

CHAPTER VI

CONCLUSION AND SUGGESTIONS

6.1. Conclusion

This study examined the influence of flash sales and AI-powered product reviews on the purchase intention of Amazon products in Indonesia using SmartPLS 4. Based on the analysis and discussion presented in the previous sections, we could take a conclusion.

The first major finding shows that flash sale promotions alone are not sufficient to significantly drive purchase intention among Indonesian consumers. This may be due to low perceived urgency, preference for local platforms, or limited familiarity with Amazon. While flash sales are often used to encourage quick purchases, they may not be effective without localized support or added value.

Second, AI-powered product reviews significantly boost purchase intention by offering clear, concise summaries that simplify decision-making and build consumer confidence. This aligns with today's demand for convenience in online shopping, confirming the value of AI-driven reviews in influencing purchase behavior.

Lastly, the study finds that flash sales become significantly more effective when combined with AI-powered product reviews as a mediating factor. The urgency of limited-time offers is strengthened by clear, trustworthy AI-generated content, encouraging quicker and more confident purchases. Integrating AI reviews into flash sale strategies can therefore enhance their overall impact on consumer purchase intention.

6.2. Suggestion

Based on the conclusions drawn from this study regarding the influence of flash sales and AI-powered product reviews on purchase intention toward Amazon products in Indonesia, the following suggestions are proposed:

1. This study focused on Amazon as a global e-commerce platform and its influence in the Indonesian market, where local platforms are still dominant. Future studies are encouraged to compare consumer behavior between local and international platforms to gain deeper insights into the moderating role of platform familiarity, shipping logistics, and payment preferences. Researchers may also explore additional mediating or moderating variables such as consumer trust, perceived risk, or product category to expand on the relationship between promotions and purchase decisions.
2. For Amazon, integrating AI-powered product reviews into flash sale campaigns is recommended to enhance their effectiveness. Providing clear, concise, and relevant

product summaries can boost consumer confidence and amplify the urgency created by flash sales, leading to stronger purchase intentions. for future recommendation, flash sale could leverage by adding fun interactive element such as spin the wheel discount or early access for loyal users. dan ai powered product review could be leverage by using AI to generate short video for product summary, using emojis and interactive ai review assistant.

3. E-commerce from indonesia should adopt a more integrated strategy by combining limited-time promotions with AI-generated reviews. Investing in quality review tools and personalizing promotions based on consumer behavior can increase trust, relevance, and the overall impact of marketing efforts.