
The Influence of Flashsale, Bundling Products, and Social Media Marketing on Skintific Skincare Purchase Decision in Skintific Official Shop According to Islamic Business Perspective

(Study on Consumers of Tiktok Shop Users in Bandar Lampung)

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ABSTRACT

The purpose of this study is to examine the impact of flash sales, bundling products, and social media marketing on purchasing decisions of Skintific skincare at the Skintific Official Shop on TikTok Shop in Islamic business perspective. A quantitative approach with a purposive sampling strategy and a sample size of 100 respondents was used to study Bandar Lampung customers. Respondents who had bought Skintific products through TikTok Shop were given questionnaires to complete in order to gather data, and the Smart-PLS program was used for analysis. The association between the independent factors (social media marketing, flash sales, and product bundling) and the dependent variable (buying decision) was investigated using multiple linear regression analysis. The findings indicate that flash sale, social media marketing, and product bundling significantly and favourably influence consumers' decisions to buy. In order to improve customer purchase decisions, business practitioners can use the findings from this study to optimise digital marketing techniques in line with Islamic business principles.

Keywords: Flash Sale, Bundling Product, Social Media Marketing, Purchasing Decision, TikTok Shop.

1. INTRODUCTION

In the era of Industrial Revolution 5.0 the development of digital technology has changed the marketing landscape significantly. Conventional marketing strategies are shifting towards a more interactive and digital-based approach. Three strategies that are currently considered effective in influencing consumer purchasing decisions are flash sales, product bundling, and social media marketing. Flash sale is a form of promotion with a certain time limit designed to create a sense of urgency and scarcity, thus encouraging

consumers to make purchases quickly (Yusuf and Erliyana 2024). Meanwhile, bundling product is a strategy of combining several products in one package at a more economical price, which is able to form consumer perceptions of higher added value (Susanti et al. 2024). Facebook Instagram, social media marketing is a marketing strategy through digital platforms such as Instagram, TikTok, and Facebook that allows companies to interact directly with consumers and build trust through interesting content, influencers, and targeted advertising (Putra and Santoso 2018).

One of the brands that has successfully implemented this strategy comprehensively is Skintific, a skincare brand from Canada that has entered the Indonesian market since 2021. By utilizing e-commerce platforms such as TikTok Shop, Shopee, and Tokopedia, Skintific was able to significantly increase brand visibility and sales volume.

Based on data from Compass.id (2024), total Skintific sales reached more than Rp70 billion in the first quarter of 2024, of which Rp64 billion came from the official store.



Figure 1.1 comparison of Skintific Sales with other brands in Official and Non-Official stores and Skintific sales in E-Commerce

Source: Compass.id (2024).

Its flagship product, Skintific 5X Ceramide Moisturizer, is one of the best-selling products on TikTok Shop. This achievement demonstrates how social media marketing tactics, product bundling, and flash deals all work together to influence consumer purchasing decisions.

There is a rationale behind this study's varied selection of social media marketing, product bundling, and flash sales. Theoretically, these three variables are part of modern digital marketing strategies that are highly relevant to current consumer behavior patterns. Flash sales work on the scarcity principle (Cialdini 2009) which triggers a sense of urgency and fear of missing an opportunity, encouraging impulsive purchases. Bundling product is chosen because it is based on value perception theory (Zeithaml 1988), consumers tend to be attracted to offers that provide more value in a package. Meanwhile, social media marketing is a very effective marketing communication tool (Kotler et al. 2016), because it is able to reach consumers directly, interactively and influence their perception of the product. Rather than other variables such as price or product quality, these three variables reflect a real-time, interaction-based promotion strategy, and are in accordance with the context of digital marketing in TikTok Shop.

In the theoretical context, this study refers to The Theory of Planned Behavior (TPB) developed by Ajzen. TPB explains that an individual's intention to perform an action, such as making a purchase, is impacted by three primary factors: Subjective standards, attitudes toward behavior, and perceived behavioral control. Marketing strategies such as flash sales and product bundling are believed to influence consumer attitudes and control behavior, while social media marketing can shape subjective norms through social influences that arise from interactions on social media.

Prior studies have examined the impact of marketing tactics on consumer choices in great detail. For example, (Nisita and Ulya 2023) demonstrates how online customer reviews, word-of-mouth, and social media marketing affect consumers' decisions to buy certain products. Research by (Mandiri, Ismail, and Isa 2024) Additionally, it was discovered that discounts and product bundling significantly impact Originote skincare product purchases. However, (Sari 2023) found that flash sales do not always affect the purchase decision, depending on the characteristics of consumers and the context of use of the platform. Other research by (Kurniasari and Budiatmo 2018), as well as (Simanjuntak, Soenhandji, and Indira 2024) also prove the influence of digital marketing strategies on consumer behavior. However, most of these studies have not integrated all three variables of flash sales, product bundling, and social media marketing in one research model focused on Skintific brands through TikTok Shop.

Although Skintific showed significant success at the national level, the results of a pre-survey of 32 TikTok Shop users in Bandar Lampung showed that Skintific's digital marketing strategy, which includes flash sales, social media marketing, and product bundling, played an important role in driving purchasing decisions. Most respondents at 90.6% are interested in limited-time flash sale offers, big discounts, and attractive promos, which are the main attractions in buying Skintific products in addition, 90.6% of respondents often see promotional content on TikTok showing the strong influence of social media in shaping perceptions and encouraging purchases. Meanwhile, although bundling products were rated as providing more value at 93.8% and practicality at 68.8%, interest in purchasing in the form of bundling was still relatively low, with only 37.5% of respondents really interested. These results confirm that flash sales and social media marketing strategies are more dominant in attracting consumer attention compared to bundling products, which still need to be evaluated to improve their effectiveness. With reference to the pre-survey results, it can be said that most of consumers make Skintific product purchase decisions through TikTok Shop mainly because they are interested in flash sale offers and promotions through social media, which are considered more attractive and encourage the desire to buy.

Based on the results of a pre-survey of TikTok Shop users in Bandar Lampung, it is known that digital marketing strategies such as flash sales and promotions through social media have proven to be very attractive to consumers and encourage Skintific product purchase decisions. This strategy creates a sense of urgency and attracts consumer interest through persuasive visual content. However, from an Islamic business perspective, the success of a marketing strategy is not only measured by how much sales increase, but also by its impact on consumer behavior. Overly aggressive strategies can promote the emergence of consumptive behavior and impulsive purchases, which are contrary to the principle of balance in consumption. Islam emphasizes the importance of shopping as needed and staying away from excesses, as warned in Surah Al-Isra ' verse 27, which reads:

إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۖ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا ۝٢٠

Meaning:

"The wasteful are the brothers of Satan, and Satan is ungrateful to his Lord."

Therefore, business people are expected to implement strategies that are not only commercially effective, but also aligned with ethical values and responsibilities in Islam. In Surah Al-Isra ' verse 27, it is explained that people who live lavishly are considered the brothers of Satan. Excessive spending is something that is hated and can bring God's wrath (Walenna and Wulantari 2018).

Impulse buying due to flash sales and bundling can lead to unnecessary expenses therefore, it is important for consumers to shop wisely and for marketers to stick to ethical values in business. In the perspective of Islamic Business Ethics, marketing is permissible as long as it does not violate the principles of honesty, fairness, and transparency (Wibowo et al. 2017). For example, in the implementation of a flash sale, the information provided must be clear and not misleading. Product Bundling should also provide fair value without forcing consumers to buy unneeded items. Marketing strategies must also avoid manipulative elements that can deceive consumers. This is consistent with the warning in Surah Al-Isra' verse 27, which states that wasteful behavior is a despicable act that is likened to the brother of Satan, because excessive spending on something is a form of deviation from the principles of wise consumption.

Therefore, it can be said that there is still a research gap based on empirical trends and the results of a literature assessment, especially with regard to the influence of social media marketing, flash sales, and product bundling on TikTok Shop users in Bandar Lampung's decisions to purchase Skintific product. Therefore, this study is expected to provide academic and practical contributions in understanding digital marketing strategies and their implications for consumer behavior with the approach of TPB theory and Islamic business ethics perspective. Therefore, The researchers want to learn more about how much social media marketing, product bundling, and flash deals affect consumers' decisions to buy Skintific products TikTok Shop users in Bandar Lampung.

2. LITERATURE REVIEW

Theory of Planned Behavior (TPB)

To address the issues identified by Ajzen and Fishbein through their research utilising TRA, an additional component was incorporated into the reasoned action model that already existed in 1988 and subsequently dubbed The Theory of Planned Behaviour (TPB) (Achmat 2010). The target person is more likely to adopt a behaviour if they believe it can be done successfully, have a good attitude towards the behaviour, and receive acceptance from others who are close to and linked with the behaviour. Predicting and comprehending the motivating influences on behaviour that is outside of an individual's control or will is one of the theory's many goals and advantages

The Theory of Planned Behavior (TPB) offers a relevant framework for understanding how Flash Sale, Bundling Products, and Social Media Marketing collectively influence Skintific Skincare Purchase Decisions. TPB posits that an individual's intention to perform a behavior is driven by their attitude toward the behavior, subjective norms and perceived behavioral control. Flash sales and bundling products can directly impact a consumer's attitude by enhancing the perceived value and attractiveness of the offer, while also increasing perceived behavioral control by making the purchase seem more accessible or advantageous. Similarly, social media marketing can significantly

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shape subjective norms through peer influence, testimonials, and viral trends, simultaneously fostering a positive attitude towards the brand and its products through engaging content and direct interaction. Ultimately, these three marketing strategies work to strengthen the underlying TPB constructs, thereby increasing the likelihood of a positive purchase decision for Skintific skincare products.

Flash Sale

According to Agrawal and Sareen in 2016, a flash sale is a type of sales promotion that gives customers an exclusive offer or low price for a specific product with a short period of time (Zakiyyah 2018). It can be concluded from the many definitions of flash sales above that consumers are faced with this strategy with a variety of qualities, including low prices, a small selection of products, and a short window of opportunity. So many consumers feel interested in buying products at that time before running out of opportunities.

The relationship between the Theory of Planned Behavior (TPB) and Islamic Business Ethics in the context of Flash sales is multifaceted, combining aspects of Consumer Psychology with a moral-religious dimension. TPB explains that consumers' purchase intentions (including during flash sales) are influenced by three main factors: attitude (positive/negative evaluation of flash sales), subjective norms (perception of social pressure to participate in flash sales), and perceived behavioral control (belief in the ability to access and win flash sales). Flash sales with large discounts and limited time/stock can increase positive attitudes and perceived behavioral control due to urgency and scarcity. However, Islamic Business Ethics Act as a filter and determinant of moral boundaries in the practice of flash sales. Islamic principles emphasize honesty, transparency, fairness, avoidance of *gharar* (excessive vagueness/uncertainty), and no element of *maisir* (gambling).

Bundling

According to (Fang, Sun, and Gao 2017) what defines bundling is selling one or more goods or services in a package or packaging at an attractive price compared to selling separately. According to the description given above, bundling is the practice of combining and selling two or more distinct products at a single price.

The TPB explains that the intention (and later behavior) of bundling purchases is influenced by consumer attitudes toward bundling (e.g., whether bundling is perceived as beneficial and valuable), subjective norms (whether important people around approve of bundling purchases), and perceived behavioral control (whether consumers feel able and easy to make bundling purchases). Islamic Business Ethics then becomes the filter and shaper of the three elements of the TPB. Bundling strategies that are in accordance with Islamic business ethics must be transparent, fair, do not contain elements of *gharar* (excessive uncertainty) or *maisir* (gambling), and do not deceive consumers.

Social Media Marketing

Social media marketing is the effort to use social media to persuade consumers to use a business's valuable product or service. The endeavor to utilize social media to persuade consumers about two companies, products, or services is known as social media marketing. To put it another way, social media marketing is advertising that uses online communities, social networking, blogs, and other platforms.

Behavioral intention (including the intention to purchase or use a product/service) is shaped by an individual's attitude toward that behavior, subjective norms that represent social pressure, and perceived behavioral control. Social Media Marketing can effectively

influence these three components of TPB; for example, campaigns on social media can shape positive attitudes toward products by highlighting their benefits, establish subjective norms through testimonials and endorsements from influencers or friends, and increase perceived behavioral control by demonstrating ease of access or transaction. In the context of Islamic Business Ethics, Social Media Marketing must be carried out by upholding the principles of honesty, transparency, fairness, avoiding gharar (obscurity) and maisir (gambling), and not containing haram elements. Thus, ethical Social media Marketing according to Islam will strengthen positive attitudes (because consumers feel safe and sharia-compliant), increase subjective norms (because good practices will be appreciated by the Muslim community), and strengthen perceived behavioral control (because consumers are confident in the legality and validity of transactions), which ultimately encourages behavior that is aligned with Islamic values.

Purchasing decision

Purchasing decision is a process that involves consideration by consumers to choose, purchase, and use a particular product or service that is considered to meet their needs (Arfah 2022). Purchasing decisions are part of the Consumer process in determining the product which one to buy based on the information obtained, personal preferences, as well as external factors affecting their behavior.

Theory of Planned Behavior (TPB) and Islamic Business Ethics have a strong link in explaining purchasing decisions, especially to Muslim consumers. TPB explains that purchase intention is formed from attitudes towards products/services, subjective norms (social influence), and perceived behavioral control (ease of making purchases). In the context of Islamic Business Ethics, the three components of TPB are enriched by Sharia values. For example, the attitude of Muslim consumers towards a product will be very positive if the product is halal, Fair, and transparent (as per Islamic business ethics), rather than simply fulfilling a basic function. Subjective norms will be strongly influenced by the views of scholars, Muslim communities, and families regarding the permissibility and blessing of transactions. Meanwhile, the perceived behavioral control is not only about financial ability, but also the belief that the transaction is free from riba, gharar, and maisir, thus providing inner peace. Thus, Islamic Business Ethics acts as a powerful filter and driver in shaping the components of the TPB, which ultimately significantly influences the purchasing decisions of Muslim consumers.

3. RESEARCH METHOD

This research uses a specific type of quantitative methodology, whereby quantitative research necessitates the use of numerical data. Beginning with the gathering of data, analysing the data, and presenting the findings (Syahroni 2022). Questionnaires created from each variable indicator are distributed as part of the data gathering process, and up to 100 persons can reply. One tool that is most frequently utilised in the process of gathering and assessing research findings is the questionnaire (Bhattacharyya et al. 2017). Additionally, multiple regression analysis is the method employed. The following calculations, which are stated by the Lemeshow formula, are used to determine the sample size in this study:

$$n = \frac{z^2_{1-\alpha/2} \times P(1-P)}{d^2}$$

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Description:

n = number of samples

z = Z score at 95% confidence = 1.96

p = maximum estimate = 0.5

d = alpha (0.10) or sampling error = 10 %

The number of samples that must be collected using the above formula is:

$$n = \frac{z^2 \cdot p \cdot (1-p)}{d^2}$$

$$n = 1,962 \cdot 0,5 (1 - 0,5) 0,12$$

$$n = 3,8416 \cdot 0,25 0,01$$

$$n = 96,04 = 100$$

As a result, 96.04 = 100 persons is the N obtained from the formula. Data must be gathered from a sample of at least 100 people by the study's authors. The study's main objective was to assess the creation of research hypotheses that would clarify how social media marketing, product bundling, and flash sales affect consumers' decisions to buy Skintific skincare goods at the Skintific official store. Using SMART PLS 3 software, the validity, reliability, determination coefficient, and hypothesis tests are the data analysis techniques employed.

4. RESULTS AND ANALYSIS

To find out whether the statement filed against the respondent is valid or not, a validity test is needed.

Validity Test

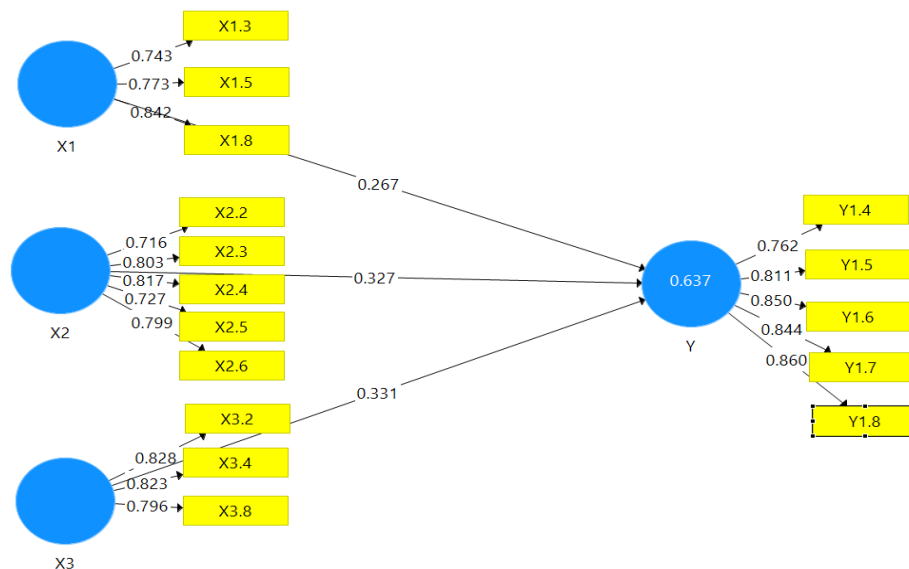


Figure 1. SmartPLS Model Path Diagram

Source: Smart PLS 3 2025

Table 1 Validity Test

Variable	Indicators	Outer Loading	Description
Flashsale (X1)	X1.3	0.743	Valid
	X1.5	0.773	Valid
	X1.8	0.842	Valid
Bundling Product (X2)	X2.2	0.716	Valid
	X2.3	0.803	Valid
	X2.4	0.817	Valid
	X2.5	0.727	Valid
	X2.6	0.799	Valid
Social Media Marketing (X3)	X3.2	0.828	Valid
	X3.4	0.823	Valid
	X3.8	0.796	Valid
Purchase Decision (Y)	Y1.4	0.762	Valid
	Y1.5	0.811	Valid
	Y1.6	0.850	Valid
	Y1.7	0.844	Valid
	Y1.8	0.860	Valid

Data Source: SmartPLS 3 2025

According to the findings of the validity test discussion, a number of indicators are rejected and deemed to fall because they do not satisfy the standard validity requirement of less than 0.60, while indicators with a validity value greater than 0.60 are regarded as legitimate. Table 1 shows that there are five indicators that fall Three indicators relate to the purchase decision variable (Y), five indicators relate to the social media marketing variable (X3), one indicates the flash sale variable (X1), and one indicates the bundling product variable (X2).

Reliability Test

If a variable's Cronbach Alpha value is more than 0.60, then reliability is actually a technique for evaluating a questionnaire that acts as an indicator of a variable or construct, it can be said to be consistent or reliable in measuring (Taherdoost 2018).

Table 2 Reliability Test

Variabel	Cronbach alpha	Rho_A	Composite reliability	Average varian extract
Flashsale (X1)	0.693	0.706	0.830	0.620
Bundling product (X2)	0.832	0.840	0.881	0.598
Social media marketing (X3)	0.749	0.749	0.856	0.666
Purchase decision (Y)	0.883	0.889	0.915	0.635

Data Source: SmartPLS 3 2025

According to the above table, the cronbach alpha values for the flashsale variable (X1), bundling product (X2), social media marketing (X3), and purchase decision (Y) are 0.693, 0.832, and 0.749, respectively. This demonstrates that any variable's Cronbach's alpha value is greater than 0.6. This outcome demonstrates the reliability of each variable.

Determination Coefficient Test

Table 3 Determination Test

R square	R square adjusted
0.637	0.626

Data Source: SmartPLS 3 2025

A coefficient of determination test was employed to determine the extent to which the endogenous components might simultaneously explain the exogenous variables. The R² score increases with the quality of the proposed research model's prediction model. The coefficient of determination (R²) test is used to determine and predict how much the independent factors together affect the dependent variable. The coefficient of determination has a range of 0 to 1. If the value is close to 1, the independent variable provides almost all of the information needed to forecast the dependent variable. Conversely, a declining R² value suggests that there are significant limitations on the independent factors' ability to explain the dependent variable (Ghozali 2016).

Based on Table 3 above the R-square value for the purchase decision variable (Y) is 0.637. The acquisition explained that the percentage of purchase decisions was 63.7%. This means that the variables flashsale, bundling product, social media marketing affect the purchase decision by 63.7% and the remaining 36.3% are influenced by other variables outside the variables studied in this research model. Meanwhile, with the value of R square adjusted by 0.626 shows the results that have been adjusted to the number of variables in the model, so as to provide a more precise picture. With an R square value of 0.626, this model has a fairly stable and good ability

Hypothesis Test

Table 4 Hypothesis Test

Variabel	Original sample	Sample mean	Standard deviation(STDEV)	T Statistics	P Values
Flashsale (X1)	0.267	0.277	0.098	2.725	0.007
Bundling product (X2)	0.327	0.314	0.123	2.668	0.008
Social media marketing (X3)	0.331	0.340	0.101	3.627	0.001

Data Source: SmartPLS 3 2025

The following conclusions can be drawn from the preceding statistical test results:

1. The results of t-statistic $2.725 > 1.98$ and P-values of $0.007 < 0.05$ support the acceptance of H1. Based on these findings, it can be concluded that the variable flash sale had a favourable and noteworthy impact on consumers' decisions to buy skintific skincare products.
2. H2 is approved since the variable Bundling product (X2) has a favourable and significant impact on skintific skincare buying decisions, as demonstrated by the T-statistic test results of $2.668 > 1.98$ and P-values of $0.008 < 0.05$.
3. H3 is approved since the t-statistic test findings ($3.627 > 1.98$ and P values $0.001 < 0.05$) demonstrate that social media marketing variables (X3) significantly and favourably influence consumers' decisions to buy skintific skincare products.

Discussion Of Results

Influence of flashsale on purchasing decisions

According to the test results, which included a p-value of 0.007 (< 0.05), a t-statistic of 2.725 (> 1.98), and an original sample value of 0.267, flash sale characteristics significantly and favourably influence purchase decisions. Statistically, this shows that flash sales make a meaningful contribution to consumers' purchasing decisions. Positive influence means that the more frequent and interesting flash sales are offered, the higher the likelihood that consumers will make a purchase. Flash sales provide discounts for a limited time, which creates a sense of urgency (sense of urgency) and scarcity (scarcity), and triggers the fear of missing out (FOMO). In addition, consumers also feel the added value (perceived value) because they get products at cheaper prices, thus encouraging purchasing decisions quickly.

If associated with The Theory of Planned Behavior (TPB), flash sales can affect consumer attitudes (attitude) because the promo is considered profitable, fun, and cost-effective. Flash sales also strengthen perceived control over conduct, which is the idea of consumers that they have the ability and opportunity to buy in a short time at the best price. This finding is supported by the research of Rahmawati and anas (2023), who found that flash sales have a favorable impact on decisions to buy. Studies conducted by Herlina, Julia Loisa, and Teady Matius SM (2021) also confirms that Flash Sale Countdown timer promotions have an influence on product purchase decisions.

In the Islamic business perspective, the relationship between flash sales and purchasing decisions is complex and needs to be reviewed from the perspective of sharia principles. While flash sales can effectively drive purchasing decisions through urgency and substantial discounts, the key aspects are adherence to fairness, transparency, and avoiding gharar (excessive vagueness/uncertainty) as well as taghrir (fraud). Sharia-compliant Flash sales must ensure that product and price information is delivered honestly and clearly, there is no manipulation of supply or price to the detriment of consumers, and that the discounts provided are really real and not just an illusion. If the flash sale is done transparently and fairly, without any element of fraud or excessive speculation that can lead to maisir (gambling) because it is very limited and fast, then it can encourage Sharia-compliant purchasing decisions because it offers clear value (benefits) to consumers. However, if this method is used to exploit emotions or deceive consumers, then it is contrary to Islamic Business Ethics that emphasizes maslahah (goodness) and avoids harm.

Influence of bundling products on purchasing decision

The results showed that the variable bundling product has a positive and significant effect on the purchase decision, with the original sample value of 0.327, t-statistic value of 2.668 (>1.98), and P-value of 0.008 (<0.05). This positive influence indicates that the more frequent or attractive the bundling product offer given by the seller, the greater the possibility of consumers to make a purchase. Product Bundling, which combines two or more products in one package at a more attractive price, creates a higher perceived profit (perceived savings) in the minds of consumers. This strategy also reduces the risk of wrong purchasing decisions because consumers feel they are getting products that have been curated at a more economical price.

In the framework of The Theory of Planned Behavior (TPB), bundling products can affect consumer attitudes towards products, because consumers consider purchasing product packages as a more profitable option than buying separately. In addition, bundling products improves perceived behavioral control because consumers find it easier to make decisions with options already packaged in one package. Research conducted (Fadilah and Jaya 2024) against the purchase decision Daviena Skincare products in tiktokshop. This supports the findings, which suggest that product bundling has a significant effect on purchasing decisions in the beauty industry. Research by (Sari, Hendayana, and Wijayanti 2023) the results show that bundling products has a positive effect on purchasing decisions.

In the context of Islamic Business, the relationship between product bundling and purchasing decisions must always be within the corridors of sharia principles. The concept of bundling products that offer several products or services in one package at a certain price, can significantly affect consumer purchasing decisions because it provides perceived added value. However, in Islamic business, this bundling practice must remain transparent, fair, and not contain elements of gharar (excessive vagueness) or maisir (gambling). The consumer must clearly understand the components of the product in the package and the price of each of them if purchased separately. If the practice of bundling is done ethically, provides maslahah (benefits) for the consumer, and is based on a valid contract (such as buying and selling, ijarah, or murabahah), then it can encourage Sharia-compliant purchasing decisions, as it satisfies the consumer's needs efficiently without violating Islamic restrictions.

The influence of social media marketing on purchasing decisions

According to the test results, social media marketing variables significantly and favourably influence purchasing decisions (original sample value of 0.331, t-statistic value

of 3.627 (>1.98), and P-value of 0.001 (<0.05). This positive influence indicates that the more active and creative marketing is done through social media, the greater the influence on consumer purchasing decisions. Social media marketing, which includes creative content, influencer endorsements, and direct interactions between sellers and consumers, increases consumer engagement and strengthens the emotional connection with the product. Platforms like TikTok Shop provide a variety of features such as live shopping, promotional videos, and consumer testimonials that speed up the buying decision process in a more interactive way.

When viewed through the perspective of Theory of Planned Behavior (TPB), social media marketing influences consumers' attitudes towards products, as they feel closer and connected to the brand through engaging and authentic content. Marketing through social media also reinforces subjective norms, that is, influences from other people or online communities that encourage consumers to follow trends or product recommendations. In addition, social media marketing increases perceived behavioral control because consumers feel they have more control in accessing information about the products they want. These findings are supported by research (Sari et al. 2023) also demonstrate how digital marketing tactics affect consumer behavior. Research by Sarta (Simanjuntak et al. 2024) also showed that social media marketing led to increased purchasing decisions within the beauty sector.

Social media marketing plays a crucial role in influencing consumer purchasing decisions, but it must be done in accordance with Sharia principles. The link lies in how social media can be an effective platform for spreading information about products or services that are halal, tayyib (good), and beneficial (maslahah), as well as showcasing transparent and ethical business practices. When social media marketing is executed by staying away from fraudulent practices (gharar), misleading information, excessive promotion (israf), or depictions that are not Shariah compliant, it can build trust (amanah) and awareness (Ma'rifah) in Muslim consumers. This directly influences purchasing decisions because consumers feel confident that the transactions they make not only meet worldly needs but are also aligned with their spiritual values, encouraging them to consistently choose the products or services offered.

Flash sales, product bundling, and social media marketing all have an impact on purchasing decisions, according to the analysis's findings. For this reason, it's critical to examine the marketing strategy's effects from both an efficacy and an Islamic business ethics perspective. In Islam, economic and marketing activities are not only aimed at profit, but also must be based on the principles of honesty, justice, and social responsibility. Therefore, marketing strategies that successfully encourage purchases must still pay attention to moral boundaries and Sharia teachings so as not to encourage consumers to consumptive behavior or unnecessary purchases. This approach is in line with Islamic values that emphasize the importance of transactions that bring benefits, avoid fraud, and maintain balance in consumption. Based on the results of the analysis and review from the perspective of Islamic business ethics, it can be concluded that although flash sales, product bundling, and social media marketing strategies have proven effective in improving consumer purchasing decisions, their implementation must still prioritize Islamic values. In Islamic business, success is measured not only by material achievements alone, but also by the extent to which marketing activities are carried out in an honest, fair and socially responsible manner

Flash Sale and Purchase Decisions from the Perspective of Islamic Business Ethics

Islamic business is an economic system governed by sharia principles, emphasizing honesty (shidq), justice, transparency (bayan), and fairness without causing harm to any party. Within this framework, marketing strategies such as flash sales must be evaluated to determine their alignment with these ethical values. Flash sales are a popular digital marketing strategy widely adopted by e-commerce platforms and social media marketplaces, including TikTok Shop. A flash sale typically offers substantial discounts for a very limited time, encouraging consumers to make rapid purchase decisions. In this study, flash sales were found to have a positive and significant influence on consumers' purchase decisions, particularly in the context of buying Skintific skincare products.

Psychologically, flash sales create a sense of urgency and scarcity, compelling consumers to act quickly before the opportunity is gone. However, from an Islamic business perspective, such strategies must be implemented ethically and in accordance with sharia. In Islamic business ethics, marketing strategies like flash sales are permissible as long as they adhere to core Islamic principles. These include being honest, transparent, and avoiding deceptive practices. A flash sale is considered ethical and valid when conducted in a truthful and open manner without misleading consumers.

First, the flash sale must be conducted with honesty (shidq), meaning that the information provided to customers must be accurate and reflect reality. For example, if a seller claims a product is 50% off for one day only, then that discount must be genuinely applied for the stated duration. Sellers must avoid misleading statements such as "only a few items left" or "limited time offer" if, in reality, stock is plentiful and the promotion period is extended secretly. Islam highly emphasizes honesty in commercial transactions. The Prophet Muhammad (peace be upon him) said:

“The honest and trustworthy merchant will be with the Prophets, the truthful, and the martyrs.”

(Hadith narrated by Tirmidhi)

Second, the flash sale must be transparent (bayan). All information related to the promotion including the original price, discounted price, start and end times, and any terms and conditions must be clearly stated and easy for customers to understand. In Islamic business ethics, hiding relevant information, whether about price or product quality, is not allowed. For instance, if the actual price of a product is Rp100,000, sellers should not falsely display a previous price of Rp200,000 just to give an impression of a large discount. This violates the principle of openness in transactions, which is essential in Islamic commerce.

Third, flash sales must not involve deception or manipulation. This includes fake countdown timers, fabricated testimonials, manipulated product ratings, or false claims about limited stock. Such tactics can pressure consumers into making impulsive decisions, which may later lead to regret. These practices fall under the categories of gharar (uncertainty) and tadlis (deception), both of which are prohibited in Islam. Transactions involving deceit are not only harmful to consumers but are also considered acts of injustice, which violate the principle of fairness in Islamic business ethics.

Based on observations of the marketing strategies used by the Skintific Official Shop on TikTok Shop, it can be concluded that their implementation of flash sales aligns well with Islamic business principles. Honesty (shidq): Skintific presents promotional information clearly and truthfully. The prices before and after discounts are shown transparently and match the advertisements. Transparency (bayan): Skintific provides key information such as the start and end times of the flash sale, discount percentages, and product availability. Customers can also easily access reviews, sales numbers, and

promotional terms directly in the product description. This transparency ensures that there is no uncertainty (gharar) for the buyer before making a transaction. No coercion or manipulation (ikrah): Although flash sales create a sense of urgency, Skintific does not use fake countdowns, fictional reviews, or misleading stock information to pressure consumers.

Overall, Skintific's flash sale strategy aligns with Islamic business ethics, which promote honesty, transparency, fairness, and non-deceptive practices. This indicates that modern marketing strategies like flash sales can be implemented ethically and in accordance with Islamic values, as long as the underlying business practices are grounded in integrity.

Therefore, flash sales can be a legitimate and effective marketing strategy for Muslim business owners, provided they are conducted ethically, fairly, and without manipulation. This approach not only respects consumer rights but also upholds trust within the framework of Islamic commercial contracts (akad jual beli).

However, if flash sales encourage wasteful spending (tabdzir) or impulsive buying of unnecessary items, such behavior contradicts Islamic teachings. Allah SWT says in the Qur'an:

إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ ۖ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا ﴿٢٧﴾

“Indeed, the wasteful are brothers of the devils, and ever has Satan been to his Lord ungrateful.”

(QS. Al-Isra: 27)

This verse highlights the importance of moderation and avoiding excess in consumption. Thus, flash sales should be conducted in the spirit of *maslahah* (bringing benefit), helping consumers obtain real value without promoting unhealthy consumerism that contradicts Islamic principles.

5. CONCLUSION

It may be inferred from the findings that the instruments employed in this investigation were both legitimate and trustworthy. Each variable was deemed null when the validity test revealed that multiple indicators did not reach the minimum correlation value (< 0.60). The indicators that remain in use are indicators with correlation values > 0.60 that are declared valid. In The Flash Sale variable there are 5 indicators that fall, in the Bundling Product variable there is 1 indicator that falls, in the social Media marketing variable there are 5 indicators that fall, and in the purchase decision variable (Y) there are 3 indicators that fall.

The three factors under investigation flash deals, product bundling, and purchase decisions made by customers were positively impacted by social media marketing. The decision to purchase Skintific skincare products is positively impacted by the Flash Sale, as evidenced by the T-statistic value of 2.725 and the p-value of 0.007. Bundling items also had a positive impact (t-statistic = 2.668, p-value = 0.008). However, with a t-statistic of 3.627 and a p-value of 0.001, social media marketing had the most effect. These results demonstrate that social media marketing, product bundling, flash deals, and other digital advertising techniques can successfully influence consumers' purchase decisions.

Therefore, businesses that sell on e-commerce platforms such as Shopee and TikTok Shop can take advantage of these strategies to increase product appeal and drive increased sales.

However, from the perspective of Islamic business, the marketing strategy used must still consider ethical values and social responsibility. Islam emphasizes the importance of honesty, transparency, and avoiding consumptive behavior and waste in buying and selling transactions. Strategies such as flash sales and overly aggressive social media marketing risk encouraging impulse buying, which is contrary to the principle of balanced consumption in Islam. Therefore, Muslim business actors are required to carry out business strategies that are not only economically effective, but also based on the values of Justice, expediency (*maslahah*), and blessing (*barakah*), so that business activities carried out are not only profitable in the world, but also worth worship in the sight of Allah SWT.

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