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**THE EFFECT OF TWIN DATE EVENTS AND EASE OF USE ACCESS ON  
PURCHASE DECISIONS (CASE STUDY ON SHOPEE E-COMMERCE IN  
TANGERANG)**

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**Abstract**

This study aims to test and analyze the effect of twin date events and ease of access to use on purchasing decisions in Shopee e-commerce. The sampling strategy in this study used purposive sampling. The participants in this study were residents of Tangerang City who used the Shopee application and made purchases at least twice a month. In determining the number of samples, researchers used the Lemeshow formula by getting 96 respondents. The data analysis method uses multiple linear regression with the data analysis tool in this study, namely, Statistical Product and Service Solutions (SPSS), and the type of research used is Quantitative. After the data was analyzed, this study found that the twin date event variable had a significant and positive effect on purchasing decisions and ease of use access also had a positive and significant effect on purchasing decisions in Shopee e-commerce. And with the results of the simultaneous coefficient of determination ( $R^2$ ) of 0.940, which means that 94% of purchasing decisions in Shopee e-commerce are influenced by twin date events and ease of access to use, while the remaining 6% is influenced by other variables not included in this study.

**Keywords:** Twin Date Event, Ease of Access to Use, Purchase Decision

## INTRODUCTION

Business development in Indonesia is increasingly rapid along with the development of existing technology. In this case, business people are required to continue to develop and maintain their business, namely by thinking creatively and innovatively and being responsive to technology to be able to compete in the business world. Not only that, the trading system that was originally carried out directly is now increasingly developing with online-based innovations, so investors now believe that online exchanges are easier and more functional to use. According to data published by (Asosiasi Penyelenggara Jasa Internet Indonesia, 2023), the number of Indonesian internet users in 2023 reached 215,626,156 out of a total population of 275,773,901 Indonesians in 2023. The internet has turned into a necessity for individuals because with computerized media they are allowed to do activities more effectively, such as shopping online at web-based businesses. (Surya Ari Dewi, 2022). So, the internet itself is part of the daily life of the Indonesian population and the increase in online buying and selling is also due to the increasing use of the internet.

According to Kotler and Armstrong (2019), E-commerce is an online channel that a person can reach through a computer, which is used by business people in carrying out their business activities and used by consumers to obtain information using computer assistance, which in the process begins with providing information services to consumers in making choices. The rapid progress of web-based businesses in Indonesia is also the reason behind the rise of various web-based trading website service options, one of which is Shopee. Quoted from Databoks by KataData, data from SimilarWeb, in 2023 Shopee was ranked as one of the e-commerce with the marketplace category that received the most visitors in Indonesia.

**Table 1**  
**E-Commerce with the Most Visitors 2023**

<b>E-Commerce</b>	<b>Number of Visitors</b>
<b>Shopee</b>	2.35 billion
<b>Tokopedia</b>	1.25 billion
<b>Lazada</b>	<b>762.4 million</b>
<b>Bibli</b>	<b>337.4 million</b>
<b>Bukalapak</b>	<b>168.2 million</b>

Source: Databoks 2023

Shopee continues to hold first place as the e-commerce platform in Indonesia with the highest number of site visits in 3023, according to the latest survey conducted by Databoks in January - December 2023. In total, Shopee generated around 2.3 billion visits, far surpassing its competitors. Not only does Shopee's website have more visitors, but it also has the highest growth rate. During January-December 2023, the number of visits to Shopee's website increased by 41.39% (year-to-date/ytd).

Certain special promo programs can be carried out as an effort to increase marketing projections. The twin date event, which has been routinely held every month since 2019, is one of the special promotional programs from Shopee. The twin date event is a monthly promo that is most awaited by many consumers, especially online shoppers. Shopee provides the most promotional offers during the event, the hope is that consumers will be more interested in visiting Shopee. Massive promos are carried out by Shopee during twin-date events such as 9.9, 10.10, and 11.11. Consumers have an important role in advancing online businesses, so an effort is needed for every e-commerce so that their consumer purchasing decisions are not diverted (Maharani et al., 2022).

In online shopping, consumers are required to pay for the shipping costs of the goods they buy. During the buying and selling process, shipping costs are fees that sellers charge customers to deliver goods or services. The customer is responsible for paying the shipping costs (Amalia, 2023). Because of this, consumers find it objectionable to have to pay for shipping costs, which sometimes can amount to more than the price of the purchased item. In response to this, Shopee also provides free shipping promos for its consumers.

The features offered by Shopee are easy for novice consumers to use. One of the conveniences that Shopee must provide to consumers is making it easy for users to be able to access the application anywhere using a smartphone, laptop, or tablet. The presence of an online business today makes it very easy and profitable for buyers to fulfill their daily needs (Lestari & Widyastuti, 2019).

Consumer purchasing decisions are influenced by the process of how these decisions are made (Tanady & Fuad, 2020). In shopping online through Shopee e-commerce, consumers certainly consider several things before making a purchase decision, one of which is promotion. Consumers will be excited when the product they need has a price reduction. Purchasing decisions occur because of the urge to fulfill momentary desires, thus buying products that are not needed.

Shopee continues to develop new innovations and marketing strategies to encourage customers to keep making purchases to increase sales due to the intense competition between e-commerce businesses. Therefore, this research follows the current population, especially the people of Tangerang City who use Shopee, especially Generation Z. The reason for utilizing this population is that Gen Z is always updated with various existing innovative innovations. The reason for utilizing this population is because Gen Z is always updated with various innovative innovations that exist. By considering these factors, this study was conducted to examine how the influence of twin date events, free shipping, and ease of access to use influences purchasing decisions in shopee e-commerce. For this reason, it is hoped that this research can also have a positive impact on all online business developers.

## **REVIEW OF LITERATURE**

### **Twin Date Event**

Events on each twin date are often also referred to as "beautiful dates" or "special dates" and are one of Shopee's approaches to take advantage of buyer behavior in meeting their needs online. Including one of the ways on twin number dates that provide offers on how many free shipping vouchers with all payment methods, discount vouchers from sellers or cooperating sellers, flash sales, vouchers, shopee coin cashback, and many more (Putu Chris Susanto et al, 2021). According to Eka Putri & Ambardi (2023), the twin date promo indicators used in this study combine sales promotion indicators based on the theory according to Lo, et al (2016: 763) and Sugianto (2016: 3) which have been adapted to the objects in this study, namely discounts, coupons, and gifts.

According to research conducted by (Rahayu et al., 2024) Shopee users' impulse purchases had a significant effect due to twin date promotions. Research conducted by (Rini Wijaningsih et al., 2024) also states that the twin date event promotion offered by Shopee in its online store has a positive and significant influence on impulse buying habits. This means that the more attractive online marketing is, the more likely it is to attract consumer interest and encourage them to make purchases. As well as the results of previous research conducted by several other researchers, it shows that the twin date event variable affects consumer purchasing decisions.

### **Free Shipping**

In the buying and selling process, shipping costs are fees charged by sellers to customers for the delivery of goods or services (Sari, 2023). Shopee's flagship marketing strategy that aims to inform, persuade, and influence customers until they make a purchase is the free shipping promotion. (Istiqomah & Marlana, 2020). According to Novita Sari (Reza Alfarozi Ritonga & Taufiq Risal, 2023), the indicators of free shipping consist of: Attention, interest, desire, and action.

Free shipping means free shipping costs or the procedure for shipping the product does not require any fees. Research conducted (Alawiyah, 2023) shows that free shipping positively affects purchasing decisions, and that means they can increase purchases for customers when shopping online. Research conducted (Melfaliza & Nizam, 2022) also shows that free shipping promos have a positive and significant effect on purchasing decisions at shopee. The results of several other studies also state that free shipping influences purchasing decisions.

### **Ease of Access**

According to (Atriani et al, 2020) perceived ease of use is a belief in usability, specifically the level at which users believe that a technology or a system can be used effectively and without problems. The task of technology developers must consider the convenience factor when planning a framework or business application, to guarantee that the planned framework is straightforward, easy to learn, basic, and easy to implement. Indicators

of perceived ease of use according to (Kumala et al., 2020) as follows: (1) Easy to learn, namely individuals can learn a technology easily, (2) easy to understand, namely individuals who feel technology is easy to understand, (3) effortless, namely individuals who feel technology can be done concisely or flexibly, and (4) easy to use, namely individuals who feel technology is easy to operate.

It can be concluded that ease of access to use is a system that can be understood, learned, and easy to use or not difficult to access. So that it can attract consumer confidence to continue operating it. This is in line with research conducted by Siregar, et al (2023) which states that ease of use has a positive and significant effect on purchasing decisions. Research conducted by (Pautina et al., 2022) also shows that ease of use has a significant influence on purchasing decisions. As well as the results of research that has been carried out by several other researchers, it can also be said that the ease-of-use variable affects purchasing decisions.

### **Purchase Decision**

The definition of purchasing decisions according to Nugroho (2018) is an integration process that combines knowledge and attitudes to evaluate two or more alternative behaviors and choose one of them. Then according to Tjiptono (2018), consumer purchasing decisions are a process where consumers recognize problems and seek information about certain products or brands.

So, it can be concluded, that purchasing decisions are the final result of consumer choices after conducting various alternative evaluations of several existing brands to meet their needs and desires. (Rian Amdhani et al., 2022) According to Kotler and Armstrong, the indicators of purchasing decisions are as follows: 1) Steadiness to buy after knowing product information; 2) Decided to buy because of the most preferred brand; 3) Buying because it suits your wants and needs; 4) Purchased because of a recommendation from someone else.

### **Twin Date Events, Free Shipping, and Ease of Access in Islamic Perspective**

The twin date event is one of the promotional strategies used to attract customers. In Islamic law, the term "promotion" is called "*al-hawa fiz al- muraghghibah fi a-shira.*"

Linguistically it means "Everything that encourages or interests (convinces) others to buy". This twin-date event activity is equally beneficial for both sellers and buyers. As Allah says in Qs. An-Nahl verse 105:

إِنَّمَا يَفْتَرِي الْكَذِبَ الَّذِينَ لَا يُؤْمِنُونَ بِآيَاتِ اللَّهِ وَأُولَئِكَ هُمُ الْكَاذِبُونَ

"Those who invent lies are only those who do not believe in the verses of Allah. They are the liars." (An-Naḥl [16]:105)

The previous verse explains that Allah does not make it difficult for humans, but rather makes it easy for them. If this is associated with how easy it is to transact online, it can be seen that convenience can affect how much time and effort they spend in using a system. So, the ease of access to use provided by Shopee can help users in fulfilling their needs and desires in shopping online.

A number of Qur'anic verses in Islam provide a more general description of the decision-making process, implying that it can be applied to any situation. In addition, Islamic decision-making principles emphasize justice, just as judges must be firm and fair in deciding judicial cases. As in Surah al-Imran verse 159:

فَبِمَا رَحْمَةٍ مِّنَ اللَّهِ لِنْتَ لَهُمْ ۚ وَلَوْ كُنْتَ فَظًّا غَلِيظَ الْقَلْبِ لَانْفَضُّوا مِنْ حَوْلِكَ ۗ فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِي الْأَمْرِ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ ۚ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

"So, by the grace of Allah you (Prophet Muhammad) were gentle with them. Had you been harsh and hard-hearted, they would have stayed away from you. Therefore, forgive them, ask forgiveness for them, and consult with them in all (important) matters. Then, when you have made up your mind, put your trust in Allah. Verily, Allah loves those who put their trust in Him." (Āli 'Imrān [3]:159)

From the above verse, it is clear that as Muslims we should be careful in receiving news or information. If you don't know anything about something, it's best to learn as much

as possible before you make a mistake. This verse can also be related to the careful attitude of Muslims in making choices in consuming or utilizing an item.

## RESEARCH METHOD

The method used in this research is a quantitative method approach to measure how much influence the twin date event and ease of access to use have on purchasing decisions in shopee e-commerce obtained through primary data using a questionnaire. Thus, the sampling technique for this study uses purposive sampling technique which according to Sugiyono (2018) is sampling using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied, where the data will be taken by setting specific characteristics, namely consumers who have shopee accounts in the Tangerang City area. The instruments in this study were arranged based on 2 independent variables, namely twin date events and ease of access to use, and the dependent variable, namely purchasing decisions.

The population in this study were all people in Tangerang City who used shopee e-commerce. The number of samples used in this study using the formula from Lemeshow, because the population is unknown or infinite. According to Riyanto and Hermawan (2020: 13-14), sample calculation with the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known with certainty.

## RESULTS AND DISCUSSION

### Validity Test

**Table 2**  
**Validity Test Results**

Variables	Statement	R Count	R Table	Description
Event Date Twins (X1)	X1.1	0.757	0.2006	Valid
	X1.2	0.745	0.2006	Valid
	X1.3	0.736	0.2006	Valid
	X1.4	0.770	0.2006	Valid
	X1.5	0.749	0.2006	Valid

	X1.6	0.750	0.2006	Valid
	X1.7	0.751	0.2006	Valid
	X3.1	0.727	0.2006	Valid
	X3.2	0.803	0.2006	Valid
Ease Access Usage (X2)	X3.3	0.699	0.2006	Valid
	X3.4	0.685	0.2006	Valid
	X3.5	0.782	0.2006	Valid
	X3.6	0.797	0.2006	Valid
	X3.7	0.775	0.2006	Valid
	X3.8	0.802	0.2006	Valid
	Y.1	0.806	0.2006	Valid
	Y.2	0.796	0.2006	Valid
Decision Purchase (Y)	Y.3	0.728	0.2006	Valid
	Y.4	0.737	0.2006	Valid
	Y.5	0.735	0.2006	Valid
	Y.6	0.799	0.2006	Valid
	Y.7	0.754	0.2006	Valid
	Y.8	0.769	0.2006	Valid
	Y.9	0.748	0.2006	Valid

Source: Data processed by SPSS (2024)

Based on Table 2, it shows that the statement items used as research instruments are smaller than 0.05 and  $R_{count} > R_{table}$ , it can be stated that based on the validity value of each variable, it has a value of  $R_{count} > R_{table}$  0.2006, it can be stated that the statements used are valid or valid and can be trusted.

### Reliability Test

**Table 3**  
**Reliability Test Results**

Variables	Cronbach's Alpha	Value Standardization	Description
Twin Date Event (X1)	0.871	0.60	Reliable
Ease of Access to Use (X2)	0.895	0.60	Reliable

Purchase Decision (Y)	0.910	0.60	Reliable
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Source: Data processed by SPSS 21 (2024)

Based on table 3, it is obtained with Cronbach's Alpha value on each research variable with a value greater than 0.60, it can be stated that the overall statement of all statement instruments that have been used in this study is reliable, so it can be concluded that the measuring instrument is stable.

### Classical Assumption Test

#### Normality Test

The Normality Test is expected to evaluate whether the information obtained is normally distributed so that it can proceed to the hypothesis testing stage. This test was completed using the SPSS 21 application with a significant level of 5% based on the Asymp. Sig. (2-tailed) value is greater than 0.05, so it is considered normal.

**Table 4**  
**Normality Test Results**

One-Sample Kolmogorov-Smirnov Test	
Unstandardized Residual	
Test Statistic	.706
Asymp. Sig. (2-tailed)	.702

Source: Primary Data Processing Results (2024)

Table 4 shows that the Asymp. sig. (2-tailed) is 0.702. So, it is greater than 0.05, and it means that the data used is normally distributed by the Kolmogorov- Smirnov test.

#### Multicollinearity Test

The multicollinearity test is expected to survey whether the information obtained is related to independent variables so that it can proceed to the hypothesis testing stage. This test uses SPSS 21 by looking at the VIF and tolerance values. It is stated that there is no multicollinearity if the VIF value is <10 and the tolerance value is > 0.1.

**Table 5**  
**Multicollinearity Test**

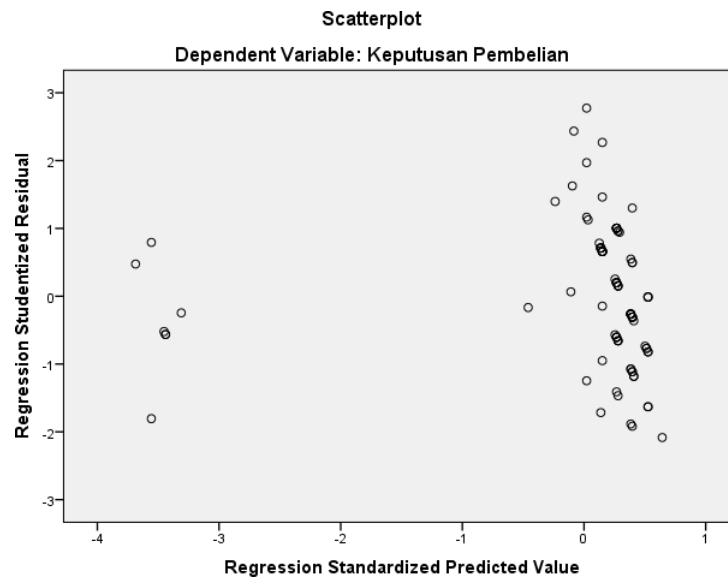
Model	Collinearity Statistic		Dependent Variable
	Tolerance	VIF	
(constant)			Purchase Decision
Twin Date Event	0.103	9.667	
Ease of access Usage	0.103	9.667	

Source: Primary Data Processing Results (2024)

Table 5 states that the tolerance value of the twin date event and ease of access to use is  $> 0.1$  and  $VIF < 10$ , so it can be said that there is no multicollinearity of the data.

### Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether the data obtained shows symptoms of heteroscedasticity so that the hypothesis testing stage can be started.



**Figure 1**  
**Heteroscedasticity Test Scatterplot**

The distribution of points on the Y-axis above and below zero in Figure 1 indicates the absence of heteroscedasticity so the graph is suitable for use in the regression model.

**Multiple Linear Regression Test**

**Table 6**  
**Multiple Linear Regression Test Results**

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
(constant)	-.203	.819		-.248	.805
Twin date event	.571	.105	.429	5.421	.000
Ease of Use	.631	.090	.553	6.978	.000

Source: Primary Data Processing Results (2024)

From the results of the table above, it can be expressed with multiple linear regression equations, namely:

$$Y = -0.203 + 0.571X_1 + 0.631X_3 + E$$

Thus, the interpretation of the linear regression above is as follows,

- 1)  $a = -0.203$ , is a constant number that shows the value of consumer decisions if the three variables, namely twin date events, free shipping, and easy access to convenience, are equal to zero or fixed.
- 2)  $b_1 = 0.571$ , shows a positive value, which means that every time there is a positive change in the twin date event variable, it will increase the purchasing decision by 0.571 at Shopee with the assumption that other variables remain.
- 3)  $b_3 = 0.631$ , shows a positive value, which means that every time there is a positive change in the Ease of access to use the variable, it will increase purchasing decisions by 0.631 at Shopee, assuming other variables remain.

**Hypothesis Test Partial Test**

**(T-Test)**

Test t if the Sig. value  $< 0.05$  or  $t_{count} > t_{table}$  then the independent variable affects the dependent variable.

**Table 7**  
**Partial Test (T-test)**

Model	t	Sig.
Constant	-.248	.805
Twin date event	5.421	.000
Easy accessibility	6.978	.000

Source: Primary Data Processing Results (2024)

From the previous table, the t-test analysis can be seen:

1. Twin Date Event (X1)

The significance value of the twin date event variable is  $0.000 < 0.05$ . So it can be concluded that purchasing decisions are significantly influenced by the twin date event variable.

2. Ease of Access to Use (X2)

The significance value of the variable Ease of access to use is  $0.000 < 0.05$ . So it can be concluded that purchasing decisions are significantly influenced by the variable ease of access to use.

**Simultaneous Test (F Test)**

F-test sig value.  $< 0.05$  or  $F_{count} > F_{table}$  means that there is a simultaneous influence of variable X on variable Y.

**Table 8**  
**F Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2264.239	2	1132.119	723.619	.000 <sup>b</sup>
1 Residuals	145.501	93	1.565		
Total	2409.740	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Ease of Access to Use, Twin Date Event

Source: Primary Data Processing Results (2024)

Based on the table of F test results, it is known that the value of  $F_{count}$  (723.619)  $> F_{table}$  (2.704) and significance ( $0.000 < \alpha$  (0.05)). So, it means that the twin date event variable (X1 and ease of access to use (X2) have a significant effect on purchasing decisions (Y).

## Coefficient of Determination

**Table 9**  
**Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 <sup>a</sup>	.940	.938	1.25081

Based on the data above, it is known that R Square is 0.940, meaning that all independent variables, namely twin date events and ease of access to use together, contribute 94% to purchasing decisions, while the remaining 6% is influenced by other variables.

## CONCLUSION

This study demonstrates the influence of twin date events, free shipping promotions, and ease of access on consumer purchasing decisions in Shopee e-commerce in Tangerang. The findings validate that all independent variables significantly affect the dependent variable, purchasing decisions, aligning with the theoretical perspectives of Kotler and Armstrong, as well as empirical evidence from prior studies. Twin date events, characterized by attractive discounts and promotions, effectively drive impulse buying behaviors, while free shipping strategies enhance consumer satisfaction and purchase motivation. Furthermore, the ease of access to Shopee's platform reinforces its usability and convenience, making it a preferred choice for online transactions.

Incorporating an Islamic perspective, the principles of fairness, ease, and trustworthiness in decision-making resonate with the marketing strategies analyzed in this research. The ethical alignment of promotional activities with Islamic values strengthens consumer trust and fosters sustainable business practices.

This research provides valuable insights for online business developers, particularly in enhancing marketing strategies to meet consumer needs. The study underscores the importance of innovation and consumer-centric approaches in the competitive e-commerce landscape. Future research could explore broader demographic segments and additional variables to further refine the understanding of purchasing decisions in e-commerce.

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