

ABSTRACT

This study conducted to test and analyze causal relationship between Flash Sale Discounting on Purchase Intention in E-Commerce Website. The aim of this study also to analyze the difference information provided by the flash sale pages to determining consumer purchase intention of flash sale product, whether the information about discounted product in flash sale pages that have been given to the participants can influence the relationship between Flash sale Discounting on Purchase Intention in E-Commerce Website.

This study is using true experimental design with laboratory experiment. The number of participants used was 30 participants, consisting 15 participants for the experiment group that received the information of discounted and non discounted flash sale and 15 participants for the control group who only received non discounted flash sale. The analysis of this data test used in this research are Paired Samples t-test and Independent Samples t-test in order to understanding the difference and compare the results between experimental research groups.

The results of this analysis with t-test shows that experiment completed successfully. T-test shows that there are differences purchase intention of the participant with discounted price and without discounted price treatment. The statistical results showed that H_1 is accepted. The results of the statistics also show that information about flash sales received by participants through flash sale pages on smartphones is able to provide information needed by participants to determine and have purchase intention of flash sale in e-commerce websites.

Keywords: Experimental Method, Discount Rate, Purchase Intention