Digital Shopper's Dilemma: The Role of Lifestyle, Flash Sale, and Online Reviews in Repurchase Intentions

Samsul Arifin[1]*, Mohamad Rifqy Roosdhani[2], Nurul Komaryatin[3]. Ali[4], Nurul Huda[5]

[1,2,4]Master of Managemen, Nahdlatul Ulama Islamic University, Indonesia
[3,5]Faculty of Economics and Business, Nahdlatul Ulama Islamic University, Indonesia
[1]samsul@unisnu.ac.id;[2]roosdhani@gmail.com;[3]nurul@unisnu.ac.id;[4]ali@unisnu.ac.id;[5]nurulhuda@unisnu.ac.id
[3]Coresponding email: *samsul@unisnu.ac.id*

ARTICLE INFO

ABSTRACT

The growth of the Muslim fashion industry, particularly the hijab among Muslim women many of whom can be found in Jepara, particularly at the Lovable Hijab Shop on Shopee is the driving force for this study. The purpose of this study is to ascertain how lifestyle, flash deals, and online reviews affect consumers' intentions to repurchase. (Study of Lovable Hijab Customers at Shopee). The population in this research are Lovable Hijab customers at Shopee who took part in the Flash Sale program. The sample used in the research was 99 respondents taken using the Slovin formula. The sampling technique uses the Random Sampling method (chosen at random), namely Lovable Hijab customers at Shopee who take part in the Flash Sale program. The independent variables of this research are lifestyle (X1), Flash Sale (X2), and Online Review (X3) as well as the dependent variable Repurchase Intention (Y). The results of this research show that the variables Life Style, Flash Sale, and Online Review have a positive influence on Repurchase Intention for Lovable Hijab on Shopee. The coefficient of determination value is 0.412. This shows that 41.2% of the factors influencing Repurchase Intention can be determined by lifestyle, Flash Sale, and Online Review. Meanwhile, factors not included in this study account for the remaining 58.8%.

INTRODUCTION

Repurchase intention (repurchase interest) is the result of consumers' inner impulses that arise when they have a positive view of a particular product that they like. When consumers are satisfied with the product, this indicates that they feel satisfied. From this feeling of satisfaction, the potential for repeat purchases arises. High repurchase interest indicates that the level of consumer satisfaction is also high, and this has a positive impact on the company (Tjahjaningsih, 2022).Research regarding online Repurchase Intention is important because online shopping activity continues to increase. This has great potential for customers to make repeat purchases online. Apart from that, Repurchase Intention plays an important role in the corporate sector, because the cost of retaining old customers is much cheaper than attracting new customers (Yuen, Chan, & Management, 2010).The world's largest Muslim population resides in Indonesia. There are around 85.2%, or approximately 199,959,285 people, out of a total population of 234,693,997. The

large Muslim population in Indonesia has had a lot of influence on business development in the field of Muslim fashion, especially the hijab. Recently, Muslim fashion has been increasingly booming in Indonesia, especially the hijab. This is in line with the development of the Muslim fashion industry, which increases by 7% every year. This is supported by the fact that every year there are trendy hijab styles or models that attract women to wear them (duniabiza.com, 2016).

In facing tight business competition in the Muslim fashion industry, especially in the hijab market, business actors are adapting business strategies that are in line with current technological developments, one of which is by utilizing platforms such as Shopee. They use the Shopee application as a means to market their products to various regions with wide coverage, relying on advanced technology through the application's features.

Shopee continues to be the industry leader in e-commerce, having received 96,500,000.00 visits in the third quarter of 2020 the highest number of visitors. Lazada with 22,700,000.00, Bukalapak with 31,400,000.00, Tokopedia with 85,000,000.00, and other e-commerce sites come next. The average number of website visits during the third quarter of 2020 is comparable to the monthly web visitor data collected from sites.

With the growing phenomenon in the Muslim fashion industry, especially in the use of the Shopee platform by the public, Lovable Hijab decided to start its business in the Muslim fashion sector by marketing its products through Shopee. Founded in 2015, Lovable Hijab officially joined Shopee in 2018 and remains active today, selling various Muslim fashion products, especially hijabs. The owner, Fia Iffah Sufana, has developed her business well through this platform.

Table 1. Sales data for Lovable Hijab products on Shopee For one year (2021),
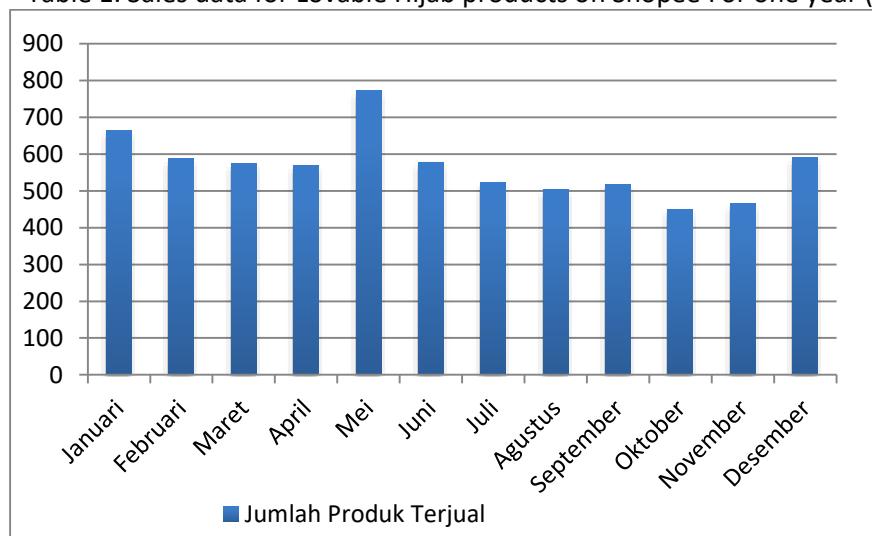
Source: Primary Data Processed by Researchers in 2022

It is evident from the information in Table 1 above that sales of Lovable Hijab products in the span of one year on Shopee experienced unstable deformation. In January, the number of product sales reached 664. The next few months saw fluctuations in sales, with May seeing the biggest increase at 772 goods. This surge was likely brought on by the month of Ramadan, when there was a noticeable spike in the demand for Muslim clothing and headscarves. However, in October, there was a drastic decline in sales to 449 products, indicating a significant increase in consumer purchasing patterns for Lovable Hijab products.

Repurchase intention: One factor prior online shopping experience influences a consumer's decision to make a buy. Apart from that, some features make it easier for users to trust sellers to carry out repurchase intentions. For this reason, several factors are supported that can influence someone to make a repurchase, namely lifestyle, flash sales, and online reviews (Pasharibu, Paramita, & Febrianto, 2018).

Life style is a form of someone's expression in shopping to differentiate social status. The way of life influences consumers' decisions to buy products. Shopping for a person's lifestyle includes both meeting their requirements and keeping up with fashion trends. to be able to live the kind of lifestyle that someone who will purchase products and services wants to live (Alm, Jackson, & McKee, 2004).

An online retailer's brief promotion or discount is known as a "flash sale." Flash sales have the potential to stimulate consumer behavior by enticing customers with low pricing and high-quality merchandise. Businesses utilize flash sales to clear out inventory in the warehouse and enhance one of their product marketing techniques. Companies have benefited from flash discounts by drawing in large crowds and prospective customers. (BigCommerce, 2021).

Online review is a form of research in the form of positive or negative reviews made by buyers about the products purchased. Apart from that, online reviews also provide information and recommendations about products from the perspective of other buyers. Online reviews are very important for consumers who cannot see products directly, they can only rely on reviews from other consumers who have made purchases with the aim of reducing the risks associated with the products they will buy (Lee, Park, Han, & applications, 2008).

In previous research, research conducted by Sulaiman, Sulistyan, & Lukiana, (2019) stated that the lifestyle, Flash Sales and Online Review variables affected Repurchase Intention. Meanwhile, other research conducted by (Wingsati & Prihandono, 2017) states that the Life Style, Flash Sales and Online Review variables do not affect Repurchase Intention. Previous research was used as a reference for conducting this research.

The three factors in the study (lifestyle, flash sale, and online review) that were Sulaiman et al., (2019) declare that the outcomes affect the intention to repurchase. Meanwhile, research from Wingsati & Prihandono, (2017) states that the results have no effect on Repurchase Intention.

The Lovable Hijab Shop has 7,700 followers, the most followers compared to other shops. According to table data, Lovable Hijab store sales on Shopee experienced the largest increase in product sales in May, while in October there was a decrease in product sales. Because previous research still contained differences between variables, it was proven that there were test results for variables that were significant or not significant.

Even though several previous studies have examined the influence of lifestyle, flash sales, and online reviews on repurchase intentions, there are still research gaps that have not been addressed properly. These studies often focus on only one or two variables or are conducted in different industrial contexts. There has been no research that comprehensively examines these three variables in the context of the Muslim fashion industry, especially hijab products marketed through e-commerce platforms such as Shopee.

This research aims to fill this research gap by examining in depth the influence of lifestyle, flash sales, and online reviews on the intention to repurchase Lovable Hijab hijab products on the Shopee platform. This research is important to carry out considering that the Muslim fashion industry, especially the hijab, continues to experience significant growth in Indonesia. Apart from that, selling products via e-commerce platforms is also increasingly popular among the public. By knowing the factors that influence repeat purchase intentions, business actors can formulate more effective marketing strategies to maintain customer loyalty.

LITERATURE REVIEW
Repurchase Intention
A customer who is willing and intends to engage in future transactions is said to have an online repurchase intention. A customer's intention to repurchase a product is expressed in their purchasing intent. Another definition of repurchase intention is the likelihood that a customer will purchase a

product they find appealing. If consumers want the product and are interested in having it, consumers will try to buy the product (Megantara & Suryani, 2016).

From the definition above, thus, it can be said that the purpose to repurchase is an activity of a customer who makes a purchase for the first time and feels satisfied and positive about the product they purchased so that the customer has the potential to make repeat purchases in the future.

Relatively cheap prices can have a sensitive influence on repurchase intentions.
According to (Tjahjaningsih, 2022). repurchase intention indicators are:

1. Repurchase
2. Reconsuming the product
3. Refer to the product.
4. Tell about your experience after purchasing the product.
5. Search for information.

Lifestyle

According to Gonzalez et al. (2020), lifestyle is a consumption pattern that reflects a person's choices in accumulating income, time, and energy to obtain goods and services. Lifestyle not only includes economic aspects but also reflects a person's values, interests, and behavior. In the context of online purchasing, consumers' lifestyles can influence their preferences for certain products or services that fit their consumption patterns and values.

Modern consumer lifestyles tend to pay more attention to service details. When a service failure occurs, consumers generally become more participative, in the form of actions such as confirming that they will stop making purchases and using word of mouth with those closest to them. This will be detrimental to the company, so handling service failures is an important concern for business owners (Gandhi, 2016).

Lifestyle indicators, according to Hoyer et al. (2018), include activities, interests, opinions, use of branded products, and following the latest product trends. A comparatively uniform bunch that persists for a long time in society Kaharu & Budiarti, (2016)

Lifestyle has the following indicators:

1. Activities, which are concrete actions such as watching a medium, shopping at a shop, or telling neighbors about new services
2. Interest is the level of excitement that accompanies special or continuous attention to an object, occasion or subject.
3. Opinion is the reaction that people provide, either in writing or verbally, to a question posed in a stimulus scenario.
4. Buy branded products. Buy every product that has the best brand name.
5. Buy the newest products; buy products that are currently trending.

Flash Sale

An online retailer's brief promotion or discount is known as a "flash sale." A well-known e-commerce marketing strategy for branding (particularly for online-based goods) is the "flash sale," which offers new goods or services in small amounts at steep discounts for a limited time, provided that the items are still available at regular pricing before the sale period (Zhang, Zhang, Cheng, & Hua, 2018).

Flash sales are designed to boost transient sales, sell extra inventory, or incite impulsive purchases from online shoppers. As stated by Agrawal, Sareen, & Innovation, (2016) Sales campaigns that provide customers with exclusive pricing offers or discounts on specific products for a brief period of time are known as flash sales or short sales.

Other research regarding flash sales, according to Betari (2014), is an e-sales promotion model from the marketplace, where the product offerings tend to vary and change every specified hour. Prospective consumers simply register for an account in any marketplace they are interested in and will be given information about offers every day via notifications on their smartphones, emails, and social media networks.

According to Belch & Belch, (2018), the indicators used to measure the flash sale variable are:
1. Discount, namely the size of the discount or discount when the flash sale promo is running.
2. Frequency, namely the frequency or number of flash sale promos made using media for sales promotion all at once.
3. Duration, namely the time the flash sale promotion runs over some time through sales promotion media.
4. Availability, namely the quantity of goods on offer when the quick sale promotion is running.
5. Appealing Flash Sale Promo: This gauges how well-designed and appealing the sales campaign is during the flash sale.

Online Review

With the increasing development of social media and e-commerce platforms, online reviews have become an important source of information for consumers before making purchasing decisions (Auliya et al., 2017). Online reviews are reviews or comments given by previous consumers regarding a particular product or service.

Online reviews and ratings are still a reference for consumers when shopping online. Online reviews are the starting point for consumers to make decisions about making purchases online. Consumers usually look for quality and accurate information when deciding to buy a product. With the increasing popularity of the internet, online reviews have become an important source for consumers to find out the quality of a product (Auliya, Umam, & Prastiwi, 2017)

According to Dzulkarnain (2019), online review indicators are:
1. Perceived usefulness: the benefits felt by online customer reviews on an online shopping site
2. Source credibility, namely the perception of the recipient of information regarding the source's expertise and trust in source credibility
3. Argument quality: argument quality refers to the argument's capacity for persuasion that is related to the information message.
4. Valence: The term "valence" describes how a phrase in a message is perceived—positive or negative.
5. Volume of reviews: the number of reviews presenting figures from consumers who are interested in previous purchases and experiences with the product.

METHOD

The author employs quantitative analysis as a research methodology, drawing on systematic and scientific studies that examine relationships based on continuous occurrences. This study used both primary and secondary data types. To support the research, the author obtained secondary data through lecture books and general books that were relevant to the research problem, previous research, and various other sources. This primary data was obtained through a questionnaire instrument that was distributed directly to respondents, namely Lovable Hijab customers at Shopee.

Customers who follow Lovable Hijab on Shopee a total of 7,700 followers make up the population of this study. A sample size (n) of 99 respondents was determined by using the Slovin formula to sample calculations. The selection strategy makes use of a probability sampling approach called random sampling, in which samples are selected at random via a lottery based on the customer base of the Shopee adorable hijab store.

RESULT AND DISCUSSION
Validity test

Table 2. Validity Test Results

No	Variable	Items	*r count*	r table	Sig-2 Tailed	Level Sig	Ket
1	*Life Style* (X$_1$)	X$_{1.1}$	0,598	0,197	0,000	0,05	Valid
		X$_{1.2}$	0,626	0,197	0,000	0,05	Valid
		X$_{1.3}$	0,684	0,197	0,000	0,05	Valid
		X$_{1.4}$	0,613	0,197	0,000	0,05	Valid
		X$_{1.5}$	0,636	0,197	0,000	0,05	Valid
2	*Flash Sale* (X$_2$)	X$_{2.1}$	0,721	0,197	0,000	0,05	Valid
		X$_{2.2}$	0,660	0,197	0,000	0,05	Valid
		X$_{2.3}$	0,618	0,197	0,000	0,05	Valid
		X$_{2.4}$	0,646	0,197	0,000	0,05	Valid
		X$_{2.5}$	0,624	0,197	0,000	0,05	Valid
3	*Online Review* (X$_3$)	X$_{3.1}$	0,685	0,197	0,000	0,05	Valid
		X$_{3.2}$	0,625	0,197	0,000	0,05	Valid
		X$_{3.3}$	0,753	0,197	0,000	0,05	Valid
		X$_{3.4}$	0,690	0,197	0,000	0,05	Valid
		X$_{3.5}$	0,627	0,197	0,000	0,05	Valid
3	*Repurchase Intention* (Y)	Y$_{1.1}$	0,702	0,197	0,000	0,05	Valid
		Y$_{1.2}$	0,716	0,197	0,000	0,05	Valid
		Y$_{1.3}$	0,751	0,197	0,000	0,05	Valid
		Y$_{1.4}$	0,790	0,197	0,000	0,05	Valid
		Y$_{1.5}$	0,720	0,197	0,000	0,05	Valid

Table 2 above leads to the conclusion that each indicator variable (Life Style, X1), Flash Sale, X2), and Online Review, X3) on the dependent variable Repurchase Intention, Y, can have its statement from the questionnaire declared valid because r count > r table and value sig-2 tailed < 0.05, allowing the data to continue.

Uji Reliabilitas

Table 3. Reliability Test Research Results

Variable	*Cronbach's Alpha*	Criteria	information
Life Style	0,620	> 0.6	Reliable
Flash Sale	0,661	> 0.6	Reliable
Online Review	0,694	> 0.6	Reliable
Repurchase Intention	0,789	> 0.6	Reliable

Table 3 above indicates that the statements from the questionnaire for each indication are based on the following: the Repurchase Intention (Y) variable has a 0.789 Cronbach's Alpha value, the Flash Sale (X2) has a 0.661 value, and the Life Style variable (X1) has a 0.620 Cronbach's Alpha value. The data can be continued in the following test since all variables in the Reliability Statistics table have a Cronbach Alpha (α) value of >0.6, indicating that the three independent variables and one dependent variable can be deemed reliable or consistent across time.

Normality test

Table 4. Normality test results
Kolmogorov Smirnov-Non Parametic Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,33397855
Most Extreme Differences	Absolute	,084
	Positive	,069
	Negative	-,084
Test Statistic		,084
Asymp. Sig. (2-tailed)		,082[c]

Researchers can determine whether or not the distribution is typical by looking at table 4. The Kolmogorv Smirnov table's asymp.sig.(2-tailed) value is known to be 0.082. 0.082 > 0.05 indicates that the data is regularly distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variable	*Tolerance*	VIF	Description
Life Style (X_1)	0,700	1,429	Multicollinearity does not occur
Flash Sale (X_2)	0,657	1,523	Multicollinearity does not occur
Online Review (X_3)	0,704	1,420	Multicollinearity does not occur

The Tolerence value for the Life Style variable (X1), Flash Sale (X2), and Online Review (X3) is 0.700 > 0.1, 0.657 > 0.1, and 0.704 > 0.1, respectively, according to table 5 above. Meanwhile, the VIF value and Life Style variable (X1) is 1.429 < 10, Flash Sale (X2) is 1.523 < 10, Online Review (X3) is 1.420 < 10. From these three variables it can be concluded that all variables have a tolerance value > 0, 1 and VIF < 10, then there is no multicollinearity in the data.

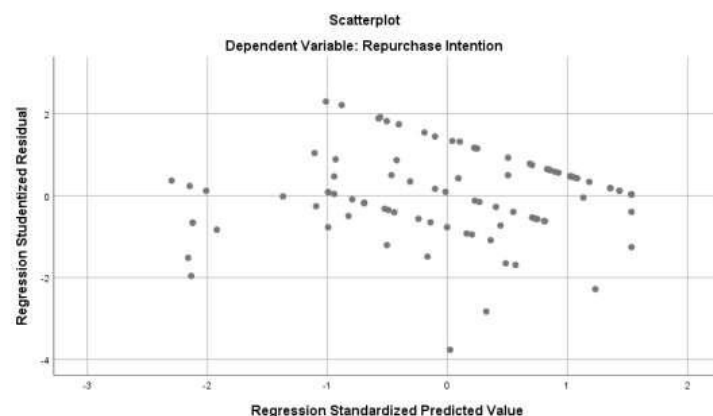**Heteroscedasticity Test**

Figure 1. Heteroscedasticity Test Results -Scatterplot

Looking at Figure 1, The dots are known to be dispersed over the X and Y axes and not to form a pattern. This means that the data does not have heteroscedasticity. However, the results from the scatterplot are very weak. So researchers used the Scatter Plot test to strengthen the test results of this research. For more details, see table 6 below.

Table 6. Glejser Test Results

Model		Unstandardized Coefficients		andardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3,197	1,557		2,052
	Life Style	-,047	,066	-,086	-,712
	Flash Sale	,041	,077	,066	,529
	Online Review	-,064	,067	-,114	-,942

a. Dependent Variable: abs_res

Seen in table 6, it is known that Sig. Life Style variable (X1) is 0.478 > 0.05, Flash Sale (X2) is 0.598 > 0.05, Online Review (X3) is 0.348 > 0.05. So it can be concluded that Given that the sig value is greater than 0.05, the data do not exhibit heteroscedasticity.

DISCUSSION

The Influence of Life Style on Repurchase Intention

The research results show that lifestyle variables have a positive and significant influence on the intention to repurchase Lovable Hijab hijab products on Shopee. This can be seen from the lifestyle coefficient value of 0.203, which means that every one-unit increase in lifestyle will increase repurchase intentions by 0.203 units. The calculated t value of 2.077 (p < 0.05) indicates rejection of H0 and acceptance of H1.

This finding is in line with the theory, which states that lifestyle reflects consumption patterns that influence consumer purchasing decisions (Alm et al., 2004; Gonzalez et al., 2020). The five lifestyle indicators in this research, namely interests, opinions, activities, purchasing branded products, and purchasing the newest products, show a high level of approval from respondents for the Lovable Hijab hijab product on Shopee. This indicates that products that suit consumers' needs and lifestyles and follow the latest trends can increase consumers' desire to make repeat purchases on an ongoing basis.

This finding is also consistent with previous research conducted by Sulaiman et al. (2019), who found that lifestyle has a positive and significant effect on repurchase intentions. However, the results of this study are different from the findings of Wingsati and Prihandono (2017), who stated that lifestyle has no effect on repurchase intentions. This difference can be caused by differences in the industrial and product contexts studied, as well as different characteristics of the respondents.

The Effect of Flash Sales on Repurchase Intention

The research results show that the flash sale variable has a positive influence on consumers' repurchase intentions. This can be seen from the flash sale coefficient value of 0.356. These figures show that the higher the intensity of the flash sale, the higher the consumer's intention to make repeat purchases. In addition, the calculated t value of 3.126 (p < 0.05) indicates that the flash sale variable significantly influences repurchase intentions.

This finding is in line with research conducted by Gonzalez et al. (2020), which states that sales promotions, including flash sales, can increase consumers' interest in making repeat purchases. This is because sales promotions are considered a stimulus that attracts consumers' attention and encourages them to make purchase transactions.

In the context of this research, the flash sale conducted by Lovable Hijab was proven to be effective in attracting consumers' attention and encouraging their intention to make repeat purchases. Respondents assessed flash sale indicators such as discounts, frequency, and duration of promotions as factors that influenced their decision to make repeat purchases.

The Influence of Online Reviews on Repurchase Intention

Furthermore, the research results also reveal that online reviews have a positive influence on consumers' repurchase intentions. This is proven by the online review coefficient value of 0.343, which shows that the better and more credible the online review, the higher the consumer's intention to make repeat purchases.

This finding is in accordance with the opinion of Alm et al. (2004), who stated that online reviews are one of the important factors that influence consumer decisions in making purchases. The five online review indicators, such as perceived usefulness, source credibility, argument quality, valence, and volume of reviews, were assessed by respondents as factors that influenced their decision to make a repeat purchase.

In accordance with Hennig-Thurau et al. (2004), quality and credible online reviews can increase consumer confidence in a product or service, thus encouraging them to make repeat purchases. Therefore, it is important for service providers to ensure that the information provided through online reviews is accurate, reliable, and useful for consumers.

CONCLUSION

Based on the study's findings, it can be said that among Shopee users who have a loving hijab, lifestyle factors, flash discounts, and online reviews have a good and significant impact on their intention to repurchase. The desire of buyers to make repeat purchases is greatly influenced by the perceived level of lifestyle, the presence of flash discounts, and the caliber of online evaluations regarding these products. Customers are more likely to make repeat purchases from loved hijab on Shopee if they have a higher lifestyle level, hold Flash Sales more frequently, and receive positive online ratings from customers. The R square value of 0.412 suggests that the variables under investigation account for 41.2% of the variation in repurchase intention, with other factors not covered in this study influencing the remaining 58.8%. This highlights how crucial it is to consider these elements in order to boost consumer loyalty and faith in companies and goods.

References

Agrawal, S., Sareen, S. A. J. I. J. o. A. R., & Innovation. (2016). Flash sales–the game changer in Indian E-commerce industry. *4*(1), 192-195.

Auliya, Z. F., Umam, M. R. K., & Prastiwi, S. K. J. E. (2017). Online costumer reviews (OTRs) dan rating: Kekuatan baru pada pemasaran online di Indonesia. *8*(1), 89-98.

Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*: mcgraw-hill.

Ignasito, D. (2021). *Pengaruh Webqual, Online Promotion Dan Online Customer Review Terhadap Online Repurchase Intention (Survei Online Pada Pelanggan Itemku Di Kota Malang)*. Universitas Brawijaya,

Kaharu, D., & Budiarti, A. J. J. I. D. R. M. (2016). Pengaruh Gaya Hidup, Promosi, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Cosmic. *5*(3).

Megantara, I. M. T., & Suryani, A. J. E.-J. M. U. (2016). Penentu niat pembelian kembali tiket pesawat secara online pada situs traveloka. com. *5*(9), 5783-5810.

Mufid, S. (2022). *Pengaruh Live Sale dan Flash Sale Terhadap Niat Pembelian Ulang di Era Normal Baru Pada Pelanggan Shopee di Kota Padang.* Universitas Negeri Padang,

Pasharibu, Y., Paramita, E. L., & Febrianto, S. J. J. E. D. B. (2018). Price, service quality and trust on online transportation towards customer satisfaction. *21*(2), 241-266.

Sulaiman, S., Sulistyan, R. B., & Lukiana, N. (2019). *Menilai Gaya Hidup, Persepsi, dan Kepuasan pada Online Repurchase Intention di Indomaret Citrodiwangsan Kabupaten Lumajang.* Paper presented at the Progress Conference.

Tjahjaningsih, E. J. E.-B. J. I. E. d. B. (2022). Faktor Yang Mempengaruhi E-Trust Serta Dampaknya Pada Repurchase Intention. *15*(1), 55-67.

Wingsati, W. E., & Prihandono, D. J. M. A. J. (2017). Pengaruh Penanganan Kegagalan Layanan, Kepercayaan dan Gaya Hidup terhadap Minat Pembelian Ulang melalui Kepuasan Konsumen. *6*(2), 195-205.

Yuen, E. F., Chan, S. S. J. J. o. D. M., & Management, C. S. (2010). The effect of retail service quality and product quality on customer loyalty. *17*, 222-240.

Zhang, M., Zhang, J., Cheng, T., & Hua, G. J. E. J. o. O. R. (2018). Why and how do branders sell new products on flash sale platforms? *, 270*(1), 337-351.