35 years (18%), 36 years - 40 years (15%), and >40 years (21%) show that interest in online shopping is not only dominated by

young age groups, but also by more mature consumers, who are increasingly active in using e-commerce platforms to purchase products that suit their needs.

In terms of education level, respondents provided an overview of their level of knowledge and purchasing power. The majority of respondents (29%) had a bachelor's degree, indicating that consumers with a bachelor's degree have relatively high purchasing power and tend to be more informed about product quality. High school/equivalent graduates accounted for 28% of respondents, indicating that this segment is also quite significant in online shopping despite having a lower level of education. Furthermore, diploma and master's/doctoral degrees accounted for 18% and 25% of respondents, respectively.

Furthermore, the characteristics of respondents' jobs reflect their socioeconomic status and potential purchasing power in the e-commerce industry. Students dominate with 21% of respondents, indicating that students are an important segment that purchases Wardah products, even with a limited budget. Private workers accounted for 23% of respondents, indicating that consumers with permanent jobs like this have stable purchasing power, making it easier to shop for products online. Self-employed individuals with 21% of respondents and civil servants/ASN with 22% indicate that consumers with fixed or flexible incomes are more likely to purchase quality and trusted beauty products. Furthermore, housewives, who accounted for 13% of respondents, indicate that this group is also quite active in online shopping, especially for products used by the family, such as halal beauty products from Wardah.

From the characteristics above, it can be concluded that the majority of respondents in this study were women aged 21-30 years, which is an age group that is very active in online shopping. They also mostly have a bachelor's degree, which indicates that they have good purchasing power and a deeper understanding of the products they choose. Most respondents are also students, which indicates that this group is highly influenced by attractive promotions, such as Flash Sales and Influencer Marketing that are favored by young consumers. These characteristics illustrate that consumers of Wardah products tend to come from a young age group who are intelligent, informed, and active in e-commerce platforms, and choose products that are in line with their religious values.

### Instrument Validity Test and Reliability Test

Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

Table 2 Results of Question Item Validity Test

Question Items	Correlation Coefficient (r)	r table	Information
X1.1	0.791		<i>Valid</i>
X1.2	0.787		<i>Valid</i>
X1.3	0.848		<i>Valid</i>
X1.4	0.848		<i>Valid</i>
X1.5	0.795		<i>Valid</i>

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Imran et al., 2026

X2.1	0.941		<i>Valid</i>
X2.2	0.962		<i>Valid</i>
X2.3	0.960		<i>Valid</i>
X2.4	0.934		<i>Valid</i>
X2.5	0.844		<i>Valid</i>
X3.1	0.817	0.1966	<i>Valid</i>
X3.2	0.851		<i>Valid</i>
X3.3	0.870		<i>Valid</i>
X3.4	0.786		<i>Valid</i>
X3.5	0.688		<i>Valid</i>
Y.1	0.824		<i>Valid</i>
Y.2	0.878		<i>Valid</i>
Y.3	0.911		<i>Valid</i>
Y.4	0.780		<i>Valid</i>
Y.5	0.727		<i>Valid</i>

Source: Processed Primary Data, 2025

Based on Table 2, it can be seen that each question item in the variables of Islamic Branding, Influencer Marketing, Flash Sale, and Online Purchasing Decisions shows a calculated r value greater than the table r (0.1966). A calculated r value greater than the table r indicates that the relationship between the tested variable and the question item is statistically significant. In other words, each indicator in these four variables has a valid and reliable contribution in measuring respondents' perceptions of the aspects studied.

The results of the reliability testing of the research variables can be seen in the table below:

Table 3 Results of Reliability Test of Research Variables

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Criteria</b>	<b>Information</b>
Islamic Branding (X1)	0.872	Cronbach's alpha	<i>Reliable</i>
Influencer Marketing (X2)	0.960	> 0.60 so it is	<i>Reliable</i>
Flash Sale (X3)	0.862	reliable	<i>Reliable</i>
Online Purchase Decision (Y)	0.880		<i>Reliable</i>

Source: Processed Primary Data, 2025

Based on Table 3 presented, the results of the reliability test indicate that the calculated alpha coefficient for all variables is greater than the required criteria, namely 0.60. Specifically, the calculated alpha coefficient for each variable is 0.872 for Islamic Branding, 0.960 for Influencer Marketing, 0.862 for Flash Sale, and 0.880 for Online Purchasing Decisions. These values are significantly higher than the minimum required figure of 0.60, indicating that the measurement instrument used in this study has a very good level of reliability.

## Classical Assumption Test

### 1. Normality Test

The normality test is used to test whether the residual variables in the regression analysis are normally distributed (Ghozali, 2018), and one way to find out whether the residual variables in this study are normally distributed or not is by using the Kolmogorov-Smirnov Test with the help of SPSS Software, with the basis for decision making being that if Asymp. Sig. (2-tailed) is greater than 0.05 then the data in the regression model is said to be normally distributed, and vice versa if Asymp. Sig. (2-tailed) is less than 0.05 then the data is said to be not normally distributed.

Table 4. Results of the One Sample Kolmogorov Smirnov Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Standard Deviation	,30848793
Most Extreme Differences	Absolute	,111
	Positive	,106
	Negative	-,111
Kolmogorov-Smirnov Z		1,114
Asymp. Sig. (2-tailed)		,167

Source: Processed primary data, 2025

Based on the table 4 presented, the normality test was conducted using IBM SPSS Software Ver. 25, focusing on the Asymp. Sig. (2-tailed) value. The test results show that the Asymp. Sig. (2-tailed) value obtained is 0.167. This value is greater than 0.050, which is the threshold usually used to test data normality. According to the normality test criteria, if the Asymp. Sig. (2-tailed) is greater than 0.050, it can be concluded that the data does not experience significant deviations from the normal distribution.

### 2. Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between the independent variables in a research regression model. If there is a correlation between the independent variables, it can cause problems that can disrupt the regression model. A good regression model is one that does not contain multicollinearity (Ghozali, 2018). And to test whether multicollinearity occurs by looking at the Tolerance (T) and Variance Inflation Factor (VIF) values. If the T value  $> 0.10$  and the VIF value  $< 10$  then it is said that there is no multicollinearity, and vice versa and after conducting multicollinearity testing with the help of IBM SPSS Ver. 25 Software, the following results were obtained.

Table 5. Multicollinearity Test Results  
**Coefficientsa**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1		
Islamic Branding	,501	1,997
Influencer Marketing	,893	1,120
Flash Sale	,514	1,946

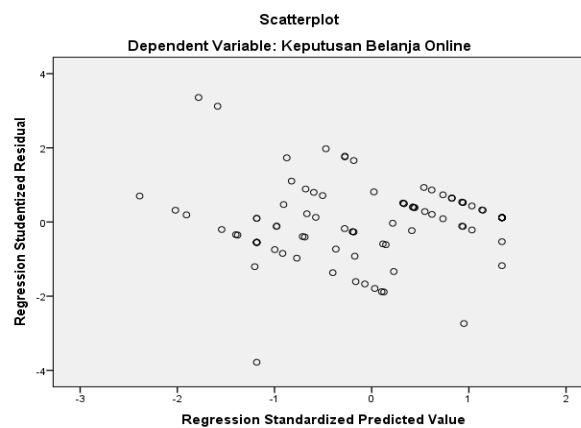
Source: Processed primary data, 2025

Based on the table 5 presented, the results of the multicollinearity test show that the Variance Inflation Factor (VIF) values for each of the Islamic Branding (X1), Influencer Marketing (X2), and Flash Sale (X3) variables are all smaller than 10. This low VIF value indicates that there is no significant multicollinearity problem between the independent variables in this study..

### 3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the variance of the residuals from one observation to another in the regression model. The heteroscedasticity test is performed by examining the scatterplot graph (Ghozali, 2018) and after conducting heteroscedasticity testing with the help of IBM SPSS Ver. 25 software, the following results were obtained:

**Figure 2 Scatterplot Graph**



Based on Figure 2 above, which displays a scatterplot graph, it can be seen that the data distribution points are randomly distributed without forming a clear pattern. The points are spread both above and below the number 0 on the Y-axis, indicating that the residuals are not affected by the predicted values or the independent variables.

### Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to determine the accuracy of the predictions of the independent variables Islamic Branding (X1), Influencer Marketing

(X2), and Flash Sale (X3) on the dependent variable Online Shopping Decisions (Y). The multiple linear regression equation model in this study is as follows:

**Table 6. Multiple Linear Regression Results**  
**Coefficients<sup>a</sup>**

Model	Unstandardized		Standardized	t	Sig.	
	Coefficients					Coefficients
	B	Std. Error	Beta			
1	(Constant)	,993	,361		2,753	,007
	Islamic Branding	,324	,102	,321	3,179	,002
	Influencer Marketing	,162	,045	,270	3,573	,001
	Flash Sale	,308	,100	,309	3,095	,003

Source: Processed Primary Data, 2025

Based on table 6 above, the multiple linear regression equation used can be made as follows:

$$Y = 0.993 + 0.324X1 + 0.162X2 + 0.308X3$$

Interpretation of the results of the multiple linear regression equation:

- a = A constant of 0.993 can be interpreted that if all independent variables, namely Islamic Branding, Influencer Marketing, and Flash Sale, are considered constant or do not change, then the value of the dependent variable for the Online Shopping Decision for Wardah products is at 0.993. This means that when the three independent variables are zero, the online shopping decision still has a positive value of 0.993.
- b1X1 = The regression coefficient of the Islamic Branding variable is 0.324, meaning that Islamic Branding has a positive effect on Online Shopping Decisions. This indicates that if Islamic Branding increases by 1 unit, then consumers' Online Shopping Decisions on Wardah products will also increase by 0.324 units.
- b2X2 = The regression coefficient of the Influencer Marketing variable is 0.162, meaning that Influencer Marketing has a positive effect on Online Shopping Decisions. This means that if Influencer Marketing increases by 1 unit, then consumers' Online Shopping Decisions for Wardah products will increase by 0.162 units.
- b3X3 = The regression coefficient of the Flash Sale variable is 0.308, meaning that Flash Sale has a positive influence on Online Shopping Decisions. This means that if Flash Sale increases by 1 unit, then consumers' Online Shopping Decisions on Wardah products will increase by 0.308 units.

### Partial Hypothesis Test (t-Test)

The t-test in this study was used to determine the significant influence of the individual independent variable (X), namely Islamic Branding (X1), Influencer Marketing (X2), and Flash Sale (X3) on the dependent variable Online Shopping Decisions (Y). Can be seen in the following test results table:

**Table 7. t-Test Results**

Variables	t – count	t - table	Sig.
Islamic Branding (X1)	3,179		0.002
Influencer Marketing (X2)	3,573	1.98498	0.001
Flash Sale (X3)	3,095		0.003

Source: Processed Primary Data, 2025

Based on the results of the partial test calculations, the influence of the independent variable on the dependent variable can be explained as follows:

- The t-test or partial test on the Islamic Branding variable (X1) obtained a t-count of 3.179 which is greater than the t-table of 1.98498 or a significance of 0.002 which is smaller than  $\alpha = 0.05$ , so partially the Islamic Branding variable (X1) has a significant effect on the Online Shopping Decision variable (Y).
- The t-test or partial test on the Influencer Marketing variable (X2) obtained a t count of 3.573 which is greater than the t table of 1.98498 or from a significance of 0.001 which is smaller than  $\alpha = 0.05$ , so partially the Influencer Marketing variable (X2) has a significant effect on the Online Shopping Decision variable (Y).
- The t-test or partial test on the Flash Sale variable (X3) obtained a t count of 3.095 which is greater than the t table of 1.98498 or from a significance of 0.003 which is smaller than  $\alpha = 0.05$ , so partially the Flash Sale variable (X3) has a significant effect on the Online Shopping Decision variable (Y).

### Simultaneous Hypothesis Test (F Test)

The F test is used to determine the simultaneous influence of the independent variables, namely Islamic Branding (X1), Influencer Marketing (X2), and Flash Sale (X3) on the dependent variable Online Shopping Decision (Y). The significance of the positive influence can be estimated by comparing the P-value  $\alpha = 0.05$  or F count and F table. The following ANOVA statistical calculation for the F test can be seen in the following table:

**Table 8. F Test Results**  
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	9,802	3	3,267	33,294	,000b
	Residual	9,421	96	,098		
	Total	19,224	99			

Source: Processed Primary Data, 2025

Based on table 8 presented, the results of the simultaneous test show that the independent variables, namely Islamic Branding (X1), Influencer Marketing (X2), and Flash Sale (X3), simultaneously have a significant effect on the dependent variable Online Shopping Decisions (Y). This can be seen from the calculated F value of 42.665, which is greater than the F table of 2.69, with a significance value of 0.000 which is smaller than the significance level of  $\alpha = 0.05$ . The calculated F value is greater than the F table and the

significance value is smaller than 0.05 indicates that the regression model built is valid and can explain the relationship between the independent variables and the dependent variable simultaneously.

### Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) essentially measures the model's ability to explain variation in the independent variables. The coefficient of determination ranges between zero and one. A small R<sup>2</sup> value indicates that the independent variables' ability to explain variation in the dependent variable is very limited. The results of the coefficient of determination test can be seen in the following table:

**Table 9. Results of the calculation of the coefficient of determination test**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,714a	,510	,495	,31327	1,840

Source: Processed Primary Data, 2025

Based on the table 9 presented, the R Square value obtained is 0.510, or 51%, which indicates that Online Shopping Decisions (Y) can be explained approximately 51% by a combination of independent variables, namely Islamic Branding (X1), Influencer Marketing (X2), and Flash Sale (X3). This figure indicates that the three independent variables have a significant contribution in influencing consumer decisions to shop for Wardah products online. The R Square reaching 51% indicates that this regression model is quite strong in explaining the variability of online shopping decisions that occur among respondents.

## Discussion of Research Results

### 1. The Influence of Islamic Branding on Consumers' Online Shopping Decisions

Based on the results of the multiple linear regression test data analysis, the t-test value for the Islamic Branding variable (X1) was 3.179, with a significance value of 0.002, which is smaller than the significance level of  $\alpha = 0.05$ . This indicates that partially, Islamic Branding has a positive and significant influence on Consumer Online Shopping Decisions for Wardah products in Makassar City. This finding indicates that the elements contained in Islamic Branding greatly influence consumer decisions to purchase Wardah products online. With a beta value of 0.324, it can be concluded that for every one unit change in Islamic Branding, there is an increase of 0.324 in consumers' online shopping decisions. This means that the better consumers' perceptions of the Islamic Branding aspects implemented by Wardah, the higher their likelihood of purchasing products through the e-commerce platform.

The Islamic Branding variable in this study is constructed through several key indicators, including product halal certification, Islamic communication, ethics and transparency, social awareness, and Islamic identity. Each of these indicators plays a significant role in shaping consumer perceptions of Wardah products as not only high-quality but also compliant with Islamic values. Product halal certification, as the first indicator, received a positive assessment from respondents, with the majority of consumers strongly agreeing that Wardah products are guaranteed halal. This halal certification is a key factor for Muslim consumers, as they feel safer and more comfortable using products that have been tested and certified halal. This product halal certification is a significant differentiating element in the cosmetics market, given the growing demand for products that comply with sharia principles.

Furthermore, Islamic communication indicators also showed positive results. Respondents assessed that the messages conveyed by Wardah through promotional media, both advertisements and social media campaigns, reflected Islamic values that aligned with their expectations. Wardah's Islamic communication strengthened consumers' confidence that they were not simply purchasing a product but also supporting a brand that prioritizes spiritual and social aspects. This was reflected in the results of a significant t-test, indicating that Islamic communication significantly influenced consumer purchasing decisions.

Ethics and transparency indicators also play an equally important role in shaping effective Islamic branding. Research shows that consumers have a high level of trust in the transparency provided by Wardah regarding product information, such as ingredient composition, distribution permits, and halal certification. This clarity of product information provides consumers with additional confidence that Wardah products not only meet high quality standards but also adhere to strict sharia standards. Consumers consider ethics and transparency to be important factors in choosing a brand, especially for cosmetic products that are used routinely and involve personal trust. Thus, ethics and transparency not only build a positive reputation for the brand but also contribute significantly to consumers' decisions to purchase Wardah products.

Furthermore, social awareness indicators have a significant positive impact on consumer purchasing decisions. Wardah is known for its active involvement in social activities related to women's empowerment and community development, which are highly relevant to Islamic values. Consumers tend to value brands that focus not only on financial gain but also contribute to social welfare. Wardah's demonstrated social awareness further strengthens the brand's position in the market, with consumers feeling emotionally connected to its purpose.

The final indicator, Islamic identity, has proven to be a very powerful factor in shaping consumers' online shopping decisions. Consumers perceive that Wardah has successfully established a brand identity consistent with Islamic principles, both in terms of the products it offers and the way the company operates. This Islamic identity helps consumers easily

recognize and choose Wardah among other cosmetic brands that lack religious overtones. This identity, well-internalized in every aspect of Wardah's branding, has successfully captured the attention of Muslim consumers seeking beauty products that are not only safe and effective but also compliant with religious values.

Previous research by Alam & Maknun, (2021) and Rofiqoh & Sadiyah, (2025) also showed that Islamic branding has a positive influence on product purchasing decisions, especially among Muslim consumers. They found that consumers who purchase products with a halal label are more likely to choose products whose brands have Islamic values reflected in their communications and business practices. This finding aligns with the results of this study, which shows that strong Islamic branding can improve purchasing decisions, especially when combined with social and ethical values valued by Muslim consumers.

Practically, the results of this study provide valuable insights for marketers and brand managers, particularly in the halal cosmetics industry. By enhancing Islamic branding elements such as product halal certification, Islamic communication, ethics and transparency, social awareness, and Islamic identity, brands can strengthen relationships with consumers and increase purchase conversion rates. For Wardah, focusing on creating added value relevant to consumers' spiritual needs, accompanied by honest and transparent communication, will help them remain competitive in this evolving market.

## **2. The Influence of Influence Marketing on Consumers' Online Shopping Decisions**

Based on the results of multiple linear regression testing, a beta value of 0.164, a t-test of 3.573, and a significance value of 0.001 were obtained, which is smaller than the significance level of  $\alpha = 0.05$ . These results indicate that Influencer Marketing has a positive and significant influence on consumers' online shopping decisions in Makassar City. In other words, every one-unit change in the Influencer Marketing variable will increase consumers' online shopping decisions by 0.164 units. These findings indicate that the use of influencers in marketing Wardah products on e-commerce platforms such as Shopee plays an important role in driving consumer purchasing decisions.

This significant positive impact indicates that Influencer Marketing implemented by Wardah has successfully connected consumers with their brand through the influence of influencers. This success is reflected in respondents' assessments, who highly value recommendations provided by influencers, especially influencers who align with the values and character desired by consumers. In this context, Influencer Marketing is not only a promotional tool, but also a bridge connecting products with consumers, thereby increasing purchasing decisions. This study revealed that consumers feel more confident and trusting in purchasing Wardah products when they receive information from influencers they follow and trust.

The Influencer Marketing variables in this study were constructed through several key indicators, including influencer credibility, brand fit, content authenticity, audience engagement, and frequency of exposure. Each of these indicators plays a significant role in influencing consumers' online shopping decisions. Influencer credibility, as the first indicator, received positive assessments from respondents. The majority of consumers agreed that influencers collaborating with Wardah have high credibility. This is crucial because influencer credibility influences their influence on purchasing decisions. Influencers selected by Wardah are considered capable of convincing consumers that the products they promote are truly of good quality and trustworthy. Thus, influencer credibility is a key factor in strengthening the effectiveness of influencer marketing strategies.

The second indicator, brand fit, also showed very positive results. Respondents assessed that the influencers selected by Wardah had a good fit with Wardah's brand image, particularly in terms of the values espoused by the products. This fit creates a stronger perception in the eyes of consumers that the products promoted by the influencers are the right choice and align with their preferences. For example, if an influencer promoting a Wardah product has a positive image and aligns with Islamic values, consumers will be more receptive to their recommendations. This alignment between the brand and the influencer creates a stronger relationship between consumers and the brand, which in turn improves purchasing decisions.

Content authenticity indicators also contribute significantly to consumers' online shopping decisions. Content perceived as authentic and not overly exaggerated is more appealing to consumers. Based on research results, the majority of respondents felt that content created by influencers promoting Wardah products felt more natural and less forced. This is important because consumers, especially millennials and Generation Z, tend to prefer content that feels real and less politicized for commercial purposes. This authenticity of content increases consumer trust in the promoted product, ultimately encouraging them to make a purchase.

The next indicator is audience engagement. Research results show that interactions between influencers and their audiences have a significant influence on consumer purchasing decisions. High engagement, such as comments, likes, and discussions between influencers and audiences, creates a stronger sense of closeness and connection. Respondents assessed that influencers who actively interact with their audiences make the products they promote appear more credible and appealing. This aligns with the theory of social influence, which states that individuals are more likely to be influenced by people they consider friends or role models. Thus, intensive interaction between influencers and audiences serves as a catalyst for increasing consumer purchasing interest in Wardah products.

The final indicator in the Influencer Marketing variable is the frequency of exposure, which also has a significant influence on consumers' online shopping decisions. Based on the analysis, the majority of respondents felt that the more frequently they were exposed to

promotional content for Wardah products shared by influencers, the more likely they were to consider the product in their purchasing decisions. High frequency of exposure ensures that Wardah products remain prominent in consumers' minds, which increases their likelihood of purchasing. Repeated exposure increases brand recall, which in turn makes it easier for consumers to choose the product when they search for similar products on e-commerce platforms.

In addition, the results of this study are also in line with research by Anggraini et al., (2025) and Rahmawati et al., (2024) which shows that influencer credibility is an important factor in shaping their influence on purchasing decisions. This research confirms that consumers are more likely to follow the recommendations of influencers they perceive as trustworthy figures. In addition, research by Andi Indahlya, Syamsul Bachri, Maskuri Sutomo, (2024) also suggested that the authenticity of content produced by influencers can increase consumer trust in the products being promoted. This finding is consistent with the results of this study, which showed that authentic content has a significant influence on encouraging consumers to make purchases.

Practically, the results of this study provide invaluable insights for marketers, particularly those in the beauty and halal product industries. Using credible and authentic influencers to promote products can be a highly effective strategy for improving consumers' online shopping decisions. For Wardah, it's crucial to continue identifying and collaborating with influencers who share their brand values and ensure that the content they produce feels natural and engaging for their audience.

### **3. The Influence of Flash Sales on Consumers' Online Shopping Decisions**

Based on the results of multiple linear regression testing, a beta value of 0.308, a t-test of 3.095, and a significance value of 0.003 were obtained, which is smaller than the significance level of  $\alpha = 0.05$ . These results indicate that Flash Sale has a positive and significant influence on consumers' online shopping decisions for Wardah products. With a beta value of 0.308, it means that every one unit change in Flash Sale will increase consumers' online shopping decisions by 0.308 units. These findings indicate that Flash Sale has a very important role in encouraging consumers to purchase Wardah products through e-commerce platforms such as Shopee, especially when there are price promotions with limited discounts.

This significant positive effect indicates that consumers are highly responsive to Wardah's Flash Sale promotion, where large, limited-time discounts successfully capture their attention and encourage immediate purchase. Flash Sales create a sense of urgency among consumers, encouraging them to purchase products before the offer expires. The results of this study indicate that Flash Sales are not only effective in attracting consumer attention but also in accelerating purchasing decisions. Overall, these findings confirm that

Flash Sales are a highly effective strategy in increasing product sales conversions through e-commerce platforms.

The Flash Sale variables in this study were constructed through several key indicators, including product scarcity, time limits, price discounts, FOMO (Fear of Missing Out), and ease of transaction. Each of these indicators plays a significant role in shaping consumer perceptions of Wardah's product offerings through Flash Sales. Product scarcity, as the first indicator, received a positive assessment from respondents. Most consumers felt that the scarcity of products offered during Flash Sales created a sense of urgency that made them more likely to purchase. This scarcity can trigger the perception that the product offered is highly exclusive, and if they do not purchase immediately, they may miss out on the opportunity. This scarcity concept is very effective in creating a sense of urgency among consumers, which in turn encourages them to make a purchase immediately.

The second indicator, time limits, also plays a significant role in shaping consumers' online shopping decisions. Research shows that consumers tend to feel more pressured to purchase products when there's a clear time limit on a Flash Sale offer. Many consumers perceive that the more limited the time available, the greater the potential benefit. This aligns with consumer psychology, which suggests that a time limit increases a sense of urgency, which in turn accelerates the purchasing decision-making process. In this regard, a Flash Sale with a clear time limit can encourage consumers to make a purchase decision more quickly than if the offer is open indefinitely.

The price discount indicator received a high positive rating. The majority of respondents felt that the price discounts offered during the Flash Sale were the main factor that encouraged them to purchase Wardah products. Significant discounts were perceived as providing added value to consumers, making purchasing products during the Flash Sale a highly profitable decision. Offering substantial discounts for a limited time provided a strong incentive for consumers to purchase immediately, as they perceived they were getting a quality product at a significantly lower price than the regular price. This created a high psychological value for consumers, further strengthening their decision to purchase.

The FOMO (Fear of Missing Out) indicator also plays a significant role in increasing consumer purchasing decisions. FOMO indicates that consumers are worried about missing out if they don't immediately purchase a product offered in a Flash Sale. In this case, the fear of missing out encourages consumers to act immediately and make a purchase even though they may not have fully planned to buy the product. This FOMO drives consumers to act more quickly and make more impulsive purchasing decisions. These results indicate that a Flash Sale strategy involving FOMO is effective in accelerating consumer decision-making and encouraging them to purchase products immediately.

The final indicator, ease of transaction, received a very positive rating in this study. Most respondents felt that the ease of the transaction process on e-commerce platforms like Shopee provided a pleasant experience and made it easier for them to purchase products

during Flash Sales. The fast and simple process, with a wide range of payment methods available, provided additional convenience for consumers. This ease of transaction reduced potential obstacles during the purchasing process, such as payment difficulties or complicated site navigation. Therefore, ease of transaction not only increases consumer convenience but also plays a crucial role in expediting their purchasing decisions.

Previous research by Zhang et al. (2018) and Jannah et al., (2019) also showed that Flash Sales with significant price discounts and limited time offers can significantly increase sales. They found that flash sales programs serve as a highly effective way to increase the appeal of new products and introduce them to consumers more quickly. These findings align with the results of this study, which showed that significant price discounts in Flash Sales play a significant role in driving consumers' online shopping decisions.

In addition, research by Mudjiyanto et al., (2025) research on FOMO also shows that the fear of missing out can motivate consumers to purchase products within a very short time. They concluded that promotional programs such as Flash Sales, which contain FOMO elements, successfully encourage impulse purchases from consumers. This finding reinforces the findings of this study, which showed that FOMO in Flash Sales increases consumers' likelihood of purchasing Wardah products online.

Practically, the results of this study provide crucial insights for marketers, particularly in the cosmetics industry. Flash sales have proven to be a highly effective strategy in increasing consumers' online shopping decisions (Hanifah et al., 2024). Therefore, brands like Wardah must continue to capitalize on the potential of Flash Sales by offering attractive price discounts, creating product scarcity that creates a sense of urgency, and providing clear deadlines to encourage consumers to make immediate purchases (Zhang et al., 2018).

For marketers, it's crucial to combine Flash Sales with transaction convenience, such as providing a variety of payment methods and ensuring an accessible shopping experience. The smoother and more convenient a consumer's online shopping experience, the higher their likelihood of making more purchases in the future. Developing a Flash Sale strategy based on the principles of urgency and convenience will help brands like Wardah remain competitive in the highly dynamic and rapidly growing e-commerce market. As such, Flash Sales can be a highly effective tool for increasing product sales and accelerating consumer purchasing decisions. If implemented correctly, this strategy can foster consumer loyalty and increase conversion rates in the long term.

#### 4. CONCLUSION

Based on the results of research conducted on 100 consumer respondents in Makassar City who have purchased Wardah brand beauty products through the Shopee platform, it can be concluded that the three independent variables, namely Islamic Branding, Influencer Marketing, and Flash Sale, partially have a positive and significant effect on Online

Shopping Decisions. This is evidenced by the significance value of the three variables which are  $<0.05$  and the calculated t-value which is each greater than the t-table (1.98498). This means that the higher the consumer perception of the image of Islamic Branding, the effectiveness of Influencer Marketing, and the attractiveness of Flash Sale, the greater their tendency to purchase Wardah beauty products on Shopee.

Specifically, the Islamic Branding variable proved to have the most dominant influence on consumers' online shopping decisions, with the highest regression coefficient ( $B = 0.324$ ) compared to other variables. This indicates that clarity of halal identity, Islamic values, and Sharia-compliant brand communication can significantly build trust and drive purchasing decisions.

Based on these findings, it is recommended that Wardah continue to strengthen its Islamic branding image through consistent halal product innovation and a communication strategy that emphasizes Islamic values in a modern and relevant manner. Furthermore, the effectiveness of Influencer Marketing can be increased by selecting influencers with high credibility, authentic content, and values aligned with the Wardah brand. Meanwhile, the Flash Sale strategy needs to be optimized by presenting attractive, limited-time promotions, easy transactions, and integrating digital campaigns that foster a sense of urgency. By managing these three factors in an integrated manner, Wardah can improve consumer purchasing decisions and strengthen its position as a market leader in halal cosmetics in Indonesia.

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