The Effect of Twin Date Event Day Promos, Flash Sale, and Shopee Live Discount Vouchers on Product Purchase Decisions for Shopee E-Commerce Users in the Kepung District Area

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Article Information		Abstract
		Research aim : *The purpose of this study is to analyze the influence of Twin Date Event Day promotions, Flash Sale, and Shopee Live Discount Vouchers on purchase decisions. And to measure the role of the promotion in increasing consumer interest and purchase decisions in non-urban areas such as Kepung District.*
		Design/Methode/Approach : *Using a quantitative approach of causality type with the population of shopee E-commerce users in the Kepung District area. Where the samples taken were 40 respondents with the Purposive sampling technique, where the sampling technique was to use certain considerations. This study gathers data using a questionnaire, and the analysis is performed through multiple linear regression.*

Research Finding : *The results of the analysis show that the three variables have a significant influence, both partially and simultaneously. Simultaneously, all three variables are able to explain 80% of the variation in purchase decisions. The study highlights the importance of data-driven promotion strategies in influencing consumer behavior, especially in non-urban areas*

Theoretical contribution/Originality : *It lies in understanding how the twin-date event day, flash sale, and Shopee Live discount vouchers together influence purchasing decisions. This study explores the complex dynamics between these three factors and how the three promotions form consumer prevalence or perception so that it can influence consumer behavior to make purchase decisions.*

Practitionel/Policy implication : *This research is expected to be able to provide practical implications, namely it can help companies formulate more appropriate advertising or promotion strategies to increase sales and customer satisfaction.*

Research limitation : *The limitations of this study focus on a specific geographical area, so the results may not be able to be generalized to other regions or a wider area.*

Keywords *: Twin Date Day Event, Flash Sale, Shopee Live Discount Vouchers, Purchase Decisions, E-commerce.*

1. Introduction

The advancement of digital technology has caused substantial changes in the business world, especially in the field of E-commerce. E-Commerce refers to Electronic Commerce, which is a system for marketing and selling products through digital platforms. E-Commerce includes the purchase, sale, and marketing of products carried out through electronic platforms [1]. The number of E-Commerce that is currently popping up has made the Jaul Beli event very popular with consumers. Not only in the business world, but almost all aspects of life ranging from education, health, and government have also undergone significant changes related to technology. Currently, digital technology has become a necessity for most people, because with digital technology they can

carry out activities more easily. One of these conveniences is the community's buying and selling activities where they don't have to spend a lot of time going to the store.

One of the fast-growing buying and selling platforms or E-Commerce in Indonesia is Shopee. Which shopee from time to time continues to innovate to present various features in it with the aim of providing the best experience and service for consumers. So that shopee has become one of the most popular and visited applications to date.
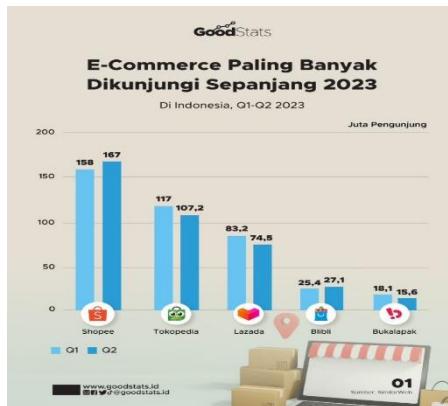
Figure 1 Frequently visited E-commerce applications
Sourcer : GoodStats 2023

Based on GoodStats data accumulated in 2023, it can be seen that shopee is an E-Commerce platform that is often visited by consumers. The reason why shopee has many visitors is because of its programs, such as flash sales, shopee live discount vouchers, promotions, and free shipping. Even on certain days, this E-Commerce holds events that can attract customers, such as twin date event day events [2].

Because consumers have an important role in online development, E-Commerce actors strive to provide the best service so that consumer purchase decisions are not distracted. And in the increasingly fierce competition in the business world, price is an important factor for companies. Competitive prices can increase competitiveness and can influence consumer purchasing decisions. Like Shopee which continues to innovate or develop features in its application, such as the ease of consumer access and the existence of various features for the promotional media offered. One of the latest features released or introduced by Shopee is the Shopee Live feature. But not only the live feature which provides discount vouchers, shopee also has several types of promos such as event day on twin dates, and also provides a flash sale feature.

Here, event day twin dates are days where the date and month are the same (such as 9.9, 10.10, 11.11, etc.) that occur in each month. These twin dates are also often known as "special dates" or "beautiful dates" which are commemorated as mega shopping days. Shopee provides many offers during the twin date promo, such as discounts, free shipping vouchers, and cashback. The use of twin dates as a promotional event has an advantage in terms of brand recall because these dates are easier for customers to remember and generate unique enthusiasm. In addition, there is a flash sale, a flash sale is a promotional feature that gives discounts on sales during the offer period [3]. Shopee uses the flash sale feature as part of a data-driven marketing strategy, where the products selected for sale in flash sales are usually based on customer demand trends. This feature increases transactions and increases customer engagement on the platform as customers should check the Shopee app frequently to find opportunities to get products at discounted prices. Flash sales are a development of price off deals, which are a tool to promote sales. This flash sale is a type of

promotion that directly lowers the price of the product in a limited time and in limited quantities as well [4].

And another feature that is widely used today is the Shopee Live discount voucher, where Shopee Live or Live Streaming is a direct sale using social media, one of the advantages of live streaming can interact with buyers in real time. And through Shopee Live, sellers can communicate directly with customers through live broadcasts, answer customer questions, and offer exclusive promos and establish two-way communication. In this case, discount vouchers are the main attraction to attract customers to buy something during the session [3]. With the existence of shopee live discount vouchers, there has been an increase in purchases. Where by just joining and making purchases through shopee live, we can get a variety of discount voucher options. In most cases, shopee Live discount coupons are available in limited quantities and can be used only during the broadcast. Sellers often issue vouchers during specific sessions, encouraging customers to watch the session in its entirety. When consumers use these vouchers, consumers will not only get a lower price, but will also feel like consumers have to buy goods immediately.

Decision is an activity to choose a strategy or action in solving a problem. The goal of the choice is to reach an objective or a certain action thats must be a taken. Meanwhile, a purchase decision is a behavior that refers to a behavior or final purchase decision from consumers, either individually or in households who purchase services or products for personal consumption [5]. Purchasing decisions play a very vital role because they can increase the company's profits through increasing the products marketed or sold. Usually, before consumers decide to buy a product, they need to consider and calculate the available alternatives on the product first [6]. In this process, there are two factors that affect the purchase decision, namely the intention to buy and the final decision to transact. With shopee features such as twin date events, flash sales, discounts during shopee live can affect consumer behavior when making a purchase decision.

Based on research conducted by Ermansyah (2024)[7] demonstrates that while flash sales partially do not have a significant and positive influence on purchase decisions on Shopee E-Commerce in generation Z Panam Pekanbaru, twin date event days or events do have a significant and positive influence on purchase decisions. Research conducted by Cahyadi (2019) [8] also shows that flash sales do not have a significant effect on purchase decisions. Meanwhile, research conducted by Rahmadani and Cempena (2024) [1] demonstrates the substantial influence that flash sales, live streaming, and Shopee live have on consumers' purchase decisions.

Based on the results of previous research, the researcher is interested in retesting with three independent variables that have not been studied at the same time. This research also has a novelty, namely regarding the location of research that has never been researched before, previous studies were often conducted in urban areas but this research was carried out in a sub-district area in Kediri Regency. The three independent variables in this study are twin date event days, flash sales, and shopee live discount vouchers. Which all three promotions can increase user engagement and make the shopping experience more interesting and profitable. Therefore, it is important for this study to find out how much promotion influences Shopee customers' product purchase decisions. And the results are expected to help Shopee or business actors to create more effective promotional strategies that suit consumers in today's digital era. Likewise, consumers are expected to be able to take advantage of shopee features that can influence purchase decisions as best as possible. In addition, the researcher also has the purpose of conducting this study, namely to examine the influence of the combination of event day promos on twin dates, flash sales, and shopee live discount vouchers on product purchase decisions in the Kepung District area. As well as measuring the role of the promotion in increasing consumer interest and purchase decisions in non-urban areas such as Kepung District.

1.1. Statement of Problem

Based on the previously formulated background, the research problems in this study is as follows:

1) Does the twin date Event Day promo have a partial effect in the decision to purchase products for shopee users in Kepung District?
2) Does the flash sale partially influence the purchase decisions of Shopee users in Kepung District?
3) Does the shopee live discount voucher have a partial effect on the purchase decision of shopee users in Kepung District?
4) Do event day promos on twin dates, flash sales and shopee live discount vouchers, simultaneously affect product purchase decisions for shopee users in Kepung District?

1.2. Research Objectives

From the description above, there is the intention of the researcher to conduct this study, namely:

1) Analyzing the influence of event day promos on twin dates (such as 9.9, 10.10, etc.) on product purchase decisions on Shopee E-Commerce users in the Kepung District area.
2) Identify the influence of flash sales on product purchase decisions on Shopee E-Commerce users in the Kepung District area.
3) Evaluate the influence of Shopee Live discount vouchers on product purchase decisions on Shopee E-Commerce users in the Kepung District area.
4) Examine the influence of the combination of event day promos on twin dates, flash sales, and shopee live discount vouchers on product purchase decisions in the Kepung District area.
5) Measuring the role of the promotion in increasing consumer interest and purchase decisions in non-urban areas such as Kepung District.

2. Method

This study adopts a quantitative approach. According to Emzir [9], the quantitative approach uses the postpositivist paradigm primarily to develop science (such as thinking about cause and effect, hypotheses, variable reduction, and specific questions using observation as well as theoretical testing and measurement). The technique in this study uses a survey technique, where this research technique is carried out by collecting information from respondents through E-questionnaires or googleforms. This was done to determine the influence of twin date event days (X1), flash sale (X2), and shopee live (X3) on purchase decisions (Y).

In this study, the researcher employed a non-probability sampling method, which does not grant each element or member of the population an equal chance of being chosen as a sample [9]. The sampling method used in this study is purposive sampling, in which the selection of samples is based on specific criteria or considerations. Regarding the sample size, the researcher decided that this study would include 40 respondents. The rule that states that there should be at least ten times as many sample members as there are variables being examined was used to calculate the sample size, The sample size was determined based on the rule that the number of sample members should be at least 10 times the number of variables examined, which in this case consists of 4 variables. Thus, the total sample size is calculated as $10 \times 4 = 40$. This sample size is in accordance with the sample size suggestions for a study put forward by Sugiyono (2020:90). The instrument used is the Likert scale. Using a Likert scale, the measured variables are broken down into several indicators.

3. Results and Discussion /Hasil dan Pembahasan

3.1 Validity and Reliability Test

Validity Test

Sugiyono (2020) validity refers to the degree to which a tool accurately measures what it is intended to evaluate. In other words, validity is related to the level of accuracy of the instrument in measuring a variable [10].

The assessment of the validity test of the level of significance used is 0.03 with the first criterion being the calculation of > r table (at a significant level of 0.03), then it can be declared that the questionnaire item is valid. And secondly, if r counts < r table (at a significant level of 0.03), then it can be declared invalid.

Tabel 1
Results of validity tests of all variables

Variable	No count	R count	R table	Ket
Y1	1	0.773	0.3120	Valid
Twin Date Event Day	2	0.697	0.3120	Valid
	3	0.784	0.3120	Valid
	4	0.788	0.3120	Valid
	5	0.657	0.3120	Valid
	6	0.656	0.3120	Valid
X2	1	0.560	0.3120	Valid
Flash Sale	2	0.806	0.3120	Valid
	3	0.594	0.3120	Valid
	4	0.764	0.3120	Valid
	5	0.666	0.3120	Valid
	6	0.732	0.3120	Valid
	7	0.690	0.3120	Valid
	8	0.714	0.3120	Valid
X3	1	0.729	0.3120	Valid
Shopee Live Discount Voucher	2	0.701	0.3120	Valid
	3	0.849	0.3120	Valid
	4	0.828	0.3120	Valid
	5	0.771	0.3120	Valid
	6	0.776	0.3120	Valid
Y	1	0.713	0.3120	Valid
Purchase Decision	2	0.627	0.3120	Valid
	3	0.554	0.3120	Valid
	4	0.639	0.3120	Valid
	5	0.822	0.3120	Valid
	6	0.829	0.3120	Valid
	7	0.759	0.3120	Valid
	8	0.773	0.3120	Valid
	9	0.845	0.3120	Valid
	10	0.584	0.3120	Valid
	11	0.503	0.3120	Valid
	12	0.790	0.3120	Valid

From table 1, it can be concluded that 3 independent variables (X) and 1 bound variable (Y) are said to be valid from each item in the question of each variable with the value of r calculated > r table.

Reliability Test

Sugiyono (2020) stated that reliability is used to assess data reliability, namely the extent to which an instrument can provide consistent results. An instrument is considered reliable if it is able to produce the same data when used repeatedly to measure the same object [10]. In this study, the reliability of each instrument was tested using the Cronbach's Alpha (α) statistical

test. An instrument is considered reliable if the value of Cronbach's Alpha > is 0.6. An instrument is deemed reliable when the value of Cronbach's Alpha exceeds 0.6 (>0.6)

Table 2
Results Reliability Test

Variabel	Items	Cronbach's alpha	R table	Ket
Twin Date Event Day	6	0.821	0.6	Reliable
Flash sale	8	0.846	0.6	Reliable
Shopee Live Discount Voucher	6	0.864	0.6	Reliable
Purchase Decision	12	0.909	0.6	Reliable

Based on the information presented in Table 2, it can conclude that all three independent variable (X) and one dependent variable (Y) are considered reliable, as each has a Cronbach's Alpha value >0.6.

3.2 Classical Assumption Test

Normality Test

The normality test can be analyzed using two methods, namely by using graphs or plot patterns and using statistical analysis using the Kolmogorov-Smirnov test (K-S).
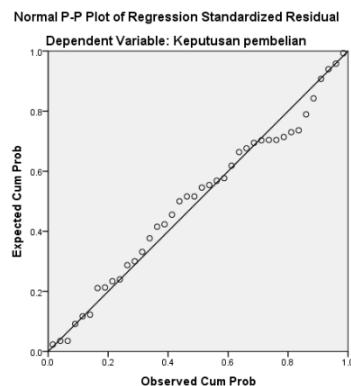
Figure 2
Result Normality Test

Based on Figure 2, If the data points are spread along the diagonal line and follow its direction, or if the histogram graph displays a normal distribution pattern, then the regression model fulfills the normality assumption.

Table 3
Result Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.66563919
Most Extreme Differences	Absolute	.105
	Positive	.105
	Negative	-.075
Test Statistic		.105
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

If the significance level is greater than 0.05 (> 0.05), the data is considered normal. Based on the table above, the significance level is 0.200 > 0.05, indicating that the data follows a normal distribution

Multicollinearity Test

Ghozali (2018) (in Janie, 2019) the multicollinearity test is performed to determine if there is a strong or perfect correlation among the independent variables in the regression model. When perfect multicollinearity occurs, the regressionn coefficient of the independen variable cannot be determined, and the standard error approaches infinity. On the other hand, if multicollinearity among independent variables is high, the regression coefficient remains calculable but comes with a large standard error, making the estimation less precise [11].

Table 4
Result Multicollinearity Test
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.151	3.759		.572	.571		
Twin Date Event Day	.504	.184	.269	2.737	.010	.528	1.893
Flash sale	.697	.204	.463	3.425	.002	.279	3.580
Shopee Live Discount Voucher	.477	.225	.265	2.118	.041	.326	3.065

a. Dependent Variable: Purchase Decision

According to the table above, the values for each variable are clearly presented as follows:

Table 5
Value of Each Variable

Variabel	Tolerance value limit	Tolerance value	VIF	VIF Limits	Information
Event day twin dates (X1)	> 0,1	0.528	1,893	< 10	No multicollinearity
Flash sale (X2)	> 0,1	0.279	3,580	< 10	No multicollinearity
Shopee live discount voucher (X3)	> 0,1	0.326	3,065	< 10	No multicollinearity

Table 5 shows that the tolerance value exceeds 0.1 (>0.1), while the VIF value remains under 10 (<10). Thus, then it is possible to conclude that the multicollinearity none exist among the regression model independent variables.

Heterokedasticity Test

According to Ghozali (2018), heteroscedasticity test designed to see if there is a difference residual variance between observations in the regression model [12].
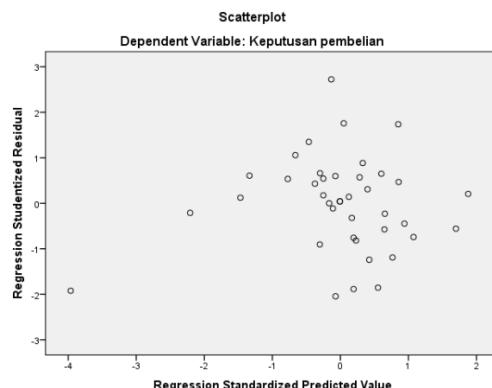
Figure 3
Result Heterokedasticity Test

Based on the heteroscedasticity analysis, if not available distinct the pattern and the dots are scattered Y-axis above and below zero, then there is no heteroscedasticity. Therefore, then it is possible to conclude that figure 3 shows no signs of heteroscedasticity

Multiple Linear Regression Analysis

To find out how many independent variables (explanatory factors) affect one dependent variable, researchers utilize multiple linear regression. This model assumes a linear relationship between the dependent variable and each independent variable. The resulting regression equations are as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Table 6
Multiple Linear Regression Test Results
Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.151	3.759		.572	.571
	event day twin date	.504	.184	.269	2.737	.010
	flash sale	.697	.204	.463	3.425	.002
	Shopee live discount voucher	.477	.225	.265	2.118	.041

a. Dependent Variable: purchase decision

On basis of the top table, the interpretation can be known as foollows:

The result is a constant value of 2.151, meaning that if the variable event day of the twin date flash sale and shopee live discount voucher is assumed to be 0, then the value of deciding to buy is 2.151. The regression coefficient for the twin date event variable has a positive value of 0.504, indicating that a 1% increase in this variable will lead to a 0.504 increase in purchase decisions

The value of is the regression coefficient of the flash sale variables has a positive value of 0.697, which means that if there is an 1% increase, The variables will be set to cause an increase in the purchase decision of 0.697.

The value of regressing coefficient of the Shopee Live discount voucher variable has a positive value 0.477, which mean that if there is an 1% increase in Shopee Live discount voucher variable, it will cause an increase in purchase decisions of 0.477.

Coefficient of Determination (R2)

Ghozali, (2018) stated that the determination coefficient (R^2) is used to measure the exteent to which the regression model can explain variations in dependent variables. The R2 value ranges from 0 to 1. A diminished R^2 number implies that the independent variable has a restricted skill to elucidate the variation in the dependent vaariable. Conversely, a value nearing 1 signifies that the independent variable (X) can nearly wholly declare the variation in the dependent variable (Y) [12].

Table 7
Determination Coefficient Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903[a]	.816	.800	2.774

a. Predictors: (Constant), shopee live discount vouchers, event day twin dates, flash sale

From the output above, an adjuted R square value (determination coefficient) of 0.800 is obtained, which means that the influence of independent variables (X) consisting of twin date event days, flash sales, and shopee live discount vouchers on the dependent varriable (Y), namely the base purchase decision of 80% and the rest of 20% affected by other variables.

Hypothesis Testing

1. Partial Test (Test t)
   Ghozali (2018) explained that the t-statistical test fundamentally assesses the degree to which a single explanatory or independent variable influences the variation in dependent variable [12]. The way to do the t test is that if T calculates < T Table at $\alpha = 5\% / 0.05$ then Ho is received, and vice versa if T calculates > T Table at $\alpha = 5\% / 0.05$ then Ho is rejected.

Table 8
Partial Test (Test t) Result
Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.151	3.759		.572	.571
	Event Day Twin Dates	.504	.184	.269	2.737	.010
	Flash sale	.697	.204	.463	3.425	.002
	Shopee Live Discount Voucher	.477	.225	.265	2.118	.041

a. Dependent Variable: purchase decision

In accordance with the table above, the t-test (partial) indicates that the significant value of each independent variable (X) to the bound variable (Y) is:

Twin Date Event Day (X1)   : 0.010 < 0.05
Flash sale (X2)   : 0.002 < 0.05
Shopee Live Discount Voucher (X3) : 0.041 < 0.05
And the value of t is calculated:
Twin Date Event Day (X1)   : 2.737 > 2.029
Flash sale (X2)   : 3.425 > 2.029
Shopee Live Discount Voucher (X3) : 2.118 > 2.029
So H1 is accepted and Ho is rejected, meaning that there is an influence of the free variable (X) which includes event day twin dates (X1), Flash sale (X2), and shopee live discount voucher (X3) on the bound variable (Y), namely the purchase decision, significantly.

2. Simultaneous Test (test f)
   Ghozali, (2018) stated that the simultaneous test or F test is designed to evaluate the extent to which all independent variables in the regressed model significantly influence the dependent variables simultaneously [12]. By examining study data that has undergone testing criteria processing. Ho is rejected, Ha is accepted, i.e. if the significant value < the significant level of 0.05 means that the independent variables together have an effect on the dependent variable. And vice versa if Ho is received, Ha is refused, i.e. if the significant value > the significant level of 0.05 mean that the independent variables (X) together have no impact on the dependent variable(Y).

Table 9
Simultaneous Test (test f) Result
ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1227.655	3	409.218	53.161	.000ᵇ
	Residual	277.120	36	7.698		
	Total	1504.775	39			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), shopee live discount vouchers, event day twin dates, flash sale

From the top table, it can be viewed that the significant value for the influence of event day twin dates (X1), Flash sale (X2), and shopee live discount vouchers (X3) on the bound variable (Y), namely the purchase decision is 0.00 < 0.05 and F is calculated 53,161 > F table 2.86. This proves that Ho4 was refused and Ha4 was received. This means that there is a significant impact of event day twin dates (X1), Flash sale (X2), and shopee live discount vouchers (X3) on purchase decisions (Y).

4. Conclusion

According to this study, Shopee users in Kepung District are significantly influenced by the three promotional factors Twin Date Event Day, Flash Sale, and Shopee Live Discount Voucher when making purchases. Partially, each variable contributes positively to the purchase decision, with Flash Sale having the most dominant influence over the other two variables. Simultaneously, these three variables were able to explain 80% of the variation in purchase decisions, while the remaining were effected by other factors that were not studied.

This research contributes to providing strategic insights for Shopee and businesses in the digital era to optimize promotions in increasing consumer engagement and purchase decisions, especially in non-urban areas. However, this study has limitations in the number of samples and the coverage of the area, so further research on a wider scale is recommended to validate these findings.

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