

Effect of Twin Date Events on Online Impulsive Buying of Shopee Users in Surabaya

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Abstract

E-commerce is a form of buying and selling business that uses the internet network for online purchases. With e-commerce, the buying and selling process becomes easier because it does not require a lot of physical energy and allows more efficient use of time. This study aimed to analyze the effect of the Twin Dates Event on Online Impulsive Buying for Shopee users in Surabaya. This type of research is causality with a quantitative approach. 105 Shopee users in Surabaya were taken as samples in this study using a purposive sampling technique. Hypothesis testing uses the Partial Least Square (PLS) analysis technique. The research findings concluded that the Twin Dates Event has a significant effect on Online Impulsive Buying, so the more interesting the Twin Dates event takes place, the more it can increase impulsive buying online, which then has an impact on increasing the number of purchases on e-commerce Shopee.

Keywords: *Event, Twin Dates, Online Impulsive Buying, E-commerce, Shopee*

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INTRODUCTION

Step by step, e-commerce in Indonesia is starting to experience significant progress in the ecosystem of online shops and businesses. The rapid development of the Internet in Indonesia has contributed to the increase in the number of Internet users in this country. Therefore, this situation provides lucrative opportunities for online entrepreneurs to grow their market share by reaching more consumers. One of the superior marketplace platforms is Shopee. Until the middle of 2023, the dominance of the Shopee shopping application in the Indonesian e-commerce market persists. Shopee has far more visitors than its other e-commerce competitors. According to SimilarWeb data for May 2023, around 161 million visitors accessed the Shopee platform. Tokopedia has 106 million visitors, while Lazada has 70 million people visiting its website (CNN Indonesia, 2023).

Each e-commerce platform competes with each other in creating a marketing communication strategy to attract potential buyers. One way is to use special dates, especially twin dates, as an opportunity to hold big promotions. This fashion started in 2012, making December 12th a national day for online shopping known as harbors. According to a report from CNN, National Online Shopping Day is an opportunity for e-commerce platforms to increase the number of user visits. HarBolNas is one of the

days that users have been waiting for. Apart from that, he also stated that HarBolNas is now being held on 12.12 and 10.10, 9.9, and so on. HarBolNas, held every month with interesting dates, can cause boredom for consumers. Although twin-date promotions are often held, users are interested in discount promotions. (Hamzah, 2021).

This enthusiasm is often characterized by high buying behavior. According to Firmansyah (2019), there are two characteristics possessed by Shopee e-commerce consumers when they make purchases: planned and impulsive. According to Siregar (2015), unplanned purchases arise from stimuli provided by online platforms through various programs such as shopping festivals, free shipping offers, price reductions, and easy payment services. According to research by Utami (2017), impulsive purchases are influenced by sales promotions, product quality, and product evaluation.

By observing this situation, a more effective promotion can increase one's tendency to make an impulse purchase. This is due to awareness of the importance of increasing promotions in the online market, so this research was conducted by researchers entitled "The Effect of Shopee Twin Date Events on Online Impulse Buying." So the objectives to be achieved in this research are: To analyze the effect of the Shopee Twin Date Event on Online Impulse Buying.

METHODOLOGY

Research design

The type of research used is causality with a quantitative approach. Sugiyono (2019) revealed that causality research aims to analyze the causal relationship between a variable and other variables through hypothesis testing. The quantitative method is a research approach that relies on the philosophy of positivism. This method is used to research randomly selected individuals or objects. The data obtained was collected using research instruments that had been made and then analyzed using statistical techniques. The main purpose of this method is to test the hypotheses that have been prepared previously (Sugiyono, 2019).

Population and Sample

Population

Based on the opinion of Sugiyono (2019), generally, an area involves certain subjects or objects with special characteristics that are examined in a study to conclude. The population involved in this study is Shopee customers in Surabaya, but the exact number is unknown.

Sample

The sample refers to some of the elements and properties in the population (Sugiyono, 2019). In taking samples, this study used a purposive sampling technique, which is a technique used to determine samples based on certain criteria (Sugiyono, 2019). The criteria taken are:

- a. Shopee users
- b. Age over 17 years
- c. Active Shopee shopping for at least the last year

The sample size used is the multivariate type which follows the sample measurement guidelines proposed by Hair et al. According to Ferdinand (2002:51),

this study uses 5 to 10 variable indicators. Thus, in this study, the respondents were $21 \times 5 = 105$ people. So, in this study, 105 Shopee consumers in Surabaya.

Variable Operational Definitions

From the previous explanation, we can see two variables involved: the dependent and independent variables. The following is a definition for each research variable that has been used:

Twin Date Event (X \rightarrow)

Twin date events are measured by indicators according to Aulia et al. (2023), namely:

1. Provide discount promos
2. Attract consumers to shop
3. Promos are given more than usual days
4. The Twin Date Event is identical to the promo
5. Attract many new customers to shop
6. When the event is held once a month
7. By the wishes of consumers.
8. The Shopee tagline is found in various communication media
9. The promotion given raises the desire to buy
10. Influence consumers to shop
11. The desire to shop increases during events
12. The promos gave increase consumer enthusiasm for shopping
13. Encourage purchases during events even if you do not need them
14. Have a desire to shop because you have a good shopping experience
15. Purchase quantity is higher than without an event
16. The promos given make shopping more efficient
17. The intensity of shopping at Shopee is higher than on other platforms

Online Impulsive Buying (Y)

The measurement of the Online Impulsive Buying variable uses indicators according to Martaleni et al. (2022), namely:

- a. Spontaneous purchase
- b. Strength, coercion, and intensity
- c. Indifference to consequences
- d. Do not resist the urge to shop

Method of collecting data

This study collected data through a survey method by distributing questionnaires directly. According to Sugiyono (2019: 192), a questionnaire collects information in which respondents or participants answer statements completely and then return them to researchers. Collecting information by giving questionnaires to respondents will be possible to obtain data relevant to the problem at hand. This method is carried out by collecting responses from respondents who have been selected through the delivery of questionnaires. This study involved the use of a Likert scale to answer the questions contained in the questionnaire.

Data analysis technique

This study uses the PLS-SEM data analysis method. The Partial Least Square (PLS) method is used to provide answers to the proposed hypothesis. According to Ghazali (2016), calculations can be carried out using a supporting tool, namely PLS. This is because the method used in this calculation is multi-path, and the model used is reflective. In this study, the Smart PLS tool was used as a calculation model because there are multi-path relationships and formative and reflective aspects.

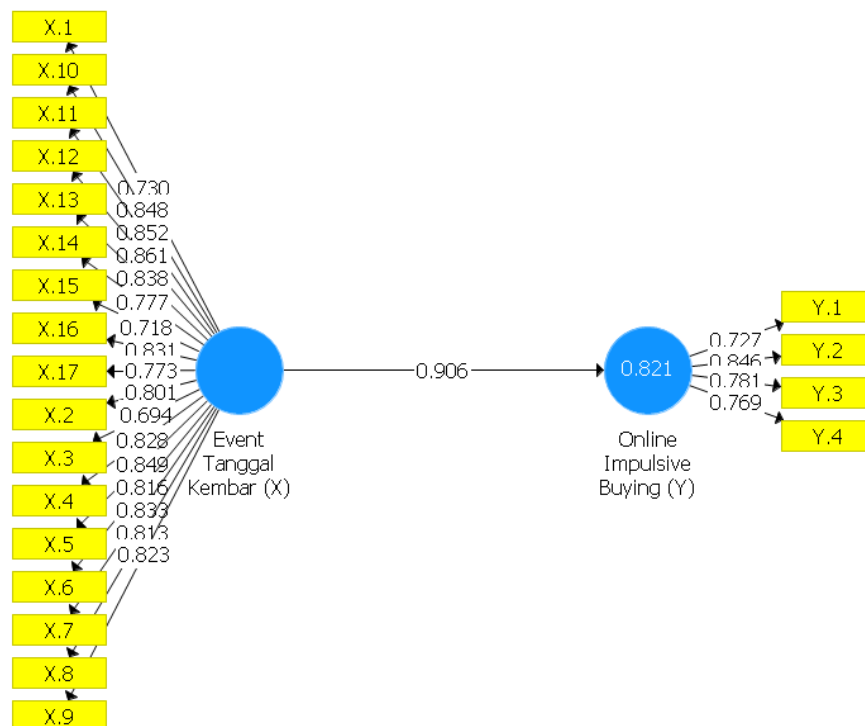
Inner Model Test

Based on an analysis of the extent to which the structural model has been developed, it is concluded that the overall model is "related" in explaining the variables studied and their impact on each. According to Ghazali (2016), if the endogenous latent variable has an R² result of 0.67 in a structural model, it indicates that the model is considered "good." Conversely, if R² is 0.33, the model is classified as "moderate." Meanwhile, if R² is only 0.19, the model is categorized as "weak." Meanwhile, the PLS results are as explained as follows:

Table 1. R-Square Value

| | R-Square |
|-----------------------------|----------|
| Twin Date Event (X) | |
| Online Impulsive Buying (Y) | 0.821 |

The table above illustrates that the Double Date Event in influencing Online Impulsive Buying has an R-Square (R²) value of 0.821, which indicates that this model is in the "Good" category.



Gambar 1. Model Inner PLS

From the Inner PLS model described above, it can be concluded that an exogenous variable is being studied in this model, namely the Twin Date Event, and

an endogenous variable is being studied in this model, namely Online Impulsive Buying. The following structural equation is obtained based on the inner weight value in Figure 1 above:

$$Y = 0.906 X$$

Table 2. Hypothesis test

| | <i>Path Coefficient</i> | <i>p-value</i> |
|--------------------------------------------------------------|-------------------------|----------------|
| <i>Twin Date Event (X) -> Online Impulsive Buying (Y)</i> | 59.024 | 0.000 |

Based on the results of testing the hypothesis above, the results are that the Twin Date Event has a significant effect on Online Impulsive Buying; the P-Value of 59,024 > 1.96 evidences this.

RESULTS AND DISCUSSION

The Twin Dates Event significantly affects Online Impulsive Buying, given the T-statistic value, which reaches 59,024, which means it exceeds 1.96. The study results show that the Twin Dates Event significantly impacts Online Impulsive Buying with a positive influence trend. This shows that the higher the level of participation in the Twin Dates Event, the higher the level of Online Impulsive Buying from Shopee users. By looking at these results, the existence of this twin date event will affect a person's behavior in shopping for various kinds of needs in e-commerce.

Putri and Ambardi (2023) when these twin dates take place, there are lots of offers offered by Shopee, including free shipping vouchers, product discounts, super flash sales, lots of attractive prizes given to lucky consumers, such as gifts 1 unit of car for consumers who won the lottery made by Shopee. This is consistent with the findings in this study, where the descriptive results show that the majority of respondents in this study who are Shopee users in Surabaya agree that when the twin date event takes place, there are more massive discount promos than normal days. These various offers are made to create a good experience and impression for Shopee users so that they can encourage impulse buying behavior of users, which can provide many benefits to the Company (Putri & Ambardi, 2023). This statement is in line with the results of the descriptive analysis in this study, where the majority gave an assessment agreeing that most Shopee users in Surabaya desire to shop because they have a good shopping experience. According to Lestari and Dwijayanti (2021), in the online shopping process, there are various promos offered by e-commerce platforms, such as price discounts. This promo is often found in various popular e-commerce applications in Indonesia. Discounts are one of the business strategies used to attract consumers. The company not only offers promotional discounts but also offers free shipping promos without a minimum purchase limit.

With the promotion given, this attracts consumers' attention and increases the desire to shop. This is supported by the results of the descriptive analysis, which shows that the majority of Shopee users in Surabaya agree that the offers provided by Shopee raise the intention to make purchases and also agree that the desire to shop increases when there is a twin date event even though they do not need it. The desire to purchase even though you do not need it can be characterized by online impulsive buying. Stern defines impulsive buying in Abdelsalam et al. (2016) as behavior related to attractive, unplanned, and hedonically complicated purchases displayed by consumers. Several

types of impulse buying include reminder, pure, suggestive, and planned impulse buying. *Pure impulse buying* is an unplanned purchase that occurs when a person is exposed to a certain stimulus. This type of buying does not involve planning and includes new purchases as opposed to the usual buying patterns. A purchasing pattern that is not like this bias indicates the existence of impulsive buying behavior with a quantity level that is more than usual. This is consistent with the results of the descriptive analysis in this study, where the existence of twin date events encourages a higher quantity of purchases compared to no events.

Stern further Abdelsalam et al. (2016) explains that planned impulsive purchases occur when consumers do not plan purchases but aim to take advantage of promotions. Consumers visit shopping sites with shopping lists but only intend to buy products based on promotions or coupons offered. Thus, the consumer visits a shopping site without prior knowledge of the product or to buy, but he buys the product if a favorable offer is offered. This attitude shows that there is a tendency for Shopee users to take advantage of twin-date event promotions to shop more sparingly. This is also in line with the results of the descriptive analysis where Shopee users in Surabaya agree that the promos provided by Shopee make shopping more economical it influences consumers to shop at Shopee.

According to Putri and Ambardi (2023), apart from the hedonic style of impulse buying, it can also be caused by the influence of discounts provided by online buying and selling sites or e-commerce. One of the massive discounts Shopee provides to encourage consumer impulse buying behavior occurs on a special day event, also known as a twin date promo or a beautiful date. This statement supports the findings in this study, where the majority of respondents in this study agreed that twin date events are identical to promos held once a month.

In this study, it was shown that there was online impulsive buying caused by the twin date event. Based on the discussion above, it is shown that the level of purchases on e-commerce Shopee has increased significantly due to discounts, promos, flash sales, and other forms of promos provided by Shopee during the twin date event. Online purchases outside of previous shopping patterns are called impulsive buying online. Thus, twin date events in this study have a very high role in influencing online impulsive buying.

CONCLUSION

Referring to the results of the research findings above, this study concluded that "Twin Date Events have a significant effect on Online Impulsive Buying." Based on these findings, the more interesting the twin date event is, the more it can increase impulsive buying online, which has an impact on increasing the number of purchases on e-commerce Shopee.

The interesting twin date events in this study are shown by various promos, discounts, and flash sales which are larger than normal days, thus giving rise to the desire of Shopee users in Surabaya to shop even higher.

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