

**ANALYSIS OF THE IMPACT OF SHOPEE'S DOUBLE DAYS FESTIVAL
ONLINE SHOPPING PROMOTION STRATEGY ON USER PARTICIPATION
INTENTION (STUDY ON MILLENNIAL GENERATION SHOPEE E-
COMMERCE USERS)**



Muhammad Ilham Maulana¹
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
b100214578@student.ums.ac.id

Anton Agus²
Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
anton.setyawan@ums.ac.id

Abstract

This study aimed to analyze the impact of Shopee's double days festival online shopping promotion strategy on user participation intentions (Study on Millennial Generation Shopee E-Commerce Users). This research is a type of quantitative descriptive research. The population in this study were all millennial generation Shopee e-commerce users spread throughout Indonesia. The sample size of this study was 150 respondents. The sampling technique used was non-probability, with purposive sampling. This research uses primary data. The data collection technique used was a questionnaire. This analysis process was carried out using the Smart PLS 3.2 application. The results of this study show that the Perceived temptation of price promotion has a positive and significant influence on participation intention. This means that the higher the perceived temptation of price promotion, the higher the participation intention. Perceived fun of promotion activities positively and significantly affects participation intention. This means the higher the perceived fun of promotion activities, the higher the participation intention. Perceived category richness of promotion positively and substantially influences participation intention. This means the higher the perceived categories' richness of promotion, the higher the participation intention.

Keywords: User Participation, Online Shopping Promotion, Shopee

INTRODUCTION

In this modern era, the rapid development of technology has led to significant innovations, especially advances in computer network technology. This facilitates global communication and increases efficiency in sectors such as education, business, health, and entertainment, thereby increasing productivity and the quality of human life (Riza Aura Febriani et al., 2022). The internet makes life easier by allowing shopping anytime and anywhere with a good internet connection so that many business people who have conventional businesses turn into online businesses with various kinds of new companies through information technology media and the internet called E-commerce (Yusnara & Soepatini, 2023). E-commerce is an economic transaction that occurs when the seller and buyer together make a contract agreement regarding the price and delivery of goods or services, which then completes the transaction through the delivery and payment of goods or services according to the contract through the electronic media of the internet. Over the past five years, Indonesian consumers have increasingly purchased personal items online, such as clothing, smartphones, tickets, digital games, and accessories. In 2017, e-commerce penetration in Indonesia was recorded at 26.5 per cent of the population, and this number continued to grow, reaching 50.5 per cent by 2020. By 2021, Indonesia topped the global rankings for e-commerce users, with 88.1 per cent of the population engaging in online shopping (Kanishka Pravyana & Soepatini, 2023).

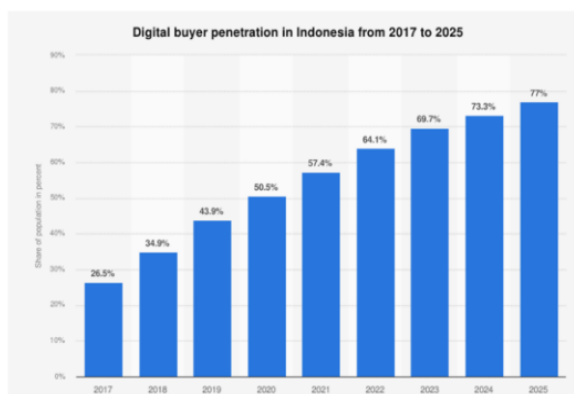


Figure 1.

Digital Buyer Penetration in Indonesia from 2017-2025

Between 2017 and 2020, there was an increase in the value of e-commerce transactions in Indonesia, as shown in Figure 1.3 (Koran Sindo, 2017). One of the main factors supporting this growth is the use of digital payments, which plays a role in increasing

digital transactions and reflects the increasing public interest in online shopping. In addition, according to Ajzen, other indicators of increased consumer interest in online shopping include consumer attention to promotions, searching for products on the platform, tagging items of interest, and adding products to the shopping cart. An increase in the volume of product-related keyword searches also indicates that more consumers are interested in shopping online, which can trigger competition in e-commerce in Indonesia (Lakoni & Hidayati, 2022). One of the e-commerce sites that all Indonesian consumers often visit is Shopee. Shopee is an electronic site with a high selling value, has an office based in Singapore, is owned by Sea Limited, and was founded in 2009 by Forrest Li. One of the promotional strategies carried out by Shopee is holding an Online shopping festival, which is an e-commerce strategy designed to drive massive sales by utilizing shopping events or festivals held online. This strategy involves various tactics that attract customers to shop through e-commerce platforms by offering various promos, discounts, flash sales, and other attractive offers within a limited time. This makes Shopee a popular online shopping platform in Indonesia. Usually, the shopee will give a warning through a notification on the cellphone of consumers who already have an application and have registered a shopee account (Ambarwati & Surakarta, 2024).

To attract consumers, online shopping festival promotion combines two promotional strategies: atmosphere promotion and product promotion. Online shopping festival is a consumption mode of promotional aggregation (Subagyo et al., 2021). The stimulus from the product promotion strategy and the mass participation felt during the online shopping festival double days influenced user participation intentions in the online shopping festival double days. It is interesting to investigate whether it is true that the product promotion strategy and mass participation felt during the online shopping festival double days have an effect on user participation intentions in the online shopping festival double days (Chen & Li, 2020).

During online shopping festivals, in addition to big promotions in the form of discounts given for a limited period to encourage consumer participation, entertainment activities such as online games, live broadcasts, and even competitions are also part of the strategy to introduce new features in the marketplace. One form of promotion often found

in online shopping festivals is the double-day promotion. This promotion is a marketing technique used by e-commerce platforms, such as Shopee, that utilizes dates with matching numbers, for example, January 1 (1.1), February 2 (2.2), and so on. This promotion, known as "special dates," aims to attract consumers to shop more online. Shopee held an online shopping festival to provide easy access to online shopping to fulfill basic needs or support needs without leaving the house. During online shopping festivals, consumers are often enticed by various price promotions, such as discount vouchers, 50 per cent cashback offers, free shipping with no minimum purchase, flash sales with massive discounts, late-night sales, and store-specific 50 per cent vouchers. During the 12.12 Birthday Sale, it was reported that over 850 million vouchers were claimed (Ambarwati & Surakarta, 2024).



Figure 2.

Shopee 8.8 Supermarket Discount Party

Source: (Ambarwati & Surakarta, 2024).

The free shipping promotion is one of the most appealing incentives for Shopee shoppers to purchase during online shopping festivals. Based on research, around 80 per cent of respondents admitted to making purchases during the online shopping festival because of the free shipping promo, followed by 73 per cent of respondents who chose to shop because of cashback, and 28 per cent because many consumers took advantage of this opportunity to fulfil their needs, such as care and beauty products, home supplies, and various other items (Faddila et al., 2022).

Research (Li, 2020) found that the stimulus factor of perceived stimuli from online shopping festival promotions positively affects user participation intentions. Another study by (Li et al., 2021) shows that external stimuli from online shopping festival promotions mediated by emotional satisfaction positively influence customer re-participation intentions in online shopping festival promotional activities carried out by e-commerce.

In this study, the e-commerce object chosen is Shopee because it saw the success of one of its double-day events on 12.12 in 2021, which succeeded in recording an increase in customer participation. This increase in customer participation can be seen from the fantastic number of Shopee vouchers claimed by users, which reached 850 million when 1 day was held.

An effective promotional strategy for attracting consumer interest is still unclear, so further research needs to be done to help Shopee maintain its position. The deeper the understanding of promotional strategies in online shopping festivals, the more significant the impact on user participation intentions. Based on this phenomenon, the authors are interested in researching the impact of Shopee's double days festival online shopping promotion strategy on user participation intentions (study on millennial generation Shopee e-commerce users).

REVIEW OF LITERATURE

Stimulus-Response Theory

The stimulus-response theory proposed by psychologist John B. Watson (Ibrahim et al., 2021) explains the effect of the festival's online shopping promotion strategy on user participation. Watson (Ibrahim et al., 2021) state that complex human behavior can be divided into two parts: stimulus and response; a response that arises is greatly influenced by the stimulus provided by both internal and external stimuli.

The stimulus-response theory is commonly used as a theoretical framework to examine consumer behavior during online shopping festivals, focusing on the connection between influencing factors and consumer actions. These festivals typically employ a strategy that blends product promotions with atmospheric enhancements to encourage consumer spending. According to attribution theory, consumers tend to attribute their purchasing decisions to various factors when assessing their shopping experience. The approach responses to promotional stimuli during online shopping festivals primarily involve paying attention to the promotions, exploring the platform, bookmarking items of interest, adding products to the shopping cart, and intending to purchase when the festival promotions are live. These actions indicate users' intent to participate in online shopping festivals (Moon et al., 2018).

Perceived Temptation of Price Promotion

During online shopping festivals like Double Days, platforms utilize various tactics such as price discounts, limited-time offers, coupons, special deductions, buy-one-get-one deals, gifts, and free shipping to enhance the appeal of their promotions. This is because price plays a key role in shaping consumers' attitudes toward sales promotions. The goal of these price promotions during online shopping festivals is to offer consumers prices that are perceived as significantly lower than usual. Kim and Han (2020) define perceived low prices as consumers' evaluation of product affordability.

Perceived Fun Promotion Activities

Perceived enjoyment refers to the extent to which computer use is perceived as enjoyable. Pleasure makes individuals underestimate the difficulties associated with using technology because users enjoy the process and do not see it as brutal (Escobar-Rodríguez & Bonsón-Fernández, 2017). Shopping pleasure is a mindset or pattern of consumer behavior that refers to the pleasure obtained from the entire shopping experience using a particular system (Li et al., 2021).

Perceived Categories Richness of Promotion

Product diversity refers to the range of product lines and items a specific seller offers customers. According to (Khan et al., 2019), product diversity is the availability of complete products that include information about the model, size, color, and quality of the goods offered and are available in the market at all times. According to (Chen and Li, 2020), the availability and completeness of products sold are two factors that determine product diversity.

Participation Intention

Customer participation refers to a range of voluntary and proactive behaviors exhibited by customers that are appreciated by the company but cannot be compelled (Chen & Li, 2020). Factors from within the consumer drive customer participation intention. These factors can also come from meeting friends with similar interests (Escobar-Rodríguez & Bonsón-Fernández, 2017).

Hypothesis Development

The Effect of Perceived Temptation of Price Promotion on Participation Intention

Price promotions are an enticing stimulus that significantly depletes consumers' self-control, leading to impulsive buying behavior. They are a commonly used marketing strategy by companies to capture consumers' attention and motivate them to purchase. One of the factors that can influence how much impact price promotions have on consumer decisions is perceived temptation or temptation that consumers feel towards these promotions (Putra, 2024). Perceived temptation refers to how much consumers think they are tempted or attracted to take advantage of the price promotion, which can affect their intention to participate by purchasing or taking other benefits. Perceived low prices significantly affect attitudes toward sales promotions and impulse buying behavior. This hypothesis is formed based on research results from (Kim & Han, 2020) (Ambarwati & Surakarta, 2024), which states that the perceived temptation of price promotion affects participation intention. So that the hypothesis can be formulated:

H1: The perceived temptation of price promotion affects participation intention.

The Effect of Perceived Fun of Promotion Activities on Participation Intention

Perceived pleasure directly affects behavioral intentions. Online shopping can provide consumers with entertainment, significantly influencing perceived value and consumption intentions. In the marketing world, promotions are used to provide special offers or lower prices to consumers and create a fun or entertaining experience (Fetrisen & Aziz, 2019). Perceived fun of promotional activities or the pleasure consumers feel towards promotional activities can be essential in determining whether consumers will participate in the promotion. Fun promotional activities can increase consumer engagement and strengthen their intention to participate in the promotions offered. Each consumer's perception of the pleasure of shopping arises because of promotional activities. This hypothesis is formed based on research results from (Chen and Li, 2020), which state that perceived fun of promotion activities affects participation intention. So, the hypothesis can be written as follows:

H2: Perceived fun of promotion activities affects participation intention.

The Effect of Perceived Categories Richness of Promotion on Participation Intention

Product diversity is positively linked to consumers' favorable perceptions of products. It enhances their expectations of enjoyable shopping experiences and encourages purchase behavior. The perceived variety in promotional categories enables consumers to meet nearly all their needs in one place, making them feel that their time and effort are well spent. Promotion categories refer to the type or variety of promotions offered to consumers. These categories can be discounts, gifts, cashback, coupons, bundling, and various other forms of promotion. The perceived richness of promotional categories refers to the variety and abundance of promotional options that consumers perceive to be available. The richer or more diverse the promotion categories offered, the more likely consumers are to be interested in participating. The availability of many promotional options gives consumers greater flexibility and control over their decisions, which can increase their intention to participate (Ricko & Michel, 2021). This hypothesis is formed based on research results from (Chen and Li, 2020), (Surakarta, 2024), and (Li et al., 2021), which states that perceived category richness of promotion affects participation intention. Then, a hypothesis can be drawn as follows:

H₃: Perceived category richness of promotion affects participation intention.

Research Framework

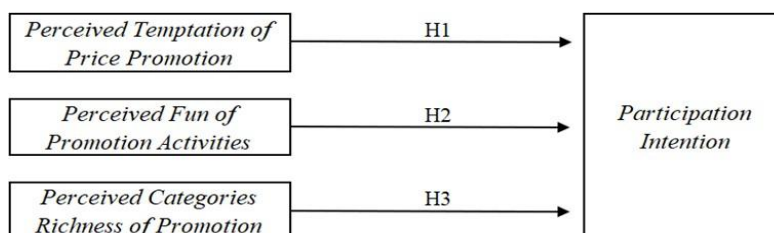


Figure 3.
Research Framework

RESEARCH METHOD

This research is a type of quantitative descriptive research. Quantitative descriptive research is a study that aims to create an objective description of a phenomenon from statistical analysis of numerical data obtained from respondents through the distribution of certain questionnaire items. This researcher focuses on knowing whether the double-day festival online shopping promotion strategy carried out by Shopee has been proven to influence the intention of millennial users to participate in it.

The population in this study are all millennial generation Shopee e-commerce users spread throughout Indonesia. The sample is part of the population (Sekaran & Bougie, 2017). By taking a sample, it is hoped that it will represent the actual population situation. So that it can be used to generalize a finding from the sample to the population being studied. According to (Hair et al., 2016), determining the minimum sample size depends on the number of indicators multiplied by 5 to 10. Hair et al. (2017) also revealed that the ideal sample size is around 100-200. In this study, the authors employed a non-probability sampling method, meaning that not all population members had an equal chance of being selected as part of the sample. The non-probability technique is purposive sampling, which involves selecting samples based on specific criteria or considerations (Sugiyono, 2017). This is because this research focuses on revealing the relationship between Shopee's double-day festival online shopping promotion strategy and the intention of its millennial users to participate.

In this study, the research instrument used to collect data was an online-based questionnaire prepared through Google Forms, then distributed to target respondents through all of the author's social media channels. This research uses primary data, which is obtained from the direct response of millennial Shopee users who intend to participate in the Shopee double-day online shopping festival event.

The author collects research data using a questionnaire. The questionnaire is a primary data collection tool, utilizing a survey approach to gather respondents' opinions. All items in the questionnaire were measured using the Likert scale, which is a tool for assessing attitudes, opinions, and perceptions toward social phenomena (Sugiyono, 2017).

This study examines the cause-and-effect relationship between the stimulus factors of Shopee's Double Days festival promotions, including the perceived temptation of price promotions, the perceived enjoyment of promotional activities, and the perceived richness of promotional categories. These factors are expected to influence users' intention to participate in Shopee's Double Days online shopping event. In this study, the PLS analysis method is more suitable to be adopted than other SEM analysis methods. PLS is suitable for discussing the causal relationship between construct variables and can simultaneously handle model constructs and measurement items. PLS also has simple requirements for

normality and random variables. Also, using the PLS analysis method will have the advantage of analyzing a more specific prediction model; the software used by the authors in this study is Smart PLS 3.2 (Edeh et al., 2023).

RESULTS AND DISCUSSION

This study aims to explain the effect of Perceived Temptation of Price Promotion, Perceived Fun of Promotion Activities, and Perceived Category Richness of Promotion on Participation Intention. This research was conducted on FEB UMS Millennial Generation Users of Double Days Festival Online Shopping; 150 respondents were used in this study. This analysis process was carried out using the Smart PLS 3.2 application.

The characteristics of respondents in this study are respondents based on their gender, showing that respondents who have male gender are 105 people with a percentage of 70%. The respondents who are female are 45 people, with a percentage of 30%. This table shows that respondents with male gender are the most numerous and dominant in this study. The characteristics of respondents based on their age show that respondents aged 17-25 were 112 people, with a percentage of 74.6%. Then, the number of respondents aged 26-30 years was 34 people, with a percentage of 22.7%. The number of respondents who are > 30 years of age is four, with a percentage of 2.7%. The characteristics of respondents based on domicile origin show that respondents with Boyolali domicile origin were 19 people, with a percentage of 12.7%. Then, the origin of Karanganyar's domicile was 26 people, with a 17.3% percentage. For the origin of the Klaten domicile, there were 32 people with a percentage of 21.3%. Madiun's domicile origin is five people, with a percentage of 3.3%. Magetan domicile origin is four people with a percentage of 2.7%. Sukoharjo's domicile origin is 20 people, with a percentage of 13.3%. Surakarta's domicile origin is 31 people, with a percentage of 20.7%. Moreover, the origin of Wonogiri domicile was 13 people, with a percentage of 8.7%. The characteristics of respondents based on the respondents' study program show that respondents with management majors are 55 people, with a percentage of 36.7%. Respondents with Accounting majors were 72 people, with a percentage of 48%. Respondents with Development Economics majors were 20 people, with a percentage of 13.3%. Respondents with Master of Management majors were three people with a percentage of 2%.

Research Results

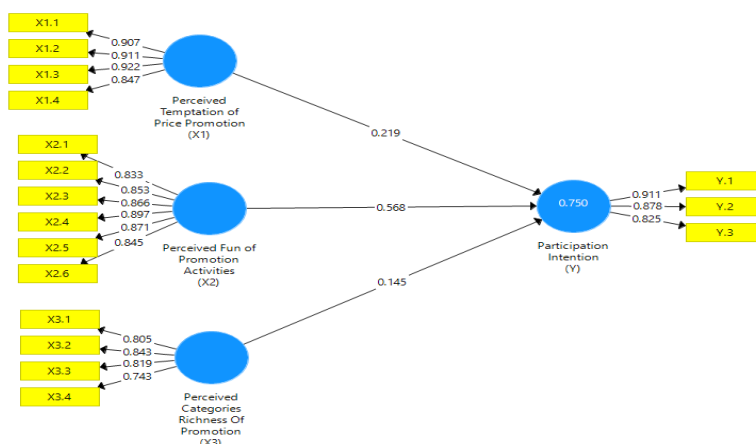


Figure 4
Outer Model

Outer model testing assesses the relationship between latent variables and their indicators, focusing on factors such as validity, reliability, and multicollinearity.

Outer Model Analysis

Convergent Validity

The outer loading value, or factor, is used to assess convergent validity. An indicator is considered to have good convergent validity if its outer loading value is more significant than 0.7. Below are the outer loading values for each of the research variables' indicators.

Table 1.
Outer Loading Value

Variables	Indicator	Outer Loading	Description
Perceived Temptation of Price Promotion (X1)	Different price promotions offered in Shopee's Online Shopping Festival Double Days	0,907	Valid
	Shopee excite me.		
	The various types of price promotions offered in Shopee's Double Days Online Shopping Festival are very tempting for	0,911	Valid
	The various price promotions on Shopee's Online Shopping Festival Days are desirable.	0,922	Valid

	The various price promotions offered in Shopee's Double Days Online Shopping Festival excite me.	0,847	Valid
Perceived Fun of Promotion Activities (X2)	Shopee's Double Days Online Shopping Festival promotional activities are full of	0,833	Valid
	Shopee's Double Days Online Shopping Festival promotional activities are full of	0,853	Valid
	Shopee's Double Days Online Shopping Festival promotional activities are	0,866	Valid
	Shopee's Double Days Online Shopping Festival promotional activities are	0,897	Valid
	Getting a price promotion in Shopee's Double Days Online Shopping Festival is a	0,871	Valid
	Getting a price promotion in Shopee's Double Days Online Shopping Festival is an excitement	0,845	Valid
Perceived Categories Richness Of Promotion (X3)	During Shopee's Double Days Online Shopping Festival period, item models are more diverse than	0,805	Valid
	During Shopee's Double Days Online Shopping Festival period, the diversity of goods can fully meet the needs.	0,843	Valid

		0,819	Valid
	The variety of goods the Shopee platform offers during the Online Shopping Festival Double Days period is excellent.	0,743	Valid
	Items offered by the Shopee platform during the Online Shopping Festival Double Days period are more than usual.		
Participation Intention (Y)	I often browse the Shopee platform and pay attention to various promotional information before Shopee's Double Days Online Shopping Festival.	0,911	Valid
	I started putting the items I wanted into my shopping cart before Shopee's Online Shopping Festival Days.	0,879	Valid
	I will shop at Shopee's Double Days Online Shopping Festival	0,825	Valid

Source: Primary data processed 2024

According to Table 1, each indicator of the various research variables has an outer loading value greater than 0.7. The data indicates that no indicator has an outer loading value below 0.7, meaning all indicators are deemed valid and suitable for research purposes and can be used for further analysis.

Discriminant Validity

Discriminant validity can be seen through the AVE (Average Variance Extracted) method > 0.5 , so it can be considered valid in convergent validity. The following is the AVE value of each variable in this study:

Table 2.
Average Variance Extracted Value

Variables	AVE	Description
Perceived Temptation of Price Promotion (X1)	0,897	Valid
Perceived Fun of Promotion Activities (X2)	0,861	Valid
Perceived Categories Richness Of Promotion (X3)	0,804	Valid
Participation Intention (Y)	0,872	Valid

Source: Processed Printer Data 2024

Based on Table 2, each variable in this study shows an AVE (Average Variance Extracted) value of > 0.5 . Each variable in this study has a respective value for Perceived Temptation of Price Promotion 0.897, Perceived Fun of Promotion Activities 0.861, Perceived Categories Richness Of Promotion 0.804, and Participation Intention 0.872. This shows that each variable in this study can be considered valid regarding discriminant validity.

Composite Reliability

Composite reliability refers to the reliability of construct measurement and is used to assess the reliability of indicators for a given variable. A variable is considered to meet composite reliability if its composite reliability value exceeds 0.7. Below are the composite reliability values for each variable in this study.

Table 3.
Composite Reliability

Variables	Composite Reliability	Description
Perceived Temptation of Price Promotion (X1)	0,943	Reliable
Perceived Fun of Promotion Activities (X2)	0,945	Reliable
Perceived Categories Richness Of Promotion (X3)	0,879	Reliable
Participation Intention (Y)	0,905	Reliable

Source: Primary Data Processed, 2024

Table 3 shows that the composite reliability value of all research variables is > 0.7 . Each variable has met the composite reliability, so it can be concluded that the overall variable has a high level of reliability.

Cronbachs Alpha

The second reliability test is Cronbach's Alpha, a statistical method used to assess the internal consistency of indicators for psychometric variables. According to Cronbach (1951), a construct is considered reliable if its Cronbach alpha value exceeds 0.60. Below are the Cronbach alpha values for this study.

Table 4.
Cronbachs Alpha

Variables	Cronbachs Alpha	Description
Perceived Temptation of Price Promotion (X1)	0,919	Reliable
Perceived Fun of Promotion Activities (X2)	0,930	Reliable
Perceived Categories Richness Of Promotion (X3)	0,816	Reliable
Participation Intention (Y)	0,842	Reliable

Source: Primary data processed, 2024

Table 4 shows that the Cronbach alpha value of all variables in this study is above > 0.6, which means that the Cronbach alpha value has met the requirements for all constructs to be reliable.

Multicollinearity Test

The multicollinearity test is evaluated using the tolerance value and the variance inflation factor (VIF). Multicollinearity is considered absent if the tolerance value is more significant than 0.1 or the VIF value is less than 5, indicating no strong correlation between the independent variables. Below are the VIF values for this study.

Table 5.
Collinearity Statistic (VIF)

	Participation Intention
Perceived Temptation of Price Promotion (X1)	4,044
Perceived Fun of Promotion Activities (X2)	4,803
Perceived Categories Richness Of Promotion (X3)	1,658

Source: Primary data processed, 2024

Table 5 shows the results of Collinearity Statistics (VIF) to see the multicollinearity test. Each variable has a cut-off value > 0.1 or equal to the VIF value < 5, so it does not violate the multicollinearity test.

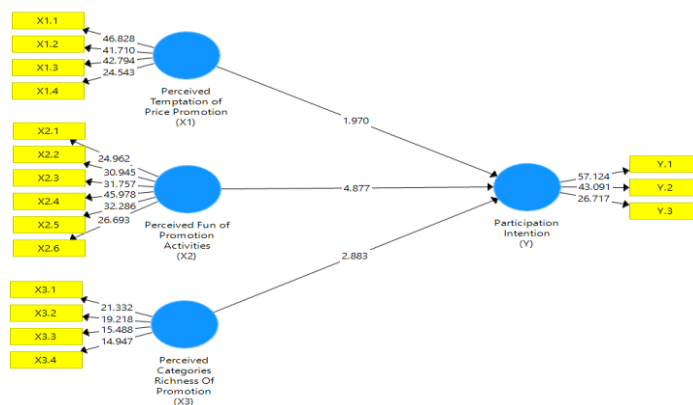


Figure 5.
Inner Model

Inner Model Analysis

The structural or inner model is assessed by examining the R-square value, which indicates the extent of influence between the variables in the model. The next step involves estimating the path relationships within the structural model using the bootstrapping procedure. A path relationship is considered significant if each path's t-statistic value exceeds 1.96 (at a 5% significance level) or 1.65 (at a 10% significance level).

The Goodness of Fit Test

The structural model is evaluated to illustrate the relationships between manifest and latent variables, including the main predictor, mediator, and outcome variables, within a single complex model. This model's goodness of fit is tested using R-Square (R^2) and Q-Square (Q^2).

R-Square Value

The R^2 or R-Square value shows the determination of exogenous variables on endogenous variables. A more excellent R^2 value indicates a better level of determination. R^2 values of 0.75, 0.50, and 0.25 show that the model is strong, moderate, and weak. The following is the value of the coefficient of determination in this study.

Table 6.
R-Square value

Variables	R Square	R Square Adjusted
Participation Intention (Y)	0,750	0,745

Source: Primary data processed 2024

Based on Table 6, the R-Square test results show that the coefficient of determination is 0.750, meaning that 75.0% of the Participation Intention (Y) relationship is robust R-Square. The next test is the Q-Square test, which evaluates the predictive relevance of the structural model by examining the Q^2 value. The Q^2 value indicates how well the model's observations align with its parameters. A Q^2 value greater than 0 suggests the model has predictive relevance, while a value less than 0 indicates a lack of predictive relevance.

According to the calculation results, the Q-Square value is 0.75, meaning the research model explains 75% of the variance in the research data, while other factors outside the model account for the remaining 25%. Therefore, based on these calculations, the

research model demonstrates a good fit.

Hypothesis Test

For hypothesis testing in this study, you can use the path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation).

Path Coefficient

The p-value <0.05 indicates a direct influence between variables, while the p-value > 0.05 indicates no direct influence. This study's significance value is t-statistic 1.96 (significant level = 5%). If the t-statistic value > 1.96, then there is a significant influence. Hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. Below is the path coefficient value of the test results.

Table 7.
Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Perceived Temptation of Price Promotion (X1) -> Participation Intention (Y)	H1	0,219	1,970	0,049	Positively Significant
Perceived Fun of Promotion Activities (X2) -> Participation Intention (Y)	H2	0,568	4,877	0,000	Positively Significant
Perceived Categories Richness Of Promotion (X3) -> Participation Intention (Y)	H3	0,145	2,883	0,004	Positively Significant

Source: Primary data processed, 2024

Based on Table 7, the research results are as follows:

1. The first hypothesis tests whether the Perceived Temptation of Price Promotion

positively and significantly affects Participation Intention. The table above shows a t-statistic value of 1.970 with an effect of 0.219 and a p-value of 0.049. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis one is accepted.

2. The second hypothesis tests whether Perceived Fun of Promotion Activities positively and significantly affects Participation Intention. The table above shows a t-statistic value of 4.877 with an effect of 0.568 and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis two is accepted.
3. The third hypothesis tests whether Perceived Categories Richness Of Promotion positively and significantly affect Participation Intention. The table above shows a t-statistic value of 2.883 with an effect of 0.145 and a p-value of 0.004. With a t-statistic value > 1.96 and a p-value < 0.05, it can be concluded that hypothesis three is accepted.

The Effect of Perceived Temptation of Price Promotion on Participation Intention

Price promotion is a marketing strategy often used by companies to attract consumers' attention and encourage them to make purchases. One factor that can influence the impact price promotions have on consumer decisions is the perceived temptation that consumers feel toward the promotion. The greater the temptation consumers feel, the higher their intention to participate in the price promotion offered.

The analysis results show that the t-statistic value is 1.970 with a magnitude of influence of 0.219 and a p-value of 0.049. With a t-statistic value > 1.96 and a p-value < 0.05. This study's results align with research conducted by (Kim & Han, 2020) and (Ambarwati and Surakarta, 2024), which states that the perceived temptation of price promotion affects participation intention.

The Effect of Perceived Fun of Promotion Activities on Participation Intention

The pleasure consumers feel towards promotional activities can play an important role in determining whether consumers will participate in the promotion. Promotional activities perceived as fun or entertaining can increase consumer engagement and strengthen their intention to participate in the promotion offered. Research on online shopping festivals found that the strategy of hedonic motivation factors has a strong and positive influence on Singles' Day online purchases, of which one of the hedonic motivation factors is fun—each consumer's perception of the pleasure of shopping arises because of promotional activities.

The more fun or entertaining a promotional activity is, the more likely consumers will intend to participate in the promotional activity, either in the form of purchases or other actions.

The analysis results show that the t-statistic value is 4.877 with a magnitude of influence of 0.568 and a p-value of 0.000. With a t-statistic value > 1.96 and a p-value < 0.05 . This study's results align with research conducted by (Chen & Li, 2020) and (Li et al., 2021), which states that perceived fun of promotion activities affects participation intention.

The Effect of Perceived Categories Richness Of Promotion on Participation Intention

Perceived categories richness of promotion available refers to how many and varied promotion options consumers perceive. The more prosperous or more diverse the categories of promotions offered, the more likely consumers are to feel interested in participating. The availability of many promotional options gives consumers more flexibility and control over their decisions, which can increase their intention to participate. The more diverse and richer the promotional categories offered, the more likely consumers intend to participate in the promotion, as they feel they have more choices that suit their preferences or needs.

The analysis results show that the t-statistic value is 2.883 with a magnitude of influence of 0.145 and a p-value of 0.004. With a t-statistic value > 1.96 and a p-value < 0.05 . The results of this study are in line with research conducted by (Chen & Li, 2020) (Surakarta, 2024) and (Li et al., 2021), which states that perceived category richness of promotion affects participation intention.

CONCLUSION

Based on the results and discussion, it is found that the Perceived temptation of price promotion has a positive and significant influence on participation intention. This means that the higher the perceived temptation of price promotion, the higher the participation intention. Perceived fun of promotion activities positively and significantly influences participation intention. This means the higher the perceived fun of promotion activities, the higher the participation intention. Perceived category richness of promotion positively and substantially influences participation intention. This means the higher the perceived categories' richness of promotion, the higher the participation intention.

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