
THE IMPACT OF DOUBLE DATE EVENTS, FLASH SALES, AND FREE SHIPPING ON IMPULSIVE BUYING BEHAVIOR: A STUDY OF SHOPEE USING UNIVERSITY STUDENTS IN SURABAYA

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Abstract

This study aims to analyze the influence of twin date events, flash sales, and free shipping promotions on impulsive buying behavior among university students who use the Shopee application in Surabaya. The rise of promotional activities in e-commerce, particularly during twin date events, has contributed to a growing trend of unplanned or impulsive purchases, especially among young consumers. This research employs a quantitative associative approach. The sampling technique used is purposive sampling, involving 100 student respondents who have shopping experience on Shopee. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS software. The results show that twin date events, flash sales, and free shipping promotions simultaneously have a significant effect on impulsive buying behavior. Partially, each independent variable also significantly influences impulsive purchases. These findings indicate that Shopee's marketing strategies—based on time-limited promotions and cost incentives—are effective in stimulating impulsive buying among students. This research contributes both theoretically and practically to the understanding of consumer behavior in the digital era.

Keywords: Double Date Event, Flash Sale, Free Shipping, Impulsive Buying, Shopee, University Students

INTRODUCTION

The current technological advancements have had a significant impact on all aspects of life in Indonesia, including the economy, education, healthcare, and particularly in the field of commerce. The rapid development of technology can be observed in the increasing use of the internet each year. According to a survey conducted by APJII (Indonesian Internet Service Providers Association), as of February 2024, internet usage in Indonesia reached 221,563,479 people out of a total population of 278,696,200. This means that the internet penetration rate is currently 79.5%.

Figure 1.
Internet User in Indonesia (2017-2024)



Source: Apjii.or.id (2024)

Technological advancement, marked by easier internet access, is being utilized by the public to meet various life needs, particularly by business actors—both small and large scale. These business actors are required to adapt to technological advancements and follow current trends to ensure the sustainability of their businesses. Nowadays, the buying and selling system in Indonesia has shifted to internet-based platforms through e-commerce, which facilitates product recognition, marketing, and transactions. This is due to the internet being easily accessible anywhere and anytime, offering more efficiency in terms of distance, time, and effort—enabling businesses to gain wider recognition (Siregar & Nasution, 2020).

E-commerce, or electronic commerce, has become a major pillar in the transformation of the business world, changing how consumers shop, interact, and make transactions (Rosmawarni, 2024). According to research from the German e-commerce institution ECBD, Indonesia ranked first in the world for e-commerce growth in 2024, with a rate reaching 30.5%.

Table 1.
E-Commerce Growth Percentage Worldwide in 2024

Country	Total Percentage
Indonesia	30,5%
Mexico	26,8%

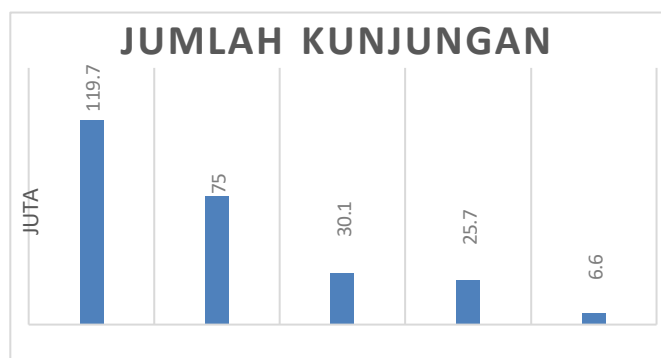
Thailand	22,9%
Iran	22,1%
Malaysia	21,4%
Philippines	20,5%
Peru	19,9%
India	17,2%
Israel	17,2%
Vietnam	16,5%
Global	10,4%

Source: Instagram.com/databoks.id (2024)

The emergence of several e-commerce platforms in Indonesia is strongly influenced by the ease of internet access. This has led to intense competition among e-commerce companies in meeting consumer needs. Business actors must develop strategies to face competitors and attract consumer interest. Implementing marketing strategies is essential to understanding consumer buying behavior and determining the right strategy. One such behavior is impulsive buying, where purchases are made spontaneously to satisfy desires or needs. According to Afif & Purwanto (2020), impulsive buying is a transaction process conducted without prior planning, where consumers make purchases without considering or knowing the brand of the product they are buying. This behavior is driven by emotional impulses that persuade consumers to make purchases immediately.

Decision-making in impulsive buying is influenced by two factors: internal factors originating from within the consumer and external factors related to business characteristics or strategies. The fundamental view of impulsive buying focuses on external factors that can trigger consumers to make such purchases.

Figure 2.
E-Commerce Traffic in Indonesia (August 2024)



Source: Similarweb.com (2024)

According to Similarweb (2024), in relation to e-commerce competition in Indonesia during August 2024, five e-commerce platforms were identified as the most competitive. Shopee ranked first with 119.7 million visits, followed by Tokopedia with 75 million, Blibli with 30.1 million, Lazada with 25.7 million, and Bukalapak with 6.6 million. This shows that Shopee is the most favored e-commerce platform among consumers.

Shopee offers various consumer needs categories, including primary, secondary, and tertiary needs. In addition to a wide variety of product categories, Shopee also provides multiple payment methods to ensure convenience, security, and consumer trust during online transactions. With Shopee's online transaction system, consumers are not worried about receiving damaged, incorrect, or mismatched products since they can request a return and receive a refund via the original payment method.

Shopee's success in attracting consumers to shop online can be considered an aggressive marketing strategy. This aggressiveness ensures consistent user engagement with Shopee each month. Shopee builds consumer trust by labeling high-quality and trusted sellers with the "Starseller" badge and constantly updating features to improve user experience. Shopee's marketing strategy includes monthly "double date" events (e.g., 8.8, 9.9), live streaming with discounts or flash sales, and daily free shipping vouchers.

The "double date" event is a marketing strategy widely used by e-commerce vendors in Indonesia. Shopee is one of the platforms that regularly organizes such events, offering promotions on matching dates and months (e.g., August 8 [8.8], September 9 [9.9], and October 10 [10.10]). The first event was held on December 12, 2012, and was commemorated as National Online Shopping Day (Rahayu et al., 2024). This initial event ran smoothly, generated significant profits, and received a positive response from consumers, leading Shopee to continue this strategy. Promotions include discount vouchers and price cuts at selected stores.

During these events, Shopee sellers compete to offer large discounts, known as flash sales. A flash sale is a marketing tactic where discounts are available for a limited time, encouraging consumers to make quick purchase decisions. This strategy has proven effective in boosting sales within a short time. The convenience of online shopping and availability of flash sales further promote impulsive buying (Kurniawan & Nugroho, 2024).

Buyers using the Shopee marketplace are subject to shipping costs, which are fees for transporting products from the seller's location to the buyer. These costs are influenced by the delivery distance. Shipping fees often affect the buyer's decision to make a purchase. To address this, Shopee not only offers flash sales and product discounts during double date events but also provides free shipping vouchers. These vouchers reduce buyer costs, giving them more freedom to choose products without worrying about shipping fees (Febria et al., 2022).

The rise of double date events offering flash sales and free shipping vouchers on Shopee has both positive and negative impacts on consumer lifestyles. The ease and benefits encourage frequent purchases without much thought, often driven by desire rather than need leading to unsustainable habits (Nirawati & Syamsiyah, 2024). This reflects a society influenced by capitalism, losing the ability to distinguish between needs and wants. Desire becomes the measure of satisfaction, promoting a consumerist and hedonistic

lifestyle. These behaviors increase the likelihood of impulsive buying (Pratomo & Ermawati, 2019).

A Populix survey in 2023 identified various factors behind impulsive purchases in Indonesia: previously desired products (40%), self-appreciation (39%), double date promotions (35%), store discounts (34%), free shipping and cashback vouchers (31%), shopping vouchers (25%), free product offers (25%), online customer reviews (20%), limited edition products (19%), prize raffles (12%), and influencer impact (12%) (Kumparan, 2023). These factors are often present in double date events with flash sales and free shipping.

Hedonic behavior in impulsive buying tends to occur among young people aged 18–22 who are in college. This is due to their identity-seeking phase and the influence of social media and peers (Putri et al., 2023). Research by Rusmiati et al. (2022) shows that impulsive buying behavior is influenced by one's place of residence, with urban consumers displaying higher impulsivity than those in rural areas. These factors contribute to the success of Shopee's promotional strategies, such as double date events, flash sales, and free shipping. This phenomenon has led researchers to examine university students in Surabaya who engage in unplanned purchases triggered by offers on the Shopee platform.

REVIEW OF LITERATURE

Double Date Event

Twin date events can be considered one of the most comprehensive marketing strategies implemented by e-commerce platforms, serving as a tool to attract consumer interest. These events are held on dates where the day and the month share the same digit—for example, an event on January 1st is symbolized as (1.1)—and are carried out intensively in the following months. These events offer various promotions such as massive discounts, free shipping vouchers, flash sales at specific times, cashback, and exciting surprises for consumers, including prizes like cars, motorcycles, and smartphones. These offers are highly attractive and leave a positive impression on users of e-commerce platforms, particularly Shopee (Putri & Ambardi, 2023). Some potential customers who had no prior intention of making a purchase may be tempted to do so when presented with the offers during these twin date events (Tawasuli & Kholifah, 2023).

The recurrence of twin date events has grown into a culture of large-scale monthly shopping and has become a popular marketing trend in the e-commerce sector, often leading to increasingly consumptive behavior (Riyanto & Loisa, 2022). Twin date events significantly influence consumption patterns in today's digital era. According to a study by Giovani and Hartini (2021), these events have a substantial impact on online impulsive buying. As the promotions become more attractive, consumer motivation to make purchases increases, which in turn raises the overall transaction volume on the platform. Indicators of Success in Shopee's Twin Date Events are as follows:

a) Discount

Discounts are one of the main strategies used to attract consumer interest and boost purchase intention on the Shopee platform. Discounts often serve as the primary factor for consumers when taking advantage of twin date events.

b) Coupons

Coupons can provide added value by encouraging or motivating purchases during Shopee's twin date events, either for specific items or for overall transactions.

c) Gift

The provision of gifts, whether physical or digital, can serve as an additional incentive to motivate purchases.

Flash Sale

One of the main offers during the twin date event is the flash sale promotion. According to Piccoli and Dev (as cited in Ernestivita et al., 2023), a flash sale is defined as an electronic distribution channel that provides consumers with promotional discounts for a short period of time. Agrawal and Sareen (as cited in Syauqi et al., 2022) define flash sales as special offers or limited-time deals typically lasting between 24 to 36 hours for selected products. Similarly, previous research by Zhang, Cheng, and Du (as cited in Atrisia & Hendrayati, 2021) describes flash sales as a new business model offering discounted products in limited quantities and within a specific timeframe.

Flash sales are considered a highly effective promotional strategy used to communicate the value of a product or service. They enhance consumer satisfaction by offering attractive deals that can draw customers in. Because the promotion runs for a short time, its main purpose is to urge consumers to make quick purchasing decisions (Riyantie et al., 2022). According to Belch and Belch (2018, as cited in Norhilalah and Agustina, 2024), the indicators of success in Shopee's flash sale promotions are as follows:

a) Discount

Discounts in Shopee's flash sales refer to price reductions available only within the limited promotion period, typically ranging from 24 to 36 hours.

b) Promotion Frequency

Promotion frequency is defined as the number of promotional offers conducted within a specific period through sales promotion channels.

c) Promotion Duration

This refers to the length of time the promotion runs during the flash sale.

d) Product Availability

Product availability indicates the total stock or quantity of items available during the flash sale event.

e) Attractive Promotion

This involves an evaluation of how appealing the promotion is to consumers during the flash sale period.

Free Shipping

In today's digital era, business competition among e-commerce vendors is extremely tight, compelling business actors to enhance their promotional strategies to attract consumer interest. In e-commerce transactions, such as those conducted on Shopee, consumers are often burdened with distribution costs, the amount of which depends on the distance between the seller's location and the buyer's location (Febria et al., 2022). As a response to this, most e-commerce vendors adopt a strategy of offering discounts or free shipping promotions (Maulana & Asra, 2019).

According to Tjiptono (2018), as cited in Alfitroch et al. (2022), free shipping promotion is a type of direct or persuasive incentive designed to encourage customers to make immediate purchases and increase the quantity of products bought. One of the factors

influencing consumer purchase behavior, based on the research by Rahmadani et al. (2024), is the availability of free shipping vouchers. The indicators of free shipping success on Shopee include:

- a) Amount of Incentive
This refers to the value of the free shipping offered, which enables consumers to shop without paying delivery fees.
- b) Terms and Conditions
Free shipping promotions are typically subject to specific terms and conditions, such as a minimum purchase amount within a single transaction.
- c) Promotion Period
Free shipping offers are valid only for a limited time as specified by the platform's promotional terms.

Impulse Buying

According to Ekawati et al. (2024), impulse buying is a purchasing activity carried out by consumers due to various factors such as tension, urgency, and time pressure, often without considering the long-term consequences. Afif and Purwanto (2020) define impulse buying as a transactional process that occurs without prior planning, where consumers do not think about or have a predetermined brand in mind for the product they are purchasing. Fitriana (2019) further explains that impulse buying is the tendency to purchase a product or service spontaneously, without any prior intention to buy it. If spontaneous purchases are made continuously, the consumer generally becomes accustomed to buying products unplanned and outside their intended shopping list. The indicators of impulse buying include:

- a) Spontaneity
This refers to the condition in which consumers make purchases without prior planning.
- b) Urgency, Compulsion, and Intensity
This indicator reflects a strong drive or impulse that leads consumers to act immediately, often postponing other concerns or activities.
- c) Excitement and Stimulation
This involves external stimuli that influence and trigger emotional responses or specific consumer behaviors.
- d) Disregard for Consequences
This is the tendency to ignore potential risks or negative outcomes resulting from unplanned purchases.

RESEARCH METHOD

This study employs an associative method with a quantitative approach. The quantitative research method utilizes numerical data to test hypotheses and draw conclusions about a particular phenomenon. The population in this study consists of university students in Surabaya who are Shopee users, with a total of 100 respondents. The sampling technique used is non-probability sampling, which does not provide equal opportunities for every member of the population to be selected as a sample. Specifically, the purposive sampling technique was applied to determine the sample based on certain predefined criteria.

The data used in this research consists of primary and secondary data. Primary data were collected through questionnaires distributed to university students currently studying in Surabaya, who are Shopee users. Meanwhile, secondary data were obtained through a literature review from relevant sources. The data were processed and analyzed using the Multiple Linear Regression Analysis technique with the assistance of SPSS version 25.

RESULTS AND DISCUSSION

Validity and Reliability Test

To determine the validity of a research questionnaire is the purpose of the validity test. The validity test is carried out by comparing the calculated r count with the r table. The r value of the table is obtained by using the formula $df=N-2$. In this study, the df value is 98, so that the table r is 0.195 with a significance of 0.05. A questionnaire can be said to be valid if r count $>$ r table.

Table 2.
Validity Test Result

Variabel/Indikator		Korelasi	r-tabel	Keterangan
Win Date Event (X1)	X1.1	0,807	0,195	Valid
	X1.2	0,793	0,195	Valid
	X1.3	0,762	0,195	Valid
	X1.4	0,778	0,195	Valid
	X1.5	0,796	0,195	Valid
Flash Sale (X2)	X2.1	0,751	0,195	Valid
	X2.2	0,792	0,195	Valid
	X2.3	0,692	0,195	Valid
	X2.4	0,695	0,195	Valid
	X2.5	0,787	0,195	Valid
Free Shipping (X3)	X3.1	0,799	0,195	Valid
	X3.2	0,737	0,195	Valid
	X3.3	0,827	0,195	Valid
	X3.4	0,765	0,195	Valid
	X3.5	0,768	0,195	Valid
Impulse Buying (Y)	X4.1	0,725	0,195	Valid
	X4.2	0,791	0,195	Valid
	X4.3	0,631	0,195	Valid
	X4.4	0,767	0,195	Valid
	X4.5	0,778	0,195	Valid

Source: Results of SPSS Output

The results of the questionnaire validity test in this study are declared valid, as all indicators have a calculated r count greater than the critical r table.

After that, a reliability test was conducted. A reliable instrument is one that measures the same construct consistently and produces stable results. In this study, the method used to measure reliability is the *Cronbach's Alpha* formula, variable is considered

reliable if the obtained reliability coefficient exceeds 0.60. The following are the reliability test results of this study:

Table 3.
Reliability Test Result

Variable	<i>Cronbach's Alpha (α)</i> Count	<i>Cronbach's Alpha (α)</i> Minimum	Information
Twin Date Event (X1)	0,843	0,60	Reliable
Flash Sale (X2)	0,819	0,60	Reliable
Free Shipping (X3)	0,837	0,60	Reliable
Impulse Buying (Y)	0,805	0,60	Reliable

Source: Results of SPSS Output

Based on the data analysis results in Table 3, it can be observed that all indicator components of both the independent and dependent variables have *Cronbach's Alpha* values exceeding the minimum threshold of 0.60. Therefore, it can be concluded that the questionnaire used in this study is reliable.

Classical Assumption

Test Normality Test

The normality test is conducted to verify that all variables in the regression model, both independent and dependent variables, follow a normal distribution. The test is performed using the Kolmogorov-Smirnov statistical method, in which the data are interpreted as normally distributed if the resulting significance value exceeds the minimum threshold of 0.05.

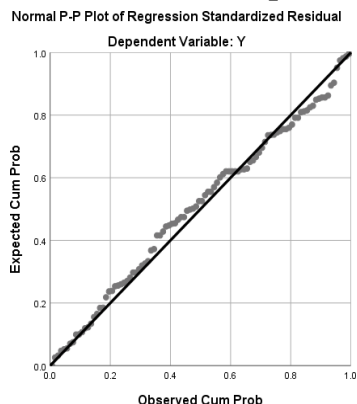
Table 4.
Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.53032751	
	Most Extreme Differences	Absolute	.064
		Positive	.064
		Negative	-.064
Test Statistic		.064	
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.			

Source: Result of SPSS Output

The significance value obtained from the normality test is 0.200, which is greater than the minimum threshold of 0.05. Therefore, it can be concluded that the normality test using the Kolmogorov-Smirnov method indicates that the data are normally distributed

Figure 3.
P-P Plot Graph



Source: Results of SPSS Output

Normality can also be assessed using the Normal Probability Plot graph. The distribution of points appears scattered throughout the area, closely following the diagonal line. This indicates that the regression model in this study has a normal distribution.

Multicollinearities Test

Table 5.
Multikolinieritas Test Result

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Event Tanggal Kembar</i>	.443	2.256
	<i>Flash Sale</i>	.424	2.357
	<i>Gratis Ongkos Kirim</i>	.420	2.381

a. Dependent Variable: *Pembelian Impulsif*

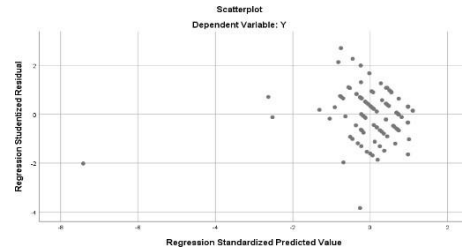
Source: Results of SPSS Output

The multicollinearity test is conducted to determine whether the independent variables in the regression model are correlated with each other. The test is based on the Variance Inflation Factor (VIF) values. Multicollinearity is considered absent if the VIF value is less than or equal to 10 and the tolerance value is greater than 0.10.

According to the results presented in Table 4, all independent variables have tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that the regression model is considered adequate, as no indication of multicollinearity is found.

Heteroskedasticity Test

Figure 4.
Heteroskedasticities Test Result



Source: Results of SPSS Output

The scatter plot graph between the standardized predicted value (ZPRED) and the standardized residual (SRESID) is used in this study to test for heteroscedasticity. If a specific pattern is visible, such as points forming a particular regular shape, then heteroscedasticity is likely to be present. Conversely, if there is no clear pattern and the points are randomly scattered above and below the value of 0 on the Y-axis, it can be interpreted that heteroscedasticity is not present.

In Figure 3, the distribution of points appears to be scattered and unstructured above and below the value of 0 on the Y-axis. Therefore, it can be concluded that the regression model used in this study does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis

Table 6.
Multiple Linear Regression Analysis Result
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.312	1.538		2.153	.034
Event Tanggal Kembar	.278	.089	.282	3.119	.002
Flash Sale	.623	.092	.626	6.776	.000
Gratis Ongkos Kirim	.552	.096	.550	.542	.003

a. Dependent Variable: Pembelian Impulsif

Source: Results of SPSS Output

Based on the results in Table 6 from the multiple linear regression analysis output, the following regression equation is obtained:

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

$$Y = 3.312 + 0,278 + 0,623 + 0,552 + \epsilon$$

The regression equation can be interpreted as follows:

1. The constant value of Impulsive Buying (Y) is 3.312, which means that if all independent variables in this study remain constant or unchanged, the value of Impulsive Buying will be 3.312.
2. The regression coefficient for the Double Date Event (X₁) is 0.278, indicating that a one- point increase in Double Date Events will increase Impulsive Buying (Y) by 0.278, assuming other variables remain constant.
3. The regression coefficient for Flash Sale (X₂) is 0.623, meaning that a one-point increase in Flash Sales will increase Impulsive Buying (Y) by 0.623, assuming

other variables remain constant.

4. The regression coefficient for Free Shipping (X_3) is 0.552, which indicates that a one-point increase in Free Shipping will increase Impulsive Buying (Y) by 0.552, assuming other variables remain constant.
5. The ϵ (epsilon) term represents the standard error or external disturbances in the research model, accounting for influences outside the independent variables studied.

Hypothesis Testing R Square Test

Table 7.
R Square Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.652	.642	1.554

a. Predictors: (Constant), *Event* Tanggal Kembar, *Flash Sale*, Gratis Ongkos Kirim

Source: Results of SPSS Output

The coefficient of determination test, as presented in the corresponding table, shows that the R Square value is 0.652. This indicates that Double Date Events (X_1), Flash Sales (X_2), and Free Shipping (X_3) collectively influence the dependent variable by 65.2%. Meanwhile, the remaining 34.8% is influenced by external independent variables that are not included in this study.

F Test

Table 8.
F Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	435.112	3	145.037	60.055	.000 ^b
	Residual	231.848	96	2.415		
	Total	666.960	99			

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), *Event* Tanggal Kembar, *Flash Sale*, Gratis Ongkos Kirim

Source: Results of SPSS Output

The F test above shows $F_{count} > F_{table}$ with a value of $60.055 > 2.70$, then H_0 is rejected. Indicating that the independent variables Double Date Events (X_1), Flash Sales (X_2), and Free Shipping (X_3) simultaneously have a significant influence on the dependent variable, Impulsive Buying (Y), as the F_{count} value is greater than the F_{table} . So that the independent variables, namely work stress, leadership, and compensation, have a significant impact simultaneously on the dependent variable, employee performance.

T Test

Table 9.
T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.312	1.538		2.153	.034
Stres Kerja	.278	.089	.282	3.119	.002
Kepemimpinan	.623	.092	.626	6.776	.000
Kompensasi	.552	.096	.550	.542	.589

a. Dependent Variable: Kinerja Karyawan

Source: Results of SPSS Output

The result of the t-test for the Double Date Event variable (X_1) shows that H_0 is rejected and H_2 is accepted, as evidenced by the t_{count} being greater than the t_{table} ($3.119 > 1.985$). Therefore, it can be concluded that the Double Date Event (X_1) variable has a significant partial influence on Impulsive Buying (Y).

The result of the t-test for the Flash Sale variable (X_2) shows that H_0 is rejected and H_2 is accepted, as evidenced by the t_{count} being greater than the t_{table} ($6.776 > 1.985$). Therefore, it can be concluded that the Flash Sale (X_2) variable has a significant partial influence on Impulsive Buying (Y).

The result of the t-test for the Free Shipping variable (X_3) shows that H_0 is accepted and H_2 is rejected, as evidenced by the t_{count} being less than the t_{table} ($0,542 < 1.985$). Therefore, it can be concluded that the Free Shipping (X_3) variable does not have a significant partial influence on Impulsive Buying (Y).

Effect of Double Date Event, Flash Sale, and Free Shipping on Impulse Buying

Based on the results of the F-test (simultaneous test) conducted using **SPSS 27** as the data processing tool, it can be concluded that all independent variables, Double Date Events (X_1), Flash Sale (X_2), and Free Shipping (X_3), simultaneously have a significant influence on Impulsive Buying (Y) among Shopee-using university students in Surabaya. This conclusion is drawn from the F_{count} value of 60.055, which is greater than the F_{table} value of 2.70, with a significance value of 0.00, which is less than the threshold of 0.05. In addition, the coefficient of determination (R^2) shows that 65.2% of the variation in impulsive buying behavior can be explained by these three independent variables.

Referring to these results, it can be concluded that the three independent variables— Double Date Events (X_1), Flash Sale (X_2), and Free Shipping (X_3) significantly influence Impulsive Buying (Y) among university students in Surabaya who are Shopee users, as H_0 is rejected and H_1 is accepted.

As one of the fastest-growing and most popular marketplaces, Shopee aggressively implements large-scale promotional strategies by offering various attractive deals to continuously attract consumers. Promotional offers such as Double Date Events, Flash Sales, and Free Shipping have been proven to significantly influence impulsive buying behavior, as demonstrated by the results of this study. These promotional strategies not only aim to

capture consumer attention but also create a sense of urgency in purchasing decisions—especially among university students, who tend to be more responsive to time-limited offers.

Effect of Double Date Event on Impulse Buying

According to the criteria for the t-test used in this study, an independent variable is considered to have a significant effect on the dependent variable if the t_{count} value is greater than the t_{table} value, and the significance value is less than 0.05. Based on the results of the partial t-test, processed using SPSS 25, it was found that the t_{count} value was 3.119, while the t_{table} value was 1.985, indicating that $3.119 > 1.985$. Additionally, the significance value of $0.02 < 0.05$ meets the criteria. These results indicate that H_0 is rejected and H_1 is accepted, thus confirming that the Double Date Event variable (X_1) has a significant partial effect on the dependent variable, namely Impulsive Buying (Y) among university students in Surabaya who use Shopee.

This finding demonstrates that the Double Date Events regularly held by Shopee have a real impact on impulsive buying behavior among university students in Surabaya. It indicates that promotional strategies based on specific moments, when implemented intensively, can significantly influence consumer behavior by encouraging unplanned or spontaneous purchases. Attractive offers during Double Date Events, such as extra discounts, cashback, flash deals, and intensive promotions, strongly drive consumers to make impulsive purchases due to emotional triggers, especially among students who respond more readily to time- and stock-limited offers. Therefore, it can be concluded that moment-based promotions like Double Date Events can stimulate impulsive buying behavior, particularly among students who belong to the younger consumer segment. This group can be considered digitally literate and more responsive to digital marketing promotions.

Effect of Flash Sale on Impulse Buying

The partial t-test results indicate that the independent variable Flash Sale (X_2) has a highly significant effect on the dependent variable Impulsive Buying (Y) among Shopee users who are university students in Surabaya. This is evidenced by the calculated t_{count} of 6.776, which is greater than the critical t_{table} of 1.985 ($6.776 > 1.985$). Additionally, the significance value (p-value) is 0.00, which is less than the 0.05 threshold ($0.00 < 0.05$). Therefore, based on the hypothesis testing criteria, H_0 is rejected and H_2 is accepted, meaning that Flash Sale (X_2) significantly influences Impulsive Buying (Y) partially.

Referring to these results, it can be concluded that Shopee's Flash Sale promotional strategy effectively influences consumer purchasing behavior, particularly among university students in Surabaya, leading to impulsive buying. The limited time and limited quantity of products offered during Flash Sale promotions encourage emotional decision-making and fear of missing out, resulting in spontaneous transactions without consideration of future risks. The scarcity and time constraints inherent in Flash Sale promotions trigger a strong sense of urgency among consumers, especially students, prompting immediate purchase decisions. Thus, Flash Sale acts as a powerful stimulus that encourages consumers to engage in impulsive buying behavior. Furthermore, the t-test results based on respondent feedback confirm that students are highly reactive to promotions offering limited product quantities within a short period, supporting the conclusion that Flash Sale significantly affects impulsive purchasing behavior.

Effect of Free Shipping on Impulse Buying

Based on the results of the t-test, the variable Free Shipping (X3) is found to have no significant partial effect on Impulsive Buying (Y) among Shopee users who are university students in Surabaya. This is supported by the t-test result, where the calculated t_{count} is smaller than the critical t_{table} , with values of $0.542 < 1.985$, and a significance level of 0.5, which is greater than 0.05 ($0.5 > 0.05$). These results confirm that H_0 is accepted and H_4 is rejected. Therefore, in this study, Free Shipping (X3) does not significantly influence Impulsive Buying (Y) among Shopee users who are university students in Surabaya. This finding implies that Free Shipping (X3) as a promotional strategy employed by Shopee does not directly encourage respondents to engage in impulsive buying behavior in this research context. Other factors, such as Flash Sale promotions, large price discounts, and regular “double date” events, play a more dominant role in triggering impulsive purchases. Although Free Shipping is a popular promotional strategy; within the context of this study, it does not strongly motivate respondents to make impulsive purchases in a significant way.

CONCLUSION

Based on the findings of this study, the conclusions are as follows:

1. Based on the F-test results, the three independent variables—Double Date Event (X1), Flash Sale (X2), and Free Shipping (X3)—simultaneously have a significant effect on the dependent variable Impulsive Buying (Y) among Shopee users who are university students in Surabaya.
2. Based on the t-test results, the Double Date Event (X1) as an independent variable partially has a significant effect on the dependent variable Impulsive Buying (Y) among Shopee users who are university students in Surabaya.
3. Based on the t-test results, Flash Sale (X2) as an independent variable is proven to have a significant partial effect on Impulsive Buying (Y) among Shopee users who are university students in Surabaya.
4. Based on the t-test results, Free Shipping (X3) does not have a significant partial effect on Impulsive Buying (Y).

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