



THE INFLUENCE OF FLASH SALES AND CONSUMER TRUST ON PURCHASE DECISIONS OF SKINCARE BEAUTY PRODUCTS AT GUARDIAN STORE SURABAYA

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Zaiza Fun Nabila nabilazaiza3@gmail.com IBMT College of Economics Surabaya, Indonesia</p>	<p>This study aims to analyze the influence of flash sales and consumer trust on purchasing decisions for skincare beauty products at the Guardian Store Surabaya. With increasing public awareness of the importance of skincare, marketing strategies such as flash sales have become one way to attract consumers' attention. This study uses a quantitative approach with a survey method, where data is collected through questionnaires distributed to consumers who have purchased skincare products at the Guardian Store. The results of the analysis show that both flash sales and consumer trust have a significant positive influence on purchasing decisions. Flash sales create a sense of urgency that encourages consumers to make purchases immediately, while consumer trust in brands and products increases their likelihood of purchasing. These findings provide important insights for retailers in designing more effective marketing strategies, as well as emphasizing the importance of building trust in the beauty industry.</p> <p>Keywords: <i>Flash Sale, Consumer Trust, Purchasing Decisions, Beauty Products, Skincare, Guardian Store</i></p>
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INTRODUCTION

In recent years, the beauty industry in Indonesia, especially in the skincare product sector, has experienced very rapid development. Based on data from the Association of Indonesian Cosmetic Companies (APKI), the beauty product market is predicted to continue to grow as public awareness of the importance of skin care increases. This provides a great opportunity for various retailers to design more innovative marketing strategies to attract consumers. One popular marketing strategy is the flash sale, which offers products at discounted prices in a short period of time. This strategy is not only able to attract the attention of consumers but also encourages them to make purchases immediately due to the sense of urgency generated. Research by Hwang & Kim (2019) shows that flash sales can increase consumer buying interest, especially among the younger generation who are more responsive to this kind of promotion. Guardian Store as one of the leading retailers in Indonesia has also utilized flash sale strategies to increase sales with various brands and products offered. This effort is made to answer the increasingly diverse needs of consumers.

However, the effectiveness of the strategy does not only depend on offering attractive prices but is also influenced by the level of customer trust in the brands and products available.

The purchase decision itself is strongly influenced by consumer trust. Chaudhuri & Holdbrook (2001) found that trust in brands can increase loyalty and influence purchasing decisions. In the context of skincare products, where consumers tend to be selective and cautious, trust in product quality and safety is a very important factor. Furthermore, the combination of flash sales and consumer trust can positively influence purchasing decisions. Liu & Zhang (2019) research reveals that customers with a high level of brand trust will be more receptive to promotions, including flash sales. This indicates that consumer trust can strengthen the impact of the marketing strategy implemented. Based on the results of a pre-survey conducted through observation and interviews, it was found that 8 out of 10 respondents consisting of Guardian Store employees and consumers who have purchased skincare products at the store stated that flash sales have a big influence on their decision to make a transaction immediately. In addition, the trust they have in the product also shapes long-term loyalty. These findings suggest that flash sales and consumer trust are closely related in influencing purchasing decisions.

Furthermore, other factors such as price, timing, product quality and promotion can also influence the effectiveness of flash sales. Customers are usually attracted by significantly lower prices, short promotional periods and a limited number of items, creating a sense of exclusivity. In addition, consumers also want the product quality to match their expectations. This situation generates enthusiasm and a sense of satisfaction for getting great deals, which in turn encourages impulse shopping behavior. On the other hand, factors such as price, product quality, and consumer trust are also major considerations in the purchasing decision process, both regarding the selection of brands, sellers, time of purchase, and the quality of the products obtained. Based on these conditions, this research offers novelty by simultaneously examining the effect of flash sales and consumer confidence on purchasing decisions for skincare products at Guardian Store Surabaya. This research is expected to enrich the literature on promotional strategies in the beauty industry as well as provide practical input for retailers in designing more effective marketing approaches. Thus, the main objective of this study is to analyze the extent to which flash sales and consumer confidence contribute to shaping consumer purchasing decisions, especially on skincare products at Guardian Store Surabaya.

METHOD

This study uses a quantitative approach with two independent variables, namely flash sales (X1) and consumer confidence (X2), and one dependent variable, namely purchasing decisions (Y). The study population was all consumers who had made purchases at Guardian Store Surabaya, while the sample was determined using purposive sampling technique based on the criteria: men and women aged at least 18 years, have ever bought beauty products at Guardian, and have shopping experience during flash sales. Based on 13 research indicators and referring to the sample size according to Ferdinand (2014), a sample size of 130 respondents was determined. The research instrument was a questionnaire with a four-point Likert scale, complemented by in-depth interviews and observation of consumer behavior during the promotion period. The data obtained is primary data collected directly from Guardian Store Surabaya consumers in the period March to June. Data analysis was carried

out through validity testing with factor analysis, reliability testing using Cronbach's Alpha, and hypothesis testing to determine the simultaneous and partial effects of the independent variable on the dependent variable. Furthermore, the coefficient of determination (R^2) analysis is used to see the contribution of the independent variable to purchasing decisions, and multiple linear regression with the model:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Purchase Decision

X1 = Flash Sale

X2 = Consumer Trust

α = Constant

b = Regression Coefficient

e = Error

RESULT AND DISCUSSION

Finding

Respondent Identity

The identity of the respondent is intended to determine the background condition of the respondent as a sample grouped by gender, age, and making purchases at the Guardian store. The number of respondents taken in this study were 130 respondents, where based on gender, the respondents consisted of 25 people (19.3%) men and 105 people (80.7%) women. Respondents in this study came from various age groups, where the most respondents came from the 21-25 age group, namely 65 people (50%), followed by the 18-20 age group of 31 people (23.8%), then the 26-30 age group of 30 people (23.1%), and the last was the 31-35 age group of 4 people (3.1%). This shows that the main consumers of Guardian are women with young productive ages who are active in shopping for health and beauty products.

Respondents' Perception

Respondents' perceptions in this study are the respondents' assessments, views, and responses to the research variables submitted through the questionnaire. In the independent variable flash sale (X1), as many as 2.5% strongly disagree, 10.8% disagree, 44.8% agree, and 41.9% strongly agree with the flash sale indicator statements which include frequency, quality, timing, and suitability of promotions. This finding shows that Guardian's flash sale strategy is effective in attracting consumer interest and is considered in accordance with their needs. In the independent variable of consumer trust (X2), 2.8% of respondents strongly disagreed, 11.5% disagreed, 40.5% agreed, and 45.2% strongly agreed that Guardian has sincerity, ability, integrity, and builds good relationships with customers. This means that consumer trust in Guardian is at a high level so that it can be an important factor in driving purchasing decisions. In the dependent variable of purchasing decisions (Y), as many as 3.1% of respondents strongly disagreed, 11.5% disagreed, 43.5% agreed, and 41.9% strongly agreed with the indicators of purchasing decisions (awareness, interest, attitude, and behavior). This proves that flash sales and consumer confidence can increase purchasing decisions at Guardian Store.

Instrument Test

Validity Test

The validity test is used to measure the extent to which the research instrument (research statement) can reveal data that is truly in accordance with the variable under study.

Table 1. Flash Sale Validity Test (X1)

No	Statement	R Count	R table	Sig.	Result
1	Guardian consistently provides quality products	0,778	0,172	0,00	Valid
2	Guardian trying to provide customer service that is good	0,832	0,172	0,00	Valid
3	Guardian keep innovate and adapt to market developments	0,834	0,172	0,00	Valid
4	Guardian has the ability in providing good customer service	0,834	0,172	0,00	Valid

Table 2. Validity Test of Consumer Test

No	Statement	R Count	R table	Sig.	Result
1	Guardian consistently provides quality products	0,846	0,172	0,00	Valid
2	Guardian trying to provide services good customers	0,873	0,172	0,00	Valid
3	Guardian keep innovating and adapting with market developments	0,822	0,172	0,00	Valid
4	Guardian has the ability to provide good customer service	0,853	0,172	0,00	Valid
5	Guardian complies with the regulations and standards that apply in the pharmaceutical and beauty industry	0,836	0,172	0,00	Valid
6	Guardian maintains the safety and quality of the products they sell	0,836	0,172	0,00	Valid
7	Guardian very dependent on trust and customer loyalty	0,836	0,172	0,00	Valid
8	Guardian builds strong relationships with customers through member cards	0,850	0,172	0,00	Valid

Table 3. Validity Test of Purchasing Decisions (Y)

No	Statement	R Count	R table	Sig.	Result
1	I am always aware of the products that offered by Guardian Store when there is a flash sale	0,810	0,172	0,00	Valid
2	Guardian marketing campaign Store marketing campaign makes me more aware of the products they sell	0,801	0,172	0,00	Valid
3	I have a high interest in buying products when there is a flash sale at Guardian Store Guardian Store	0,822	0,172	0,00	Valid
4	Flash sale promotion at Guardian Store attracted my attention to making a purchase	0,788	0,172	0,00	Valid
5	I have sufficient knowledge about the products offered during the flash sale at Guardian Store	0,820	0,172	0,00	Valid
6	Information that provided by Guardian Store help me understand the products I will buy	0,848	0,172	0,00	Valid
7	I have a positive attitude towards the products offered by Guardian Store	0,834	0,172	0,00	Valid
8	The shopping experience at Guardian Store during the flash sale makes me feel satisfied	0,808	0,172	0,00	Valid
9	I tend to make impulse purchases when there is a flash sale at Guardian Store	0,819	0,172	0,00	Valid
10	I often buy products from the Guardian Store after seeing the flash sale promotion	0,874	0,172	0,00	Valid

Based on the results of the validity test on the Flash Sale (X1), Consumer Trust (X2), and Purchase Decision (Y) variables, all statement items have an r-count > r-table value (0.172) with a significance of 0.000. Thus, all statement indicators are declared valid.

Reliability Test

The reliability test is used to determine whether the answers responded by respondents are reliable and reliable. The following are the results of the reliability test in this study:

Variable	Cronbach's Alpha	N of Items	Description
Flash Sale	0,942	8	Reliable
Consumer Trust	0,931	8	Reliable
Purchase Decision	0,947	10	Reliable

The table above shows the results of the reliability test using Cronbachs alpha which shows that all variables have a value above 0.6 so that all research instruments are reliable.

Hypothesis Test

Coefficient of Determination (R^2)

Table 4. Test Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943 ^a	0,889	0.887	2,150

Predictors: (Constant), CONSUMER TRUST (X2), FLASH SALE (X1)

Table 4 above shows the results of the coefficient of determination test, where the R value obtained is 0.943 which indicates that the correlation or relationship between the dependent variable purchasing decisions with flash sales and consumer confidence is 94.9%. The R Square value is 0.889, which means that purchasing decisions are predicted by flash sales and consumer confidence by 88.9%, while the remaining 11.1% is by other variables not examined in this study. The Adjusted R Square value or the coefficient of determination is 0.887, which means that flash sales and consumer confidence can explain the purchasing decision variable by 88.7%, while the remaining 11.3% are other variables not examined in this study. There are 2 choices, between using R Square or using Adjusted R Square, if the number of variables is more than two, Adjusted R Square is used. So that the value imposed in the coefficient of determination is 88.7%. The result of the Standard error of the estimate is 2,150 which means that the error rate in the estimation of the multiple linear regression model in this study is 2,150.

Partial Test (T Test)

Table 5. Partial Test Results (T Test)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	1 (constant)	0.993	1,022			
FLASH SALE (X1)	0,468	0,100	0.360	4,677	0,000	
CONSUMER TRUST (X2)	0,732	0,094	0,600	7.791	0,000	

Based on the results of the partial T test analysis with $df (N-2) = (130-2) = 128$, the t table value is 1.656. In the flash sale variable (X1), it is known that the value of t count = $4.677 > t \text{ table} = 1.656$ with a significance level of 0.000 (<0.05), so it can be concluded that flash sales have a positive and significant effect on customer purchasing decisions in Surabaya. Meanwhile, the consumer confidence variable (X2) obtained a t value = $8.583 > t \text{ table} = 1.656$ with a significance level of 0.000 (<0.05), which means that consumer

confidence also has a positive and significant effect on purchasing decisions. Thus, both flash sales and consumer confidence are proven to have a real influence on consumer purchasing decisions at Guardian Store in Surabaya.

Multiple Linear Regression

Table 6. Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	0.993	1,022		0,971	0,333
Flash Sale (X1)	0,468	0,100	0.360	4,677	0,000
Consumer Trust (X2)	0,732	0,094	0,600	7.791	0,000

Based on table 4.14, the results of the calculation of multiple linear regression equations in this study are as follows:

$$Y = 0.993 + 0.468 X1 + 0.732 X2$$

Based on the results of multiple linear regression analysis, it is found that the regression coefficient for the flash sale variable (X1) is 0.468, which means that flash sales have a positive effect on purchasing decisions (Y). This shows that any increase in the flash sale variable will be followed by an increase in consumer purchasing decisions. Furthermore, the regression coefficient for the consumer trust variable (X2) is 0.732, which also shows a positive influence on purchasing decisions (Y). Thus, the higher the consumer confidence, the more purchasing decisions will increase. This confirms that both flash sales and consumer confidence contribute significantly to driving purchasing decisions for Guardian Store customers in Surabaya.

Discussion

Based on the results of research conducted on 130 respondents, it can be seen how the respondents responded to the variables proposed in the questionnaire. The respondents' responses are explained in the following discussion:

1. The Effect of Flash Sale on Purchasing Decisions

Based on table 6, it is known that the flash sale variable has a significant value of $0.000 < 0.05$ with a t value of 4.677, it can be said that the flash sale variable has an influence on purchasing decisions. The existence of flash sales consumers is increasing and happy to make transactions to buy beauty products at Guardian. The results of this study are in line with the research of Wulandari & Isa (2025) showing the results of flash sale variables have a positive and significant effect in attracting consumer buying interest.

2. The Effect of Consumer Trust on Purchasing Decisions

Based on table 6, it is known that the consumer confidence variable has a significant value of $0.000 < 0.05$ with a t value of 7.791, it can be said that the consumer confidence variable has an influence on purchasing decisions. The existence of consumer confidence, of course, is increasing and happy to make transactions to buy beauty products at Guardian. The results of this study are in line with research from Puanda & Rahmidani (2021) shows that the Shopee marketplace is influenced by consumer confidence in online stores. Because consumers observe the assistance provided by the Shopee application through services that lead to increased consumer integrity and can cause consumers to have trust until they decide to make a purchase.

CONCLUSION

Based on the results of research conducted on the effect of flash sales and consumer confidence on purchasing decisions for skincare beauty products at Guardian Store Surabaya, it can be concluded that flash sales have a proven positive and significant effect on purchasing decisions. Discounted price offers in a limited time can create a sense of urgency that encourages consumers to make purchases immediately. In addition, consumer confidence also has a positive and significant effect on purchasing decisions, where increasing levels of trust in brands and products make consumers more likely to buy. The combination of the flash sale strategy and high levels of consumer trust creates a positive synergy that can increase purchasing decisions. This finding confirms that companies need to build consumer trust while designing the right promotional strategy to optimally drive increased sales.

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