

FLASH SALE ON SKINCARE SKINTIFIC REPURCHASE DECISIONS MEDIATE BY CUSTOMER SATISFACTION

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Abstract: This study aims to analyze the influence of flash sales on repurchase decisions with customer satisfaction among consumers of Skintific skincare products on Shopee by Gen Z. The population in this study is all consumers of Skintific skincare products on Shopee whose number is not known for certain. The sample of this study is 100 respondents who were taken through a purposive sampling technique. The instrument test in this study uses a validity test and a reliability test. The data analysis method uses a structural equation analysis model Equation Modeling (SEM) with SmartPLS software version 3.29. The results of the study show that flash sales do not affect repurchase decisions, flash sales do not affect customer satisfaction, and customer satisfaction has a positive and significant effect on repurchase decisions of Skintific skincare products on Shopee by Gen Z. Indirectly, the implications of this study are

Keywords: *Flash sale, customer satisfaction, repurchase decision*

1. Introduction

Self-care is an essential part of the modern lifestyle, with skincare being a key part of life (Prihadini et al., 2023). Awareness of the importance of maintaining healthy skin is not limited to women, but has now spread to various groups, including teenagers and men. The rapid development of the global beauty industry is in line with this change. The growth of technology, social media, and increasing consumer knowledge emphasize the importance of product ingredients and results. Skincare has transformed into a self-investment to boost self-confidence and social image, no longer a secondary need (Oktavianti et al., 2024). Generation Z, also known as Gen Z, is keenly aware of this phenomenon and is highly responsive to the latest beauty product trends and more active in sharing product usage experiences on social media and e-commerce.

In today's era, many new skincare brands have emerged, striving to win the hearts of consumers, both domestic and international. One brand that has successfully captured the attention of consumers, especially Gen Z, in recent years is Skintific (Sholikha & Soliha, 2024). This international brand is formulated with advanced technology to offer skincare products, such as 5X ceramide, and emphasizes the effectiveness of active ingredients such as niacinamide, hyaluronic acid, and centella asiatica. Skintific prioritizes research and innovation as a scientific approach in each of its products, as well as modern and innovative packaging (Omba et al., 2024). Therefore, these products quickly became popular, especially among teenagers and young adults seeking high-quality products at affordable prices. Furthermore, the Skintific brand has also successfully created a strong brand image on e-commerce platforms like Shopee and utilized digital marketing strategies targeting young consumer behavior. According to the Top Brand Data Index in 2023, Skintific is still not a market leader in the skincare category. This can be seen in the following graph.



Figure 1
Top Brand Skincare
 Sources : <https://compass.co.id> (2025)

Figure 1 shows that the Something brand remains the top seller with a 53.28% share, while Skintific ranks second with 44.48%. This demonstrates that Skintific has experienced significant growth and a strong marketing strategy. However, the brand still faces stiff competition in the skincare market, particularly from local players who have already established customer loyalty.

One important aspect in maintaining brand existence is encouraging repurchase decisions or repeat purchases by consumers. Repurchase decisions are a crucial indicator of a product's success in the market because they reflect the level of consumer satisfaction and loyalty to a product (Afina & Widarmanti, 2022). In the skincare industry, repurchase decisions can be influenced by several factors such as product effectiveness, user experience, price, and seller service. Gen Z, as the primary consumers of skincare products today, are highly critical and selective in selecting products. In addition to seeking out viral products, they also assess the shopping experience, reviews from other users, and the product's suitability for their respective skin conditions before deciding to repurchase. In reality, not all consumers repurchase skintific products because some consumers feel disappointed after purchasing skintific skincare.



Figure 2
Customer Reviews on Skintific Product
 Sources : Komentar tiktok Skintific_id (2025)

A proven and effective marketing strategy for attracting consumer interest and increasing purchase volume, as well as repeat purchase intentions, is implementing flash sales. Flash sales are promotions with a limited time and significant discounts, typically conducted through e-commerce platforms such as Shopee (Afifah & Abadi, 2025). Flash sales can trigger a sense of urgency in consumers, encouraging them to make purchases quickly without much consideration. For luxury brands, flash sales are a platform to introduce new products and build consumer loyalty through regular discount programs to increase sales quickly. However, the success of a flash sale is not only measured by the number of products sold, but also the reach of consumer experiences during the purchasing process, which can influence their satisfaction and encourage repeat purchases in the future.

Customer satisfaction is the feeling of pleasure that arises after receiving goods or services as expected and is a key factor in consumer decision-making, including in the skincare industry. Satisfaction arises when consumer expectations for a service or product are met (Najmudin et al., 2022). Satisfaction depends not only on product quality from a skintific brand, but also on ease of access, competitive pricing, e-commerce shopping experience, and after-sales service. If consumers are satisfied, they are more likely to make repeat purchases and recommend the product to others through social media or in person. This is crucial in building word-of-mouth, especially among Gen Z, who are highly influenced by recommendations from their digital communities.

There are several research gaps in this study. Nasution & Ardila's (2024) study showed that flash sales had a positive and significant effect on repurchase decisions. However, Antonious & Tarigan's (2023) study showed that flash sales had no effect on repurchase decisions. Nasution & Ardila's (2024) study showed that customer satisfaction had a positive and significant effect on repurchase decisions. However, Larosa et al.'s (2021) study showed that customer satisfaction had no effect on repurchase decisions.

In this study, the author is very interested in examining more deeply how flash sales influence repurchase decisions for the skincare brand skintific on the e-commerce site Shopee, with customer satisfaction as a mediator. Gen Z was targeted as the research subject because they are the main consumer segment in purchasing skincare products online. The author hopes that this study can provide a comprehensive overview of effective marketing strategies to encourage consumer loyalty, as well as help skintific companies design better customer experiences in today's digital era. This research is also expected to provide theoretical contributions in the field of digital marketing, particularly regarding consumer behavior and customer satisfaction in the beauty industry.

2. Literature Review

Flash Sale

A flash sale is a limited-time promotion used across all e-commerce platforms, where products are sold at deeply discounted prices (Nasution & Ardila, 2024). Flash sales can create scarcity and a sense of urgency in consumers, leading to impulse purchases. Flash sales are often used to increase sales traffic, introduce new products, and clear out inventory. According to Fauzan & Ratnasari (2024) and Afifah & Abadi (2025), the following are indicators of a flash sale:

1. Promotion frequency
2. Promotion quality
3. Promotion timing
4. Promotional target accuracy or alignment
5. Coupon discounts

Customer Satisfaction

Customer satisfaction is an emotional response with a sense of pleasure caused by the product or service they purchased according to reality after receiving the product (Kotler & Keller, 2018). Ramdhani & Widyasari (2022) argue that customer satisfaction is the level of someone's feelings after comparing the benefits and performance of a product with the results according to their expectations. If performance meets or exceeds expectations, consumers will feel satisfied; conversely, if performance does not meet expectations, consumers will feel disappointed. Indicators of customer satisfaction according to Ristia & Marlien (2022) and Setiawati & Susanti (2022) are:

1. Fulfilled customer expectations
2. Consistent use of the product
3. Quality of service
4. Loyalty
5. Positive word-of-mouth communication
6. The company is a primary consideration when purchasing other products

Repurchase Decisions

A repurchase decision is the process by which consumers decide to repurchase the same product or service based on previous experiences. According to Hellier et al. (2003), repurchase decisions are influenced by customer satisfaction, perceived quality, perceived value, and brand trust. Repurchase decisions demonstrate consumer loyalty to a product or brand, which is crucial for maintaining business sustainability. According to Nasution & Ardila (2024) and Zulkarnain (2021), repurchase decision indicators include:

1. Interest in reordering
2. Interest based on preference
3. Exploratory interest
4. Reference interest
5. Unwillingness to switch to another brand
6. Purchase another variant of the same brand

3. Method

This study employed quantitative research. Quantitative research is used to examine a specific population or sample, collecting data using research instruments, and analyzing the data statistically with the aim of testing predetermined hypotheses (Sugiyono, 2022:8).

Sugiyono (2022:80) argues that a population is a generalized area consisting of objects or subjects that possess certain qualities and characteristics that have been determined by the researcher to be studied and then conclusions can be drawn. The population in this study was all Gen Z consumers in Jepara Regency who purchased Skintific products on Shopee, an unknown number of whom purchased them.

Sugiyono (2022:81) states that a sample is a subset of the population's size and characteristics. The sampling method used in this study was purposive sampling. Sugiyono (2022:85) states that purposive sampling is a sampling technique based on specific considerations.

The sample criteria in this study are:

2. Gen Z residents of Jepara.
3. Have purchased Skintific products at least twice in the last 6 months.

To determine the sample size for the study, the Cochran formula was used:

$$n = \frac{Z^2 pq}{e^2}$$

Description:

n = number of samples required

z = standard value obtained from the Z-normal distribution table with a 5% deviation of 1.96

p = proportion value obtained from previous research (literature). If the proportion is unknown, the estimated proportion is 50% (0.5)

q = 1-p

e = sampling error rate (10% = 0.1 at a 90% confidence level)

Calculation:

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{1,96^2 \times 0,5 \times (1 - 0,5)}{0,1^2}$$

$$n = 96,04$$

Based on the sample calculation, the required sample size was 96 respondents, which was then rounded up to 100 in this study. The data collection method used was a questionnaire. The analysis technique used was structural equation modeling (SEM) operated through the SmartPLS program version 3.29.

4. Result and Discussion

Outer Model

Convergent Validity

Convergent validity can be determined by examining item reliability (validity indicators) as indicated by loading factor values. A variable is considered valid when the loading factor value is >0.7. The following are the outer loading values for each research variable indicator.

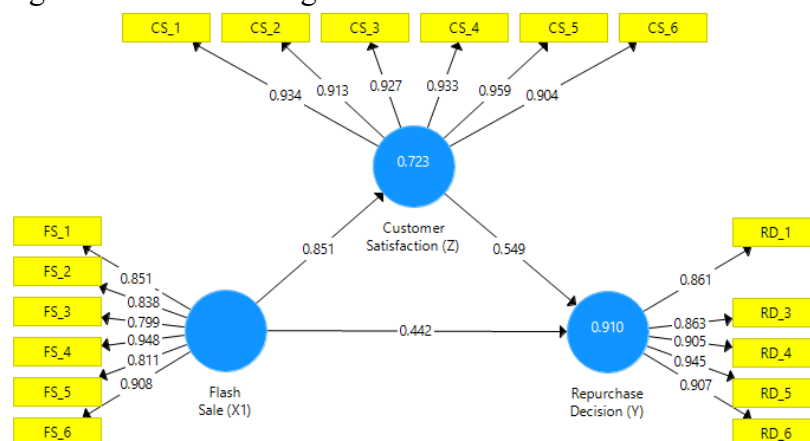


Figure 3
Outer Model After Repair
 Sources : SmartPLS processed data (2025)

Based on Figure 3, it can be seen that a new model has been described and several indicators have been eliminated that have a loading factor value of less than 0.7, namely indicator RD_2. For more details, the following are details of the loading factor values after elimination, which can be seen in Table 1.

Table 1
Outer Loading After Repair

	Customer_Satisfaction (Z)	Flash_Sale (X1)	Repurchase_Decision (Y)
CS_1	0.934		
CS_2	0.913		
CS_3	0.927		
CS_4	0.933		
CS_5	0.959		
CS_6	0.904		
FS_1		0.851	
FS_2		0.838	
FS_3		0.799	
FS_4		0.948	
FS_5		0.811	
FS_6		0.908	
RD_1			0.861
RD_3			0.863
RD_4			0.905
RD_5			0.945
RD_6			0.907

Sources : SmartPLS processed data (2025)

Based on the data presentation in table 1 above, it can be seen that all variable indicators have an outer loading value > 0.7 so that they are declared valid and can be used in further research and analysis.

a. Discriminant Validity

Discriminant validity can be determined by examining the cross-loading value. An indicator is considered valid when it has the highest cross-loading value compared to other variables. The following are the cross-loading values for each indicator:

Table 2
Cross Loading

	Customer_Satisfaction (Z)	Flash_Sale (X1)	Repurchase_Decision (Y)
CS_1	0.934	0.846	0.869
CS_2	0.913	0.807	0.864
CS_3	0.927	0.735	0.815
CS_4	0.933	0.742	0.856
CS_5	0.959	0.796	0.886
CS_6	0.904	0.804	0.863

FS_1	0.813	0.851	0.866
FS_2	0.825	0.838	0.867
FS_3	0.632	0.799	0.672
FS_4	0.786	0.948	0.835
FS_5	0.572	0.811	0.627
FS_6	0.704	0.908	0.769
RD_1	0.723	0.840	0.861
RD_3	0.758	0.887	0.863
RD_4	0.830	0.727	0.905
RD_5	0.937	0.852	0.945
RD_6	0.887	0.771	0.907

Sources : SmartPLS processed data (2025)

Based on the data presented in Table 2 above, it can be seen that each variable indicator has the largest *cross-loading* value on the variable it forms compared to the *cross-loading* values on the other variables. Based on the available data, it can be stated that the indicators used in this study have good *discriminant validity*.

b. Reliability Test

The requirements for meeting composite reliability are a value > 0.7 and a Cronbach's alpha > 0.7 . The following are the results of this study:

Table 3
Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer_Satisfaction (Z)	0.968	0.969	0.974	0.862
Flash_Sale (X1)	0.930	0.938	0.945	0.741
Repurchase_Decision (Y)	0.939	0.942	0.954	0.804

Sources : SmartPLS processed data (2025)

Based on the presentation in Table 3 above, it can be seen that the composite reliability value is > 0.7 . This indicates that each variable has met the composite reliability requirement, thus concluding that all research variables have good internal consistency and can be used for further analysis.

Result Of Inner Model Test

a. Hipotesis Test

Hypothesis testing is used to determine the correlation between two variables under study. To determine the significance of a model test, the t-statistic between the independent and dependent variables can be seen, as shown below.

Table 4
Result Of *t*-statistic and *p*-value test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Flash_Sale (X1) -> Customer_Satisfaction (Z)	0.851	0.85	0.031	27.011	0.000
Flash_Sale (X1) -> Repurchase_Decision (Y)	0.442	0.443	0.064	6.882	0.000
Customer_Satisfaction (Z) -> Repurchase_Decision (Y)	0.549	0.549	0.066	8.291	0.000

Sources : SmartPLS processed data (2025)

The results of table 4 show that:

1. *Flash sales* have a positive and significant effect on *customer satisfaction*, as the *t-statistic* is $27.011 > 1.96$ and the *p-value* is $0.000 < 0.05$. The positive value of the original sample indicates a positive relationship.
2. *Flash sales* have a positive and significant effect on *repurchase decisions*, as the *t-statistic* is $6.882 > 1.96$ and the *p-value* is $0.000 < 0.05$. The positive original sample value indicates a positive relationship.
3. *Customer satisfaction* has a positive and significant effect on *repurchase decisions*, as the *t-statistic* is $8.291 > 1.96$ and the *p-value* is $0.000 < 0.05$. The positive value of the original sample means that it can be concluded that there is a positive relationship.

Table 5
Indirrect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Flash_Sale (X1) -> Repurchase_Decision (Y)	0.467	0.467	0.062	7.583	0

Sources : SmartPLS processed data (2025)

Based on the results of table 5, it can be seen that

4. *Customer satisfaction* mediates the effect of *flash sales* on *repurchase decisions*. This is because the *p-value* is $0.000 < 0.05$, the *t-statistic* is $7.583 > 1.96$, and the original sample value is positive, indicating a positive relationship.

Discussion

The Influence of Flash Sales on Repurchase Decisions of Skintific Products on Shopee Among Gen Z

Based on the results of the hypothesis test above, it shows that flash sales have a significant positive effect on the repurchase decision of Skintific products on Shopee in Gen Z. This finding shows that flash sales are able to attract consumer interest in making initial purchases because of price cuts and limited time limits, strategies that can directly influence consumer intentions or tendencies to repurchase the same product in the future.

This can be explained by the characteristics of Gen Z consumers, who tend to be more critical, rational, and prioritize product experience and effectiveness in determining brand loyalty. Consumers in this age segment are generally accustomed to various forms of digital promotions, including flash sales, and recognize that these offers are temporary and purely transactional. Therefore, flash sales can create short-term interest; consumers do not necessarily consider such promotions as the primary reason to repurchase a product if it is not

accompanied by good product quality, a satisfying purchasing experience, and tangible benefits experienced after use.

Flash sales can be a key factor in repeat purchases. Skincare consumers, especially those in Gen Z, tend to evaluate various factors such as product suitability for their skin type, the effectiveness of active ingredients, reviews from other users, and even the quality of the seller's service, such as shipping speed and product authenticity. If the results meet expectations and bring about significant changes, consumers are more likely to make repeat purchases, even if the product is offered again without a discount.

The results of this study align with those of Nasution & Ardila (2024), which showed that flash sales influence repurchase decisions. However, these results differ from those of Antonious & Tarigan (2023), which found that flash sales had no effect on repurchase decisions.

The Influence of Flash Sales on Customer Satisfaction of Skintific Products on Shopee Among Gen Z

Based on the results of the hypothesis test above, it shows that flash sales have a positive and significant effect on customer satisfaction of Skintific products on Shopee among Gen Z. This shows that flash sales are able to increase the attractiveness of promotions instantly and encourage initial purchase interest, this ensures that consumers will feel satisfied with the product and their shopping experience.

This phenomenon can be explained by the behavioral characteristics of today's young consumers, particularly Gen Z, who tend to focus more on product quality, tangible results after use, and the overall shopping experience, rather than simply being tempted by discounts. They have high expectations of brands, and their satisfaction is determined by various aspects such as product effectiveness, packaging, delivery speed, seller service, and even user reviews. In other words, flash sales are seen as a temporary bonus and a key determinant of satisfaction with a product or service.

Furthermore, flash sales are often associated with impulse buying, where consumers purchase products suddenly and without consideration, driven by the euphoria of substantial discounts during a flash sale. Under these circumstances, the potential for a product to align with expectations and reality is greater, ultimately leading to post-purchase customer satisfaction. For example, if consumers perceive the product quality as commensurate with the information provided, or if the seller's service during a flash sale is optimal despite a surge in orders, their satisfaction level will increase.

The results of this study align with those of Nasution & Ardila (2024), which showed that flash sales impact customer satisfaction. However, these results are not supported by those of Antonious & Tarigan (2023), which found that flash sales had no effect on customer satisfaction.

The Influence of Customer Satisfaction on Repurchase Decisions of Skintific Products on Shopee Among Gen Z

Based on the results of the hypothesis test above, it shows that customer satisfaction has a positive and significant effect on the repurchase decision of Skintific products on Shopee in Gen Z. This means that the higher the level of satisfaction felt by consumers towards the product and their purchasing experience, the greater their tendency to repurchase the product in the future.

Customer satisfaction reflects the extent to which consumer expectations regarding product quality, service, and the shopping experience are met or even exceeded. When consumers

perceive that a purchased product, such as Skintific skincare, lives up to its promises in terms of effectiveness, safety, comfort of use, and perceived results, it creates a positive perception and trust in the brand. This condition strengthens the likelihood that consumers will repurchase the product without hesitation, given their previous positive experience.

Especially for Gen Z consumers, repurchase decisions are not solely based on price or product popularity, but are heavily influenced by the overall quality of the experience. They are highly sensitive to usage results, ingredient composition, reviews from other users, and consistency of seller service. When they are satisfied with all these aspects, the desire to switch to another brand will decrease, and loyalty to the product will increase. Therefore, customer satisfaction is a crucial foundation for building loyalty and repurchase decisions. Furthermore, satisfaction also fosters an emotional connection between consumers and brands. Satisfied consumers will not only repurchase products but also have the potential to become voluntary brand promoters by recommending products to friends, family, or through social media.

The results of this study align with those of Hadianitini et al. (2023), which showed that customer satisfaction has a positive and significant effect on repurchase decisions. This study also supports the research of Widanti et al. (2022), which showed that customer satisfaction has a positive and significant effect on repurchase decisions.

5. Conclusions

Flash sales have a positive influence on repurchase decisions for Skintific products on Shopee among Gen Z. Flash sales have a positive impact on customer satisfaction of Skintific products on Shopee among Gen Z. Customer satisfaction has a positive and significant influence on the repurchase decision of Skintific products on Shopee among Gen Z. Customer satisfaction can mediate flash sales towards repurchase decisions for Skintific products on Shopee among Gen Z.

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