

EFFECTS OF TWIN DATE SPECIAL EVENT PROMO, CONTENT MARKETING, AND PRICE PERCEPTION ON ONLINE PURCHASING DECISIONS AT SHOPEE

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Abstract

This research aims to examine the influence of Twin Date Special Event Promo, Content Marketing, and Price Perception on online purchase decisions on the Shopee e-commerce platform in Sumbawa Regency. The population of this research is Shopee e-commerce application users in Sumbawa Regency. The sampling technique used was non-probability sampling with purposive sampling method. Data were collected through questionnaires distributed to 190 respondents. The increasing online shopping activity in Indonesia, especially through the Shopee e-commerce platform which often holds special promotions, such as twin date events. This event has become a shopping trend that attracts consumers' attention with various attractive offers, such as big discounts, cashback, and free shipping. In addition, the development of digital marketing strategies such as Content Marketing and competitive price perceptions on Shopee also play a role in shaping consumer purchasing decisions. The results showed that the Twin Date Special Event promo, Content Marketing, and price perception had a positive and significant effect on online purchase decisions on the Shopee e-commerce platform in Sumbawa Regency.

Keywords: Special Event Promo, Twin Date, Content Marketing, and Price Perception, Purchase Decision

INTRODUCTION

Currently, the development of technology is so rapid, even with the existence of technology has brought progress to almost all aspects of our lives as humans. The internet is one of the technological developments known by the wider community. Based on survey data from the Indonesian Internet Service Providers Association (APJII) in 2024, Indonesia recorded an increase in the number of internet users from 2023. The progress of the internet today makes the internet a part of everyday life. So that the internet is the driving force for the acceleration of online sales and purchasing activities. Therefore, changes in people's behavior have also changed, from the habit of shopping directly in stores, to shopping online through platforms or e-commerce (Maharani et al., 2022). Where in 2020 the number of e-commerce users was 38.72 million users, while in 2024 e-commerce users experienced a very significant increase of 65.65 million users.

The development of E-commerce has given rise to many online shopping platforms, one of which is Shopee. Shopee is an e-commerce from Singapore which was founded in 2015, now Shopee has become one of the most popular e-commerce in Indonesia. Shopee is able to attract the attention of its users by using various promo methods such as advertisements, store vouchers, store

promotions, discount packages, flash sales, free shipping, seller coins, and valuation prizes. One of the Shopee promotions that is regularly offered and has stuck in the minds of consumers is the twin date Special Event promo. The twin date phenomenon originated from 12.12 which was commemorated as 'Harbolnas' or National Online Shopping Day which was raised in 2019 (Clinton, 2021). This twin date event makes the enthusiasm of the community as consumers immediately

fluctuate to make purchasing decisions. Some consumers who were not initially interested in making purchases at Shopee, are now interested in making purchases (Lingga, 2024).

Shopee also has features such as Shopee Reels, comment columns, and product and service ratings that provide opportunities for sellers to use content marketing strategies (Natasha & Sukaris, 2024). There are various types of content marketing that are commonly done to attract consumer interest such as infographics, websites, and even through videos. By seeing interesting and relevant content, good video quality, and trusted creators or content creators can make users interested in these products to make purchases at Shopee. Content Marketing that is well presented can strengthen relationships with consumers, help them understand more about the product, and provide the information needed to make purchasing decisions (Irawan et al., 2024).

Before deciding to buy online, consumers also consider the perception of the price set for a product. Consumers evaluate products based on their perception of prices in online stores, even though the types of products offered are the same, the prices displayed can vary (Darmansah & Yosepha, 2020). Based on Ipsos Research, one of the French market research companies in early June 2024 found that Shopee became the e-commerce with the highest consumer satisfaction in online shopping. This is partly because Shopee is supported by a special program called the Lowest Price Guarantee (GHT). Furthermore, Ipsos explained that consumers tend to choose e-commerce that offers the lowest prices, where Shopee leads with a percentage of 64%, far above Lazada which is only 13%, Tokopedia 12%, and Tiktok Shop 11%.

According to Aeni (2024) the price of products at Shopee can be cheaper than other e-commerce because of the large number of sellers or sellers in Shopee e-commerce, even sellers at Shopee consist of several types, namely non star sellers, star sellers, and Shopee Mall. According to Shopee Indonesia's Head of Public Affairs Radynal Nataprawira, in the first quarter of 2021 alone there were more than 5 million active sellers in Shopee e-commerce (Andi, 2021). Thanks to the large number of sellers competing to attract buyers, price competition between sellers is created. This makes Shopee an e-commerce that tends to offer lower prices compared to its competitors (Hidayati, 2023).

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Twin-date special event promotions can enhance consumers' purchase intentions through the psychological appeal created by limited-time and exclusive offers. Research indicates that attractive promotional campaigns generate a sense of urgency, thereby encouraging consumers to make immediate purchasing decisions (Khan et al., 2019). Several studies further demonstrate that the impact of twin-date promotions becomes more significant when combined with other promotional elements—such as discounts, free shipping, shopping vouchers, and positive customer reviews—rather than relying on a single promotional component alone (Wijaningsih & Fachri, 2024; Riyanto & Loisa, 2022). These promotions increase consumers' perceived value through substantial discounts, price reductions, cashback opportunities, vouchers, and additional rewards. In practice, twin-date promotional campaigns typically integrate multiple promotional strategies simultaneously, including free shipping, large-scale discounts, and various shopping vouchers. However, these strategies are generally time-limited, which intensifies consumers' urgency and encourages faster purchasing decisions.

H1: Twin-date promotions have a positive effect on online purchasing decisions on Shopee.

In addition, content marketing represents another critical factor in attracting consumer attention and fostering engagement with brands. Effective content marketing strategies—such as the use of videos, customer testimonials, and interactive social media campaigns—can enhance consumer trust and strengthen purchase intentions (Pulizzi, 2012). Relevant, informative, and engaging content enables potential consumers to better understand product benefits while simultaneously creating a more enjoyable shopping experience (Hollebeek & Macky, 2019).

H2: Content marketing has a positive effect on online purchasing decisions on Shopee.

Price perception also plays a fundamental role in shaping purchase decisions. Consumers commonly compare product prices across multiple platforms before completing transactions, and prices perceived as fair and consistent with the quality and benefits received are more likely to encourage purchasing behavior (Monroe & Krishnan, 1985). Shopee frequently implements competitive pricing strategies, including cashback programs and free-shipping promotions, which can enhance consumers' perceived value toward the platform (Grewal et al., 1998). Prices perceived as reasonable or affordable tend to strengthen consumers' perceptions of product value, thereby increasing the likelihood of purchase. Numerous studies confirm that price perception functions as a determinant of perceived value, directly influencing purchase intention and purchasing decisions (Chusna & Mustofa, 2024; Sakinah & Silvianilova, 2023). This concept aligns with the perspective that consumers evaluate products by comparing the benefits obtained with the costs incurred; consequently, lower perceived prices relative to perceived benefits can positively influence purchasing decisions (Chrysanthini et al., 2018).

H3: Price perception has a positive effect on online purchasing decisions on Shopee

RESEARCH METHODS

This research uses a quantitative approach. Cooper and Schindler (2017) explain that quantitative methods focus on accurate measurement of behavior, knowledge, opinions, or attitudes. Based on its objectives, this research falls into the associative quantitative category. According to Sekaran & Bougie (2019) associative quantitative research aims to identify the relationship between two or more variables that are measured numerically. The population in this study is the people of Sumbawa District who use Shopee e-commerce. The sampling technique used in this study was nonprobability sampling with purposive sampling method using the Hair et.al formula (2019) obtained a sample size of 190 respondents.

The data used in this study are primary data collected directly from respondents through questionnaires employing a four-point Likert scale. The questionnaire consisted of approximately 32 statements, including 10 statements measuring the Purchase Decision variable (Y), 8 statements measuring the Twin-Date Promotion variable (X1), 6 statements measuring the Content Marketing variable (X2), and 8 statements measuring the Price Perception variable (X3). Furthermore, the data were analyzed using multiple linear regression analysis to examine the influence of the independent variables on online purchasing decisions.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variables	Item No.	r-count	r-table	Information
The Twin Date Special Event Promo (X1)	X1.1	0.661	0.361	Valid
	X1.2	0.659	0.361	Valid

	X1.3	0.806	0.361	Valid
	X1.4	0.699	0.361	Valid
	X1.5	0.658	0.361	Valid
	X1.6	0.65	0.361	Valid
	X1.7	0.784	0.361	Valid
	X1.8	0.748	0.361	Valid
	X2.1	0.645	0.361	Valid
	X2.2	0.642	0.361	Valid
Content Marketing(X2)	X2.3	0.832	0.361	Valid
	X2.4	0.833	0.361	Valid
	X2.5	0.771	0.361	Valid
	X2.6	0.742	0.361	Valid
	X3.1	0.806	0.361	Valid
	X3.2	0.651	0.361	Valid
	X3.3	0.806	0.361	Valid
Price Perception (X3)	X3.4	0.707	0.361	Valid
	X3.5	0.916	0.361	Valid
	X3.6	0.783	0.361	Valid
	X3.7	0.827	0.361	Valid
	X3.8	0.761	0.361	Valid
	Y.1	0.731	0.361	Valid
	Y.2	0.712	0.361	Valid
	Y.3	0.63	0.361	Valid
	Y.4	0.729	0.361	Valid
Purchasing Decisions (Y)	Y.5	0.884	0.361	Valid
	Y.6	0.806	0.361	Valid
	Y.7	0.606	0.361	Valid
	Y.9	0.657	0.361	Valid
	Y.10	0.801	0.361	Valid

From the table above, it can be concluded that: The validity value for the variable The Twin Date Special Event Promo is greater than 0.361, so all statement items in the variable The Twin Date Special Event Promo are declared valid. The validity value for the variable Content Marketing is greater than the r table value of 0.361, so all statement items in the variable Content Marketing are declared valid. The validity value for the variable Price Perception is greater than 0.361, so all statement items in the variable Price Perception are declared valid. The validity value for the variable Purchasing Decisions is greater than 0.361, so all statement items in the variable Purchasing Decisions are declared valid.

Reliability Test

Table 2. Realibility Test Results

No.	Variables	Cronch's Alpha Value	Significance Level	Information
1.	The Twin Date Special Event Promo	0.855	0.60	Reliable
2.	Content Marketing	0.832	0.60	Reliable
3.	Price Perception	0.910	0.60	Reliable
4.	Buying decision	0.878	0.60	Reliable

Based on the table above, it can be concluded that: The Twin Date Special Event Promo has a reliability value of $0.855 > 0.6$, then the variable The Twin Date Special Event Promo is reliable. Content Marketing has a reliability value of $0.832 > 0.6$, then the variable Content Marketing is reliable. Price Perception has a reliability value of $0.910 > 0.6$, then the variable Price Perception is reliable. Purchasing Decisions has a reliability value of $0.878 > 0.6$, then the variable Purchasing Decisions is reliable.

Normality Test

Table 3. Normality Test Results

Asymp. Sig. (2-tailed)	Criteria	Information
0.200	> 0.05	Normally Distributed

From the output above, it can be explained that the significance value (Asymp.Sig 2-tailed) is 0.190. Because the significance is more than 0.05 ($0.190 > 0.05$), the conclusion is that the residual value is normally distributed.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Variables	Sig > 0.05	Information
The Twin Date Special Event Promo	0.315	There is no heteroscedasticity
Content Marketing	0.520	There is no heteroscedasticity
Price Perception	0.084	There is no heteroscedasticity

The Heteroscedasticity Test Results Table using the Glacier Test shows that the significant value (sig) of X1, X2, X3 and X4 is greater than 0.05 so that it is said that there is no heteroscedasticity. This can be said to be a multiple linear regression analysis of Special Event Twin Dates (X1), Content Marketing (X2), and Price Perception (X3) on Purchasing Decisions (Y) so that the multiple linear regression analysis can be continued.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variables	Collinearity Statistics		Information
	Tolerance > 0.1	VIF < 10.00	
The Twin Date Special Event Promo	0.461	2,171	There is no multicollinearity
Content Marketing	0.446	2,241	There is no multicollinearity
Price Perception	0.397	2,522	There is no multicollinearity

From the results above, it can be said that the variance inflation factor (VIF) value of all variables in this study is less than 10 and $\text{Tolerance} > 0.1$. So, it can be concluded that from the results above there is no multicollinearity.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Results

Model	Coefficient B	Standard Error	T count	Sig
Constant	1,585	1,727	1,076	0.283
The Twin Date Special Event Promo	0.184	0.085	2,167	0.032
Content	0.538	0.117	4,599	0,000

The multiple linear regression model in this study is based on the table above as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

The conclusion of the regression results above is as follows: The constant value (a) of 1.585 indicates that when the values of the independent variables The Twin Date Special Event Promo (X1), Content Marketing (X2), and Price Perception (X3) are combined, it is assumed to be constant or there is no change, then Purchasing Decisions (Y) is 1.585. The regression coefficient value of the variable The Twin Date Special Event Promo (X1) is 0.184, which means that if the value of the variable The Twin Date Special Event Promo (X1) increases by one unit, the value of Purchasing Decisions (Y) will also increase by 0.184, assuming that other variables remain the same or do not change. The regression coefficient value of Content Marketing (X2) is 0.538, which means that if the value of Content Marketing (X2) increases by one unit, the value of the variable Purchasing Decisions (Y) will also increase by 0.538, assuming that other variables remain the same or do not change. The regression coefficient value of Price Perception (X3) is 0.604, which means that if the value of Price Perception (X3) increases by one unit, the value of the Purchasing Decisions (Y) variable will also increase by 0.604, assuming that other variables remain constant or do not change.

T-test

Table 7. T-test Results

Model	T Table	T count	Sig
The Twin Date Special Event Promo	1,972	2,167	0.032
Content Marketing	1,972	4,599	0,000
Price Perception	1,972	7,616	0,000

Based on the results of the t statistical test in the table above, the test between each independent variable and the dependent variable can be seen that: The Twin Date Special Event Promo (X1) has a t-count value of 2.167 > t-table 1.972 and has a significant value of 0.032 < 0.05 which indicates that H1 is accepted or there is an influence between the Twin Date Special Event Promo variable and the Purchasing Decision variable. So it is concluded that the Twin Date Special Event Promo variable (X1) has a positive and significant effect on the Purchasing Decision variable (Y). Content Marketing (X2) has a t-count value of 4.599 > t-table 1.972 and has a significant value of 0.00 < 0.05 which indicates that H2 is accepted or there is an influence between the Content Marketing variable and the Purchasing Decision variable. So it is concluded that the Content Marketing variable (X2) has a positive and significant effect on the Purchasing Decision variable (Y). Price Perception (X3) has a t-count value of 7.616 > t-table 1.972 and has a significant value of 0.000 < 0.05 which indicates that H3 is accepted or there is an influence between the Price Perception variable and the Purchasing Decision variable. So it is concluded that the Price Perception variable (X3) has a positive and significant effect on the Purchasing Decision variable (Y).

Determination Coefficient Test

Table 8. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828a	.685	.680	2,492

The result of the calculation of the adjusted R-square value in the table above is 0.680 or 68%. This shows that the ability of the independent variables consisting of the Twin Date Special Event Promo variable (X1), Content Marketing (X2), and the Price Perception variable (X3) has an influence on the Purchasing Decision variable (Y) by 68%, the rest (100% - 68% = 32%) is influenced by other variables not examined in this study.

DISCUSSION

The effect of the Twin Date Special Event Promo on Purchasing Decisions at Shopee e-commerce in Sumbawa District.

Based on the results of the research, the Twin Date Special Event Promo has a positive and significant effect on Online Purchasing Decisions at E-commerce Shopee in Sumbawa District. This is because the promo strategies offered by Shopee during the Twin Date Special Event, such as big discounts, cashback, and free shipping, succeeded in creating a sense of urgency and encouraging people to take advantage of this moment to shop. The uniqueness of the event, which is only held once a month, makes people look forward and prepare themselves to shop. Various and attractive promotions also provide consumers with more choices and opportunities to get the products they want at more affordable prices. The results of this study are in line with Lingga (2024) who uses the Twin Date Special Event Promo as one of the variables in his research showing that the Twin Date Special Event Promo has a significant and positive effect on purchasing decisions. The existence of the Twin Date Special Event Promo raises positive consumer attitudes, which are formed by profitable and attractive promotions, encouraging them to make online purchases at Shopee. The promo strategy offered by Shopee on the Twin Date Special event has proven effective in attracting the purchasing interest of the Sumbawa District Community.

The influence of Content Marketing on Purchasing Decisions on Shopee e-commerce in Sumbawa District.

The results showed that Content Marketing has a positive and significant influence on Purchasing Decisions in the people of Sumbawa District. This is because the ease of finding relevant content, both in Shopee E-commerce and on social media such as Instagram and TikTok, is a major factor in attracting consumer interest. Content such as product videos, Live streaming, and reviews from influencers managed to attract attention and increase purchase intention, as they match the needs and preferences of consumers. In addition, content marketing that is informative and engaging, as well as content that is relevant to consumer needs, easily accessible, and always up-to-date is able to build consumer confidence and positive attitudes towards the products offered. Thus, the content-based marketing strategy implemented by Shopee has proven effective in encouraging purchasing decisions in the Sumbawa District Community. The results of this study support research from Ayuni et al. (2020) states that Content Marketing has a positive and significant effect on Purchasing Decisions.

The Effect of Price Perception on Purchasing Decisions on Shopee e-commerce in Sumbawa District

The results showed that Price Perception has a positive and significant influence on Purchasing Decisions in the Community of Sumbawa District. Price Perception has a positive and significant effect on Online Purchasing Decisions at E-commerce Shopee in Sumbawa District. This

is because people are interested in shopping at Shopee because the product prices are considered varied, affordable, and even tend to be cheap compared to other e-commerce which creates a positive attitude towards Shopee e-commerce. When the price is considered in accordance with the value provided, consumers are more likely to have the intention to make a purchase. In addition, Shopee's strategy of offering the lowest price guarantee and providing many competing sellers contributes to the appeal of competitive prices. Thus, positive price perceptions are the main factor that drives purchasing decisions in the Sumbawa District Community. The results of this study support research from Natasha and Sukaris (2024) which states that Price Perception has a positive and significant effect on Purchasing Decisions.

CONCLUSION

Based on the results of research and discussion, the conclusion in this study shows that the Twin Date Special Event Promo, Content Marketing, and Price Perception have an effect on Purchasing Decisions in Sumbawa District. Price Perception influences Purchasing Decisions in Sumbawa District. In this study using three variables, namely the Twin Date Special event Promo, Content Marketing, and Price Perception on purchasing decisions in Shopee e-commerce. So it is highly desirable for future researchers to look for or add other variables that determine Purchasing Decisions, focus research on certain generations such as generation Z because this research was conducted to the general public, and research methods can be developed using more complex analysis techniques, to get more in-depth results regarding the relationship between variables.

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