



FACTORS FROM #RACUNTIKTOK TRENDS, ONLINE CUSTOMER REVIEWS, ONLINE CUSTOMER RATINGS, AND FLASH SALES TO PURCHASE DECISIONS ON TIKTOK MARKETPLACE

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ABSTRACT

Introduction This study aims to analyze the influence of #racuntiktok trends, online customer reviews, online customer ratings, and flash sales on purchasing decisions.

Methods: The type of research using quantitative data was obtained through the distribution of questionnaires using Google Forms which were distributed through various social media platforms, with the student population of the University of Muhammadiyah Purwokerto. The technique used is purposive sampling as a method of retrieval to consider that the researcher sets special criteria such as TikTok users and have made purchases through the platform. The number of respondents as many as 158 people was determined using the roscoe formula. Furthermore, the collected data was analyzed using the Structural Equation Modeling (SEM) method using the Partial Least Square (PLS) approach through SmartPLS 3 software.

Results: The results showed that online customer reviews, online customer ratings, and flash sales had a positive and significant effect on purchase decisions, while #racuntiktok trends had no significant effect. Based on the results of research to increase sales on TikTok, sellers pay more attention to online customer reviews, online customer ratings and flash sales.

INTRODUCTION

The use of the internet to market products is now increasingly sophisticated along with technological advancements. The business of marketing products or services through the use of internet media is also known as social media (Mustapa et al., 2022). Social media not only has a great influence, but also plays a role in shaping behavior patterns, including people's lifestyles that are undergoing changes, this change can be seen from the habits of people who now prefer to shop online rather than go directly to physical stores (Arifin & Setyorini, 2023). This phenomenon has an impact on social media users who are involved in buying and selling activities in the market, more and more consumers are turning to online transactions because it is considered more practical and efficient, so many start-ups are starting to use the marketplace as a sales tool which is considered more profitable than the old sales system (Arifin & Setyorini, 2023).

Tiktok is one of the fastest-growing social media platforms in Indonesia (Parapat & Azhar, 2024). According to Valentina et al., (2023) TikTok is a great opportunity for business people to develop their business because the TikTok application is not only for entertainment but also as a medium to find information and do business. By sharing engaging content on this app, they can grow their business. (Valentina et al., 2023). Based on the Digital Indonesia report released by We Are Social, (2024) In January 2024, Indonesia will be one of the countries with the most TikTok users in the world with 126.83 million active users.

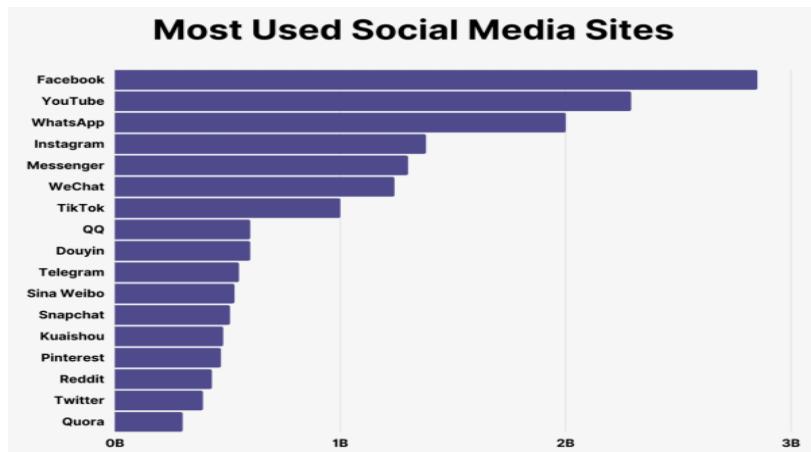


Figure 1.
Source of Tiktok user data in Indonesia 2025 We Are Social

According to Arif & Pramestie (2021) the purchase decision is a decision-making process that begins with the identification of the problem, then evaluating it, and deciding on the product that best suits the needs. Marketers should research consumers to know the types of problems or wants and needs that arise, what causes the sense of need and how the sense of need leads to a particular object, consumer behavior will determine the decision-making process in brand purchase (Marlius, 2017). According to (Nurjanah et al., 2019) The need for ease of access and information makes e-commerce influence the purchase decisions made by consumers.

The factor that influences the purchase decision is #racuntiktok trend. According to rend content #racuntiktok contains recommendations for products or goods, ranging from funny, unique, multifunctional, and adorable to make people who watch the video want to buy the product. According to research, Arifin & Setyorini, (2023) to help users

find comparable topics, the content is categorized under #racuntiktok hashtag. The hashtag is also used by business actors to promote their products through viral trends. Creators are trying to create attractive videos by including #racuntiktok hashtags to potentially appear on the FYP page and reach a wider audience globally (Arifin & Setyorini, 2023). Currently the trend #racuntiktok has garnered 11.2 billion views (TikTok, 2025). Where the purchase decision referred to in this study is the person who buys and makes payments for a product as a result of viewing toxic content on TikTok (Manurung, 2022). Trends #racuntiktok research conducted by (Adha et al., 2025; Arifin & Setyorini, 2023; Rahmawati, 2021) explained that #racuntiktok trend has a positive effect on purchasing decisions. However, these findings are not in line with research conducted by Manurung, (2022) which states that #racuntiktok trend has no significant influence on the purchase decision.

In addition to #racuntiktok trends, another factor that plays a role in influencing purchasing decisions is online customer reviews. According to research Sapphire (2024) Customer comments on the internet are reviews provided by buyers regarding information from product evaluations on various aspects. These reviews can help other buyers consider what they should consider before they decide to buy something. Additionally, these reviews can help sellers understand what buyers like about the product (Safitri, 2024). Each review rating added will drive or influence a purchase decision (Almayani, 2023). The study follows the findings of previous research (Almayani, 2023; Melita & Astuti, 2024; Prasetya et al., 2023; Rizqullah et al., 2025; Zed et al., 2023) Online customer reviews show a significant influence on consumers' purchasing decisions. Nonetheless, the findings are different as the research shows (Lestari et al., 2022; Intercession, 2024) which concludes that online customer reviews have no effect on purchasing decisions.

In addition, the online aspect of customer rating is also a concern in examining factors that affect consumer behavior. According to Aisyah, (2023) Online Customer Ratings consist of stars with a value of one to five. Online stores that have more stars increase marketplace and customer trust. The higher the ranking, the higher the purchase decision (Almayani, 2023). The results of the research conducted (Dukalang et al., 2022; Mahendra, 2022; Melita & Astuti, 2024; Rizqullah et al., 2025; Sanjay Singh, 2021) Online customer ratings have been proven to have a positive influence on consumer decisions in buying a product. In contrast to this, research from (Jannah et al., 2019; Ningsih, 2019) indicates that online customer ratings have no effect on purchasing decisions.

The next factor that also influences consumers' purchasing decisions is flash sales, which offer special prices for a limited time. According to Dukalang et al., (2022) Flash sale is when an item is sold at a discounted price for a short period of time. A flash sale offer, sometimes referred to as a "daily offer", is a type of sales campaign in which a buyer receives a special offer or discount on a product for a limited period of time, as the price of the desired product is much lower during the flash sale program than the regular price. The flash sale promotional model partially influences consumers' purchasing decisions (Dukalang et al., 2022). Based on the results of the study, flash sales have been proven to be able to drive a positive increase in purchasing decisions (Herlina et al., 2021; Prasetya et al., 2023; Widodo, 2022) In contrast to research conducted by (Aisyah, 2023; Nuraini et al., 2024) Studies show that flash sale discounts do not affect purchasing decisions.

The novelty of this study is that it adds a new independent variable, namely flash sales, which in the previous study (Mahendra, 2022; Putri & Lestari, 2022; Rinaja, 2022; Intercession, 2024). "This study expands on previous studies by Arifin & Setyorini, (2023) which focus solely on #racuntiktok trend optimization, online customer reviews, and online customer ratings. The problem in this study lies in the lack of understanding regarding the extent to which social media trends such as #RacunTikTok, customer reviews and ratings, as well as flash sale strategies influence consumer purchasing decisions among university students. This research targets students to determine the degree to which these factors drive purchasing decisions, as they are active users of both social media and e-commerce platforms. Moreover, students possess adequate digital literacy and are relevant as active online consumers. By conducting this study, it is expected that readers will gain insights into the relationship between these various factors.

LITERATURE REVIEW

Stimulus Theory of Organism Response

According to Mehrabian & Russell, (1977) the Stimulus Organism Response (SOR) theory describes how the environment influences a person's response or action. In this theory, as the stimulus (S) comes from the

environment and has a direct impact on the organism (O), which in this case is the consumer. As a result, this affects the response of the purchase decision (R). Based on this theory in the framework (SOR), the three stimuli affect the psychological aspects of the consumer as an organism, with flash sales attracting interest, online reviews providing information and increasing confidence (Prasetya et al., 2023).

Purchase Decision

A purchase decision is the final stage in the consumer decision-making process, where the customer chooses to purchase a good or service after going through a series of alternative evaluations (Kotler, P., & Keller, 2016). According to research from Yuliani, (2021) when consumers are faced with various wants and needs, they need to make decisions regarding purchases that will be prioritized. Factors that influence purchasing decisions are the process of recognizing needs, seeking information, evaluating alternatives, making purchase decisions, and behaviors shown after the purchase is made (Kotler & Armstrong, 2012). This indicator is based on research Dwijayanti, (2020) which includes product choice, brand choice, seller choice, number of products purchased, time taken to purchase product, and payment method.

The Influence of #RacunTikTok Trends on Purchasing Decisions

"Poison" is a term used to describe trends that present video content in the form of unboxing, information, recommendations, and product reviews that have interesting characteristics such as multifunctional, unique, aesthetic, and funny (Arifin & Setyorini, 2023). According to Arifin & Setyorini, (2023) the more often users access the TikTok application and view videos with #racuntiktok hashtags, the more likely it is that interest and desire for the products displayed will arise, which can ultimately encourage consumers to make purchasing decisions. Previous research supports this Adha et al., (2025) This is in accordance with the (SOR) theory that says external stimuli such as visual content can affect a person's psychological state and ultimately trigger action, in this case, consumptive behavior. This indicator is based on research by Rachmawati, (2021) It includes perceptions of TikTok applications, creator content, and interest in goods.

H1: #RacunTikTok trends have a positive and significant effect on students' purchasing decisions.

The Influence of Online Customer Reviews on Purchase Decisions

Customer reviews on the internet are reviews of customers who have purchased products in online stores so that other consumers can find out information about the products they want (Larry Hidayati, 2018). The more positive or high reviews a customer gives online, the greater the influence consumers have to make a purchase decision (Melita & Astuti, 2024). These findings support the results of previous studies that used similar SOR theories from (Melita & Astuti, 2024; Prasetya et al., 2023) Which proves that reviews from customers on online platforms have a positive and significant influence on purchase decisions. This refers to research indicators Rinaja, (2022) namely the credibility of the source, the quality of the argument, the perceived usefulness, the valence review, the number of reviews.

H2: Online Customer Reviews have a positive and significant effect on students' purchasing decisions.

The Influence of Online Customer Scolding on Purchase Decisions

Rating can be interpreted as a form of judgment given by users based on their preference for a product, which reflects their personal experience when interacting with the product in a virtual environment mediated by a digital platform. This rating refers to the psychological and emotional state perceived (Aisyah, 2023). According to Mahendra, (2022) High ratings from consumers in advance can drive the formation of a purchase decision. This statement is strengthened by the results of research using SOR theory conducted by Melita & Astuti, (2024) Consumers consider the ratings listed by customers on the review page to give them confidence before making a purchase. Some indicators to measure customer ratings according to research Priangga & Munawar, (2022) Usability perception, pleasure perception, and control perception.

H3: Online Customer Ratings have a positive and significant effect on students' purchasing decisions.

The Influence of Flash Sale on Purchase Decisions

Flash flakes are product offers with discounts and limited quantities for a certain period of time (Jannah et al., 2019). In this theory, flash sale offers are considered an effective stimulus that attracts consumers and encourages them to make a purchase immediately before the promotional time ends (Prasetya et al., 2023). This result is strengthened by research that has been conducted by Prasetya et al., (2023) These findings reinforce that flash sales have a significant and positive effect on purchasing decisions. The following are the indicators according to Burping, (2018) i.e. product choice, brand choice, seller choice, number of products purchased, time required to buy product, payment method.

H4: Flash Sale has a positive and significant effect on students' purchasing decisions.

RESEARCH METHODS

This research method uses quantitative data obtained through the distribution of online questionnaires made using Google Forms, which has a five-point Likert scale. The population data used in this study is based on 14,404 active students of the University of Muhammadiyah Purwokerto. Since not all members of the population have the same chance of being sampled, this researcher used a non-probability sampling technique. The sample was selected using purposive sampling, considering that the researcher set special criteria, namely students of the University of Muhammadiyah Purwokerto who are TikTok users and have made purchases through the platform, so that the data collected is in accordance with the focus of the research. This study uses a sample based on the formula (Roscoe, 1975), which states that the sample size that is feasible to support a study ranges from 30 to 500 respondents. Based on these provisions, this study involved as many as 158 respondents as a sample. The data obtained were then analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach, which is able to process data with variance-based statistical methods to comprehensively test the relationship between variables, including Outer Loading, Construct Reliability and Validity, Discriminant Validity, R Square, and Bootstrapping (Hypothesis Test). The use of this tool supports quantitative research by producing more in-depth and accurate results.

Table 1.
Indicators Used

Research variables	Indicators	Source
Car #Racuntiktok (X1)	1. Perception of tiktok app 2. Creator content 3. Interest in goods	(Rachmawati, 2021)
Online customer reviews (X2)	1. Source credibility 2. Argument quality 3. Perceived usefulness 4. Review valence 5. Number of reviews	(Rinaja, 2022)
Online customer rating (X3)	1. Usability perception 2. Perception of pleasure 3. Perception control	(Priangga & Munawar, 2022)
Flash sales (X4)	1. Discount 2. Frequency 3. Duration 4. Availability 5. Exciting promotions	(Burping, 2018)
Purchase Decision (Y)	1. Product selection 2. Brand choice 3. Seller's choice 4. Number of products purchased 5. Time taken to purchase products 6. Payment methods	(Dwijayanti, 2020)

Source: (Burping, 2018; Dwijayanti, 2020; Priangga & Munawar, 2022; Rahmawati, 2021; Rinaja, 2022)

RESULTS AND ANALYSIS

Below presents a summary of the characteristics of the respondents, including aspects of faculty, gender, age, pocket money per month, how many times you make purchases on TikTok, and the types of items you usually buy

Table 2. Respondent Characteristics

Items	Frequency	Percentage
Faculty		
Business Economics	22	13,9%
Engineering and Science	15	9,5%
Law	5	3,2%
Health Sciences	29	18,4%
Physiology	9	5,7%
Pharmacy	10	6,3%
Medicine	5	3,2%
Teacher Training and Education	50	31,6%
Islam	5	3,2 %
Cultural and Communication Sciences	2	1,3%
Agriculture and Fisheries	6	3,8%
Entire	158	100%
Gender		
Man	39	24,7%
Woman	119	75,3%
Entire	158	100%
Monthly Allowance		
< Rp. 1,000,000	63	39,9%
IDR 1,000,000 - IDR 2,000,000	73	46,2%
> Rp. 2,000,000	22	13,9%
Entire	158	100%
How Many Times You Make a Purchase on TikTok		
1 - 3 purchases	72	45,6%
3 - 5 times purchase	34	21,5%
> 5 purchases	52	32,9%
Entire	158	100%
Types of items you usually buy		
Electronic	29	18,4 %
Clothes	104	65,8 %
Skincare	84	53,2 %
Food	40	25,3 %
Other	35	22,2 %
Entire	158	100%

Source: Questionnaire Dissemination Results, 2025

Indications from the data show that the majority of respondents who participated in the study came from the Faculty of Teacher Training and Education, with a percentage of 31.6%. In terms of gender, female respondents dominated

with a score of 75.3. Most respondents also received monthly allowances in the range of IDR 1,000,000 to IDR 2,000,000, with a percentage of 46.2%. In addition, the majority of respondents are students who make purchases on TikTok 1-3 times, with a percentage of 45.6% and a dominant percentage of students who like to buy clothes with a percentage of 65.8%, this shows that this demographic segment is an active consumer group on the TikTok platform and has the potential to be the main target in digital marketing strategies on the platform.

Measurement Model

In the research method, all the variable indicators applied in this study have been described. Based on the measurement model test consisting of Outer Loading, Construct Reliability and Validity, Discriminant Validity, R Square, Bootstrapping. The results of the retest are obtained as shown in the figure and table below.

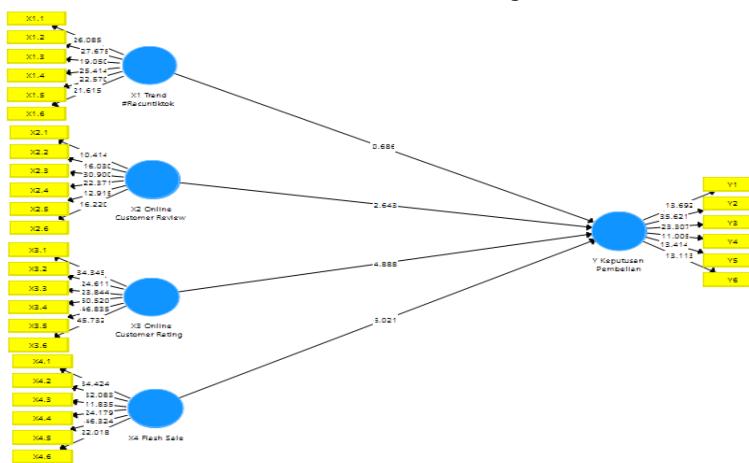


Figure 2. External Loading and AVE Output Measurement Models

Source:Author, 2025

Convergent Validity Test

Through Smart-PLS 3.0, loading factor values are obtained for #racuntiktok trend variables, online customer reviews, online customer ratings, flash sales and purchase decisions with the following results:

Table 3. External Loading Results

Indicators	X1 Trand #Racuntiktok	X2 Online Customer Reviews	X3 Online Customer Ratings	Flash X4 Sales	Y Purchase Decision
TikTok App Perception	0,807				
TikTok App Perception	0,814				
Content Creator	0,731				
Content Creator	0,809				
Interest in Goods	0,797				
Interest in Goods	0,765				
Source of Credibility		0,704			
Quality of Arguments		0,789			
Perceived Use		0,860			
Valencia Review		0,799			
Valencia Review		0,760			
Number of Reviews		0,793			
Usability Perception			0,876		
Usability Perception			0,838		

Perception of Pleasure	0,829
Perception of Pleasure	0,925
Control Perception	0,899
Control Perception	0,893
Discount	0,844
Discount	0,853
Frequency	0,698
Duration	0,818
Availability	0,875
Attractive Promotions	0,837
Product Selection	0,705
Brand Choice	0,855
Seller's Choice	0,816
Number of Products Purchased	0,639
Time Taken to Buy Products	0,723
Payment Methods	0,737

Source: Smart-PLS 3 Output Results (2025)

According to (Ghozali, 2021) the relationship or correlation between the outer loading value that is greater than 0.70 is declared to be eligible for convergent validity. Meanwhile, outside loading values in the range of 0.50 and 0.60 are acceptable, if values below this range are considered unreliable and should be excluded from the analysis. Thus, based on the SmartPLS output attached to table 3, all indicators in the questionnaire have been declared valid due to the outer loading value > 0.50.

Reliability Test

Table 4. Composite Reality and Extracted Mean Variance (AVE)

Variable	Alpha Cronbach	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Test Results
X1 Trand #Racuntiktok	0,878	0,884	0,907	0,621	Reliable
X2 Online Customer Reviews	0,875	0,881	0,906	0,617	Reliable
X3 Online Customer Ratings	0,940	0,944	0,952	0,770	Reliable
Flash X4 Sales	0,904	0,911	0,926	0,677	Reliable
Y Purchase Decision	0,842	0,852	0,884	0,562	Reliable

Source : Smart-PLS 3 Output Results (2025)

As shown in Table 5, Each variable must have an Average Variance Extracted (AVE) analysis with a value greater than 0.5 (Ghozali, 2021). Alpha and Cronbach Composite Reliability is the reliability analysis used in this study; A value greater than 0.7 indicates reliability (Ghozali, 2021). The lowest construction is that the purchase decision has a value of 0.884, which still indicates strong reliability. Table 5 shows that the entire construction has an AVE value that exceeds 0.50. The lowest AVE value was found in the purchase decision construct, which was 0.562. So that the internal construction of #racuntiktok trends, online customer reviews, online customer ratings, flash sales, and purchase decisions are declared valid.

Validity Test

Smart-PLS 3 generates the Fornell-Larcker Criterion value as well as the square root of the Extracted Mean Variance (AVE), with the following results:

Table 5. Discriminatory Validity

Variable	X1 Trand #Racuntiktok	X2 Online Customer Reviews	X3 Online Customer Ratings	Flash X4 Sales	Y Purchase Decision
X1 Trand #Racuntiktok	0,788				
X2 Online Customer Reviews	0,741	0,785			
X3 Online Customer Ratings	0,697	0,758	0,877		
Flash X4 Sales	0,623	0,547	0,558	0,823	
Y Purchase Decision	0,705	0,747	0,784	0,715	0,749

Source : Smart-PLS 3 Output Results (2025)

The Fornell Lacker criterion evaluates discriminant validity, which states that the root value of each variable must be greater than the root value of AVE from its correlation with the other variables in order for the test findings to be able to (Ghozali, 2021) A value of 0.788 is indicated by a trand #racuntiktok, a value of 0.785 is indicated by online customer reviews, a value of 0.877 is indicated by a rating, value of 0.823 is indicated by flash sales, with a value of 0.749 is indicated by a purchase decision. So that the internal construction of #racuntiktok trends, online customer reviews, online customer assessments, flash sales, and purchase decisions are considered valid and accurate.

Test R Square

The R Square test showed the following results:

Table 6. R Square Test Results

Variable	R Square	R Square Customized
Y Purchase Decision	0,754	0,748

Source: Smart-PLS 3 Output Results (2025)

Table 6 shows an Adjusted R² value of 0.748 on the purchase decision variable, which shows that 74.8% of the purchase decision variability is explained by independent variables in the study, namely #RacunTikTok trends, online customer reviews, online customer ratings, and flash sales. The other 25.2% is due to variables outside the model.

Hypothesis Test

Table 7. Bootstrap

Variable	Original Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	Statistics T (O/STDEV)	P value	Test results
X1 Trand #Racuntiktok	0,056	0,063	0,082	0,686	0,493	Rejected
-> Y Purchase Decision						
X2 Online Customer Reviews -Purchase Results > Y	0,230	0,234	0,087	2,643	0,008	Accepted
Online Customer Rating X3 -> Purchase Decision Y	0,380	0,377	0,078	4,888	0,000	Accepted
Flash X4 Sales -> Y Purchase Decision	0,342	0,336	0,057	6,021	0,000	Accepted

Source: Smart-PLS 3 Output Results (2025)

According to Ghozali, I., & Latan, (2015) The hypothesis is accepted if the p-value is below 0.05. Based on the hypothesis testing that has been carried out, the following findings were obtained:

(H1) The relationship test between #RacunTikTok trend and purchase decision yielded an original sample of 0.056 and a pvalue of 0.493 (> 0.05), so it was not significant. The hypothesis was rejected. (H2) Online customer reviews had an original sample of 0.230 and a p-value of 0.008 (< 0.05), indicating a positive and significant influence on purchasing decisions. Hypotheses accepted. (H3) Online customer ratings obtained an original sample value of 0.380 and a p value of 0.000 (< 0.05), indicating a positive and significant influence. Hypotheses accepted. (H4) Flash sale shows an original sample of 0.342 with a p-value of 0.000 (< 0.05), the result of which has a positive and significant effect on the purchase decision. Hypotheses accepted.

DISCUSSION

The Influence of #RacunTiktok Trends on Purchasing Decisions

The results of the study show that the first hypothesis is unacceptable because #racuntiktok trend has a positive but insignificant impact on purchasing decisions. Likely because consumers lack trust in the content recommendations of their creators. Many of them felt that the explanation given was unclear and uninteresting. In addition, products that appear frequently tend to be impulsive and not part of the main needs, so even though they often appear on TikTok, they do not necessarily encourage consumers to buy. The results show that the level of #racuntiktok trend does not fully influence students' purchasing decisions. This is in line with the SOR theory according to research Hasna, (2016) TikTok toxins have an insignificant influence on purchasing decisions. The research that shows insignificant results according to Manurung, (2022) According to this study, the intensity and content of #racuntiktok messages did not affect buyer choice. Because consumer decisions are influenced more by the appeal of the product itself than the frequency of access or receipt of messages that are not critically filtered. In contrast, research from (Rachmawati, 2021) shows that persuasion #racuntiktok has a positive effect with a strong category on students' consumptive behavior during the Covid-19 pandemic.

The Influence of Online Customer Reviews on Purchase Decisions

According to the results of tests conducted by Online Customer Review, the purchase decision proved to be positive and significant. Customer reviews greatly influence purchasing decisions, as the more positive and convincing reviews available, the more likely it is that customers, including college students, will purchase items based on other people's actual user experiences. In theory (SOR), Online Customer Review (S) affects the internal conditions of consumers (O) such as attitudes and perceptions, which then impacts purchasing decisions (R). This research is in line with (Almayani, 2023; Melita & Astuti, 2024; Prasetya et al., 2023; Rizqullah et al., 2025; Zed et al., 2023) which states that online customer reviews have a positive and significant effect on consumer buyer decisions. However, the findings of this study contradict the research (Lestari et al., 2022; Intercession, 2024) which states that the influence of online customer reviews has no impact on consumer buyer decisions.

The Influence of Online Customer Ratings on Purchase Decisions

Based on the results of the study, it shows that online customer ratings influence purchasing decisions, which suggests that the third hypothesis is accepted. These results show that the customer rating feature makes it easier for consumers to gain information from previous user experiences, thus influencing purchasing decisions. In theory (SOR), Online Customer Ratings as a stimulus can influence purchasing decisions through internal consumer processes (organisms). In line with research conducted by (Dukalang et al., 2022; Mahendra, 2022; Melita & Astuti, 2024; Rizqullah et al., 2025; Sanjay Singh, 2021) the variable of online customer ratings has a positive effect on their purchasing decisions. However, this research contradicts the research conducted by (Aisyah, 2023; Lestari et al., 2022) who found that online customer reviews had no effect on consumer purchasing decisions.

The Influence of Flash Sale on Purchase Decisions

Based on the test results for the fourth hypothesis, it can be concluded that the purchase decision is influenced by the sale of flash flakes. Flash sales influence students' purchasing decisions by creating a perception of time constraints and availability, thus encouraging them to make purchase decisions quickly to get discounts or exclusive offers. In theory (SOR), flash sales as a stimulus trigger a psychological process of the consumer (organism) which then drives impulsive purchasing decisions in response. This is in line with the results of previous research conducted by (Herlina et al., 2021; Prasetya et al., 2023; Widodo, 2022) suggests that the purchasing factor of flash shale has a positive effect on purchasing decisions. However, this study is not in line with Aisyah, (2023) who states that flash sales have no effect on consumer purchase decisions.

CONCLUSION

The results of the analysis show that #racuntiktok trend variables do not have a significant influence on purchasing decisions. On the other hand, the variables of online customer reviews, online customer ratings, and flash sales have been shown to have a significant influence in influencing students' purchasing decisions. These findings suggest that factors directly related to consumer experience and product perception play a bigger role than social media trends alone. This study only involved students of the University of Muhammadiyah Purwokerto as a sample. Further research is also expected to expand the scope of the sample to a more diverse population, so that the results obtained become more representative and describe real conditions more comprehensively. The Adjusted R² value outside of this research model was 25.2%. Therefore, it is recommended that further research try other variables that are more relevant, such as free shipping, as this factor is often a top consideration for consumers when shopping online. It is hoped that with these variables, the research model can explain the greater influence on purchasing decisions and produce more precise findings.

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