

## EVALUATING THE ROLE OF AFFILIATE MARKETING AND FLASH SALES IN SHOPEE: INSIGHTS THROUGH ISLAMIC ECONOMICS LAW

**Putra Ramadhani Nurwijayanto<sup>1</sup>, Dyah Setyawati<sup>2</sup>, Vika Annisa Qurrata<sup>3</sup>,  
Tristania Adelia Putri<sup>4</sup>, Nazela Isfar Fadiyah<sup>5</sup>, Hardika Putra Dwiendra<sup>6</sup>,  
Gempur Jati Pamungkas<sup>7</sup>, Surya Bagus Raharjo<sup>8</sup>**

<sup>1,2</sup>Department of Management, Faculty of Economics and Business,  
Universitas Merdeka Malang

<sup>3</sup>Faculty of Economics, Universiti Kebangsaan Malaysia  
Email: putra.nurwijayanto@unmer.ac.id

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### **Abstract**

*This research explores the influence of affiliate marketing and flash sale programs on buying interest in the Shopee Marketplace, focusing on Islamic Economic law among consumers in Malang City in 2024. Using a case study approach, qualitative data from Shopee users in Malang City were analyzed to understand attitudes and buying patterns related to affiliate marketing and flash sales. Flash Sale transactions are examined under the Islamic Sharia contract of Ba'i As-Salam, which requires adherence to specific conditions for halal compliance. The study investigates the ethical dimensions of these practices within Islamic economic principles, emphasizing fairness, transparency, and social responsibility. The findings reveal a significant positive impact of affiliate marketing and flash sale programs on consumer behavior and buying interest. This study offers practical insights for marketers, policymakers, and stakeholders to balance commercial objectives with ethical standards in online retail environments like Shopee.*

**Keywords: Marketplace, Affiliate marketing, Buying Interest, Flash Sale, Islamic Sharia**

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## Introduction

The increasing number of people exposed to the internet and using social media every year is seen as very attractive by marketers for consumer buying interest. Technology makes various information easier to convey through close or long-distance relationships, which encourages business growth. E-commerce is one form of information technology advancement involving companies or individuals carrying out various electronic transactions, exchanging goods and services, and exchanging information using the Internet (Krisnawati, 2019).

Affiliate marketing is a collaborative activity involving organizations, companies, or sites to get profit for both parties in an agreement through advertising products or services (Anshari & Mahani, 2019). Anyone can participate or register as an Affiliate Marketing, without the need to be an influencer, celebgram, TikTok celeb, or celebtwit. Usually, these programs do not require many followers on social media and can be accessed for free. Social media activities and flash sale promotions can boost sales figures after product launches (Kannan, 2016).

Research by Krinawati (2019) and Pramaista (2022) shows that affiliate marketing positively affects buying interest. Research by Munisa (2021), Arestrias (2021), and Saputri (2022) shows that flash sales have a positive effect on buying interest on the Shopee platform. Previous research stated that consumers consider several factors in making buying decisions, including affiliate marketing and flash sale programs. The rise of online shopping culture and the phenomenon of tap links on social media has led to the perception of Generation Z in affiliate marketing and flash sale programs on buying interest. This study aimed to find a suitable system to review the perceptions of Generation Z based on their consumption patterns. The system found later can be utilized in developing the right marketing strategy.

Generally, many products traded in Flash Sales have halal elements or are permissible for trading. Shopee, as a platform, also strives to ensure fairness and non-detrimental transactions for sellers and buyers during Flash Sale promotions. This aims to benefit all parties involved by preventing harm and preserving mutual advantages. In Islamic Economics, flash sales fall under the *muwaddla'ah* contracts, which involve buying and selling with discounts or price reductions, making the selling price lower than the market price. In Islamic jurisprudence terminology, discounts are known as *al-naqis minal-tsaman* or *khasm*. The practice of buying and selling with discounts is permitted in Islam, provided that the transaction process complies with Islamic Shariah rules (Khadafi et al., 2021). However, researchers speculate about the inherent uncertainty (*gharar*) in Shopee's Flash Sale activities. Instances such as the time-bound nature of Flash Sale systems introduce uncertainty regarding whether the buying products will indeed become the buyer's property.

From the background above, the author draws several problem formulations that are presented as follows: 1). Does Affiliate Marketing affect buying interest in the Shopee marketplace? 2). Does the Flash Sale Program affect buying interest in the Shopee marketplace? 3). Does Affiliate Marketing and Flash Sale Program affect buying interest in the Shopee marketplace? 4). Which of the Affiliate Marketing and Flash Sale Programs has a dominant influence on buying interest in the Shopee marketplace? 5) Does flash sales contradict the trading principles in Islamic Economic Law?

## Literature Review

### *Affiliate Marketing*

Affiliate marketing is a business system that is run by paying for the services of other people (affiliates) because the person successfully sells products and services owned by the company / online store based on links spread through social media affiliates which will later be directly connected to e-commerce or web owned by the company or online store (Aldhama, 2022).

Affiliate marketing has a positive influence on sales volume. Affiliate marketing can help sellers reach a wider market and increase consumer awareness of their products or services (Ramadhayanti, 2021). Shopee affiliate marketing profiles positively and significantly affect the buying interest of Shopee Indonesia consumers. This shows that affiliate marketing can effectively increase consumer buying interest (Andriyanti, 2021).

### ***Flash Sale Program***

According to (Saebah & Layaman, 2020), a flash sale is a sales promotion in the form of discounts with a time limit. Meanwhile, Kannan et al. (Nighel & Sharif, 2022) suggest that a flash sale is an e-commerce model where there are significant discount offers for a certain period, typically lasting for hours or days. In Islamic Economics, the flash sale falls under the *muwadla'ah* contract, which involves buying and selling with discounts, making the selling price lower than the market price. In Islamic jurisprudence terms, discounts are known as *al-naqis minal-tsaman* or *khasm*. The practice of buying and selling with discounts is permitted in Islam, provided that the transaction process complies with Islamic Shariah rules (Khadafi et al., 2021). This is stated in QS. An-Nisa: 29. In the perspective of Islamic economic law, Flash Sale transactions fall under the contract of Ba'i As-Salam. Additionally, these transactions fulfill the pillars and conditions of a valid sale and adhere to the principles of trading, making Flash Sale transactions on the Shopee app permissible and halal. (Wati et al., 2023)

In *fiqh*, transactions like this are defined as follows (Syamsudin, 2018): "If a buyer informs the base price of the goods, then says: I sell this item for this price, and I give you a discount of this amount. In another example, a seller says: I have bought this house for 100 thousand, and I am selling it to you at the same price. I deduct 10, so the price becomes 90 thousand." (Ahmad Yusuf, Uqudu al-Mu'awadlat al-Maliyyah fi Dlaui Ahkami al-Syari'ah al-Islamiyyah, Islamabad: Daru al-Shidqi, n.d., 59-60 in Permatasari, 2023).

### ***Buying Interest***

Buying interest is a driving force or an intrinsic motive that can encourage someone to pay attention spontaneously, reasonably, easily, without coercion, and selectively to a product to make a buying decision. This is made possible by the compatibility with the interests of the individual concerned and by giving pleasure and satisfaction to himself (Ni Luh Julianti, 2014).

In the study, it was concluded that Affiliate Marketing does not have a positive effect on buying interest. This happens due to the low level of consumer trust in affiliates who appear randomly. Meanwhile, the flash sale program has a positive effect on buying interest. Attractive offers provided by Shopee make consumers have buying interest (Nadia, 2022). Furthermore, in Shopee Affiliate's research, product quality and price simultaneously affect consumer buying interest (Eka Andriyanti & Siti Ning Farida, 2022).

### **Research Methods**

The research method to test the effect of affiliate marketing and flash sales on Shopee involves a quantitative approach. The location in this study is in Malang City, and the sample or number of respondents used in the study is 100. Respondents in this study were 100 people who like to shop online at Shopee. To see the respondents of this study by gender, age, status, occupation, and income. The respondents filled out a questionnaire shared by researchers using a Google Forms link, which was carried out online and distributed thoroughly on social media. The variables observed and used in the study consist of Affiliate Marketing (X1), Flash Sales (X2), and Buying Interest (Y). The data analysis method uses multiple linear regression. The data analysis method uses multiple linear regression. The research method uses quantitative data with

multiple linear regression from respondents' primary data. Data analysis is carried out through the SPSS program. The results showed a significant positive influence between *affiliate marketing* and *flash sale programs* on respondents' shopping behavior and buying interest at Shopee.

## Finding and Analysis

### Conceptual Framework

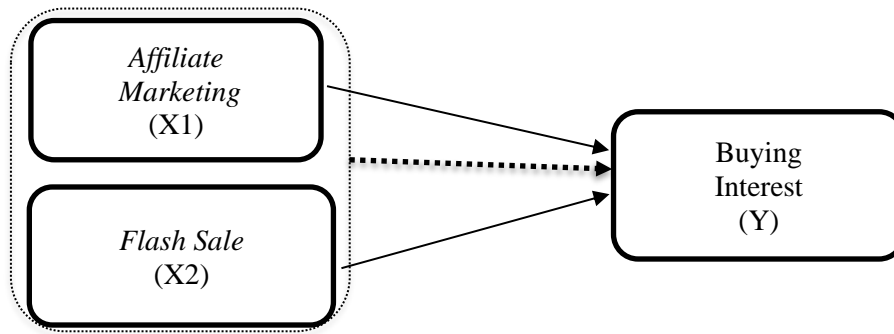


Figure 1

### Hypothesis:

Based on the conceptual framework and problem formulation mentioned earlier, the author takes a temporary hypothesis to solve the problem:

H1: It is suspected that Affiliate Marketing has a positive and significant effect on buying interest in the Shopee marketplace.

H2: It is suspected that Flash Sale has a positive and significant effect on buying interest in the Shopee marketplace.

H3: Affiliate Marketing and Flash Sales are suspected to have a positive and significant effect on buying interest in the Shopee marketplace.

H4: It is suspected that Flash Sale has a more dominant influence on buying interest in the Shopee marketplace.

Table 1. Multiple Linear Regression Test

10	Var.	Unstandardized Coefficients		Standardized Coefficients	T-value	Sig
		B	Std. Error	Beta		
(Constant)		4,062	1,597		2,543	0,013
Affiliate Marketing	X1	0,330	0,088	0,316	3,756	0,000
Flash Sale	X2	0,402	0,078	0,435	5,160	0,000
Dependent Variable	Buying Interest					

<b>R</b>	<b>0,606</b>
<b>R2</b>	<b>0,367</b>
<b>R<sup>2</sup> adjusted</b>	<b>0,354</b>
<b>F-stat</b>	<b>28,093</b>
<b>Line Equation</b>	$Y = a + b_1X_1 + b_2X_2 + e$ $Y = 4,062 + 0,330 X_1 + 0,402 X_2 + e$ $Y = 4,062 + 0,330 (0) + 0,402 (0) + e$
<b>Result</b>	<b>Y = 4,794</b>

Source: Secondary data output after processing, 2024; (Author, 2024).

The results of multiple linear regression research, namely from the coefficient, can be known for the independent variable: affiliate marketing (X1), which has a calculated t value of 3.756 > t table 1.984 with a significance value of 0.000 < 0.05. Therefore, it is acceptable, meaning that partially affiliate marketing significantly affects buying interest. Then, the independent variable, flash sale (X2), has a calculated t value of 5.160 > t table 1.984 with a significance value of 0.000 < 0.05. Therefore, it is acceptable, meaning that partially flash sales significantly affect buying interest. The results show that all variables significantly affect buying interest in the Shopee marketplace. Affiliate marketing and flash sales greatly affect people's buying interest.

The research data results showed that the Flash Sale variable obtained a calculated t-value of 5.160 and a significant value > a significant limit (0.000 > 0.05). The results of the first hypothesis test in this study can be interpreted as the Flash Sale Program having a positive and significant effect in influencing customer buying interest in the Shopee marketplace. This study supports the results of a study entitled *The Effect of Flash Sale and Live Streaming on Rebuying Intention through Impulsive Buying as an Intervening Variable that the Flash Sale Program has a significant influence on buying interest in the Shopee marketplace* conducted by (Miftahul, 2023).

The research data showed that the Flash Sale Program variable obtained a calculated t-value of 5,160, where the results were greater than those of Affiliate Marketing. It can be interpreted that the Flash Sale Program is the most positive and significantly influential variable on customer buying interest in the Shopee Malang City market. The research clarified that flash sales proved to be an effective marketing strategy to increase customer buying interest in the Shopee marketplace. Based on the research conducted by Shopee in 2022, flash sales are one of the most influential factors in customer buying interest at Shopee. As many as 100% of respondents stated that flash sales encourage them to buy products on Shopee. The factor that makes flash sales an effective marketing strategy is that flash sales usually offer prices that are much cheaper than normal and can even reach discounts of up to 50% or more.

It strongly attracts customers, encouraging them to buy the product before it runs out. The scarcity of flash sales time only lasts for a short period, sometimes only a few hours or even minutes. This triggers a feeling (fear of missing out) in customers, encouraging them to buy immediately and not to miss the opportunity to get the best price. Winning products in flash sales can make customers feel happy and exclusive. They feel they managed to get the product cheaply and outperform others who may not have managed to buy. Based on this research, it can be concluded that flash sales are an effective marketing strategy to increase customer buying interest in the Shopee marketplace.

## Conclusion

From the results of data processing and analysis, researchers can draw the following conclusions:

1. Affiliate marketing positively and significantly affects people's buying interest in the Shopee marketplace.
2. The flash sale program positively and significantly affects people's buying interest in the Shopee marketplace.
3. Affiliate Marketing and Flash Sale Programs have a positive and significant effect simultaneously (together) on buying interest in the Shopee marketplace.
4. The Flash Sale program is the most dominant and significant for buying interest in the Shopee marketplace.
5. Indicators of flash sales that are considered not contradictory to Islamic Economic Law principles are (1) Attractiveness of discount programs; (2) Accuracy or suitability of promotional targets; (3) Promotion timing; (4) Promotion frequency; (5) Promotion quality.

Based on the conclusions above, it can be interpreted that the existence of Affiliate Marketing and Flash Sale Programs can significantly affect buying interest in the Shopee marketplace. The flash sale variable, which aligns with the Islamic Sharia principle of Ba'i As-Salam, holds the highest level of influence, making it more impactful on people's buying interest in the Shopee marketplace in Malang City. Ba'i As-Salam transactions, involving advance payments for goods to be delivered later, must meet specific conditions to be considered halal, ensuring fairness and transparency.

The results of this study, along with the identified limitations, can serve as a source of ideas for future research development. Therefore, it is recommended to expand this research by adding independent variables that may affect buying interest, further exploring the intersection of modern marketing strategies and Islamic economic principles.

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