

**PENGARUH *FLASH SALE* TERHADAP KEPUTUSAN
PEMBELIAN KONSUMEN PADA PERUMAHAN
SUBSIDI "IRONWOOD"**

ABSTRAK

Perkembangan teknologi digital mendorong perusahaan properti untuk menggunakan strategi promosi yang lebih inovatif, salah satunya melalui program *flash sale*. Namun, pengaruh *flash sale* terhadap keputusan pembelian konsumen pada perumahan subsidi masih perlu dibuktikan secara empiris. Penelitian ini bertujuan untuk mengetahui pengaruh *flash sale* terhadap keputusan pembelian konsumen pada Perumahan Subsidi "Ironwood". Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Data dikumpulkan melalui penyebaran kuesioner kepada 50 konsumen Perumahan Subsidi "Ironwood" dengan teknik *sampling jenuh*. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, serta analisis regresi linier sederhana dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa *flash sale* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Hal ini dibuktikan oleh nilai t hitung sebesar 4,463 yang lebih besar dari t tabel sebesar 2,011 dengan tingkat signifikansi 0,000 ($p < 0,05$). Koefisien regresi sebesar 0,544 menunjukkan bahwa peningkatan penerapan *flash sale* akan meningkatkan keputusan pembelian konsumen. Nilai koefisien determinasi (R^2) sebesar 0,293 menunjukkan bahwa *flash sale* menjelaskan 29,3% variasi keputusan pembelian, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, dapat disimpulkan bahwa *flash sale* berperan penting dalam mendorong keputusan pembelian rumah subsidi. Oleh karena itu, pengembang disarankan untuk mengoptimalkan durasi promosi, besaran diskon, dan kejelasan informasi agar strategi *flash sale* lebih efektif.

Kata Kunci: *Flash Sale*, Keputusan pembelian, Perumahan Subsidi, Konsumen

***THE EFFECT OF FLASH SALE ON CONSUMERS
PURCHASING DECISIONS IN "IRONWOOD"
SUBSIDIZED HOUSING***

ABSTRACT

The development of digital technology has encouraged property companies to adopt more innovative promotional strategies, one of which is the implementation of flash sales. However, the effect of flash sales on consumer purchasing decisions in subsidized housing still requires empirical examination. This study aims to examine the effect of flash sales on consumer purchasing decisions at "Ironwood" Subsidized Housing. This research uses a quantitative method with descriptive and verificative approaches. Data were collected through the distribution of questionnaires to 50 consumers of "Ironwood" Subsidized Housing using a saturated sampling technique. The data were analyzed using validity tests, reliability tests, classical assumption tests, and simple linear regression analysis with the assistance of SPSS software. The results indicate that flash sales have a positive and significant effect on consumer purchasing decisions. This is evidenced by a t-value of 4.463, which is greater than the t-table value of 2.011, with a significance level of 0.000 ($p < 0.05$). The regression coefficient of 0.544 indicates that an increase in the implementation of flash sales leads to an increase in consumer purchasing decisions. Furthermore, the coefficient of determination (R^2) of 0.293 shows that flash sales explain 29.3% of the variation in purchasing decisions, while the remaining variation is influenced by other factors outside this study. In conclusion, flash sales play an important role in encouraging purchasing decisions in subsidized housing. Therefore, developers are advised to optimize the duration of promotions, the amount of discounts, and the clarity of promotional information to improve the effectiveness of flash sale strategies.

Keywords: Flash Sale, Purchasing Decision, Subsidized Housing, Consumers