



THE FLUENCE OF SHOPEE'S DOUBLE DATE DISCOUNTS ON THE CONSUMPTIVE BEHAVIOUR OF COMMUNICATION SCIENCE STUDENTS AT UNIVERSITY SRIWIJAYA, CLASS OF 2023

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Abstract

This research aims to analyze the effect of Shopee's "Double Date" discount on the consumer behavior of students of the Communication Science Study Program at Sriwijaya University class of 2023. In the digital era, discount-based promotions are increasingly popular among consumers, especially among students with limited purchasing power. The research method used is a quantitative survey with data collection through questionnaires distributed to 50 students. Data analysis is carried out using a simple linear regression technique to see the relationship between the effect of Shopee discounts and consumptive behavior. Research results show that the "Double Date" discount has a positive and significant influence on students' purchasing decisions, with the main influencing factors being the motivation to get goods at a lower price and social influence from peers. This finding is expected to provide insight for e-commerce platforms and academics in understanding the trend of consumption behavior of the young generation in the digital era.

Keywords: Consumptive Behavior, Shopee, Twin Date Discount

I. INTRODUCTION

Technological advances that continue to grow, supported by adequate infrastructure and regulations that facilitate, have encouraged the growth and development of digital-based businesses. Business activities that use digital technology through online platforms, such as e-commerce, are increasingly widespread. Indonesia is one of the countries with the largest number of e-commerce users in the world, which shows the rapid development of marketplace platforms in Indonesia. E-commerce is a business model that facilitates consumers and entrepreneurs to buy or offer products/services through online media. The development of technology in Indonesia coincides with the birth of the Millennial Generation, a generation that is currently in the adult age range. The majority of e-commerce business owners in 2022 come from the adult age group, which dominates the sector. E-commerce operates through sales media or marketplaces, which function as a place where sellers and consumers meet on a platform. Sales media can be in the form of a website owned by your own business that is used as a means of buying and selling, and supported by the role of social media and instant messaging in supporting marketing and transactions.

The history of Double Days Sales began in China in the 1990s, when Nanjing University students created November 11 as a celebration of Singlehood. Then, Alibaba, a large Chinese e-commerce company founded by Jack Ma, turned Single Day into a Double 11 Day Sale. Sometime later, sales on that day increased rapidly, so Alibaba made Singles Day a trademark. Twin-date discounts began to be introduced in Southeast Asia through Shopee, which introduced the 9.9 Super Shopping Day campaign. E-commerce platforms actively promote special discounts on twin dates, which are when days and months have the same number every month. Double Days Sales became an important sales moment in Indonesia, with a significant increase in sales during the celebration, especially in Southeast Asia.

The twin-date discount strategy is considered effective in increasing sales because it can influence the mindset of consumers to shop on those dates. Because there is a time limit during the discount, consumers tend to make purchasing decisions faster. Products that usually require consideration before buying can suddenly become impulsive purchases because consumers feel driven by limited time and reduced product inventory in real-time, which is seen every time the web page is updated.

The twin-date discount strategy implemented by Shopee is considered to dominate the market, with Indonesia ranking first in Southeast Asia in terms of GMV (Gross Merchandise Value) (Inggit, 2020). Shopee is one of the e-commerce that encourages shopping habits on those dates by offering attractive discounts. This discount is considered to provide the best offer or "best deals." This promo takes place every month on the same date and month, with various promotion categories. Twin dates are also known as "beautiful dates" or "special dates," which are celebrated as a massive shopping day.

Promotional strategies like this, which generally include discounts on special occasions such as twin dates, e-commerce anniversaries, and certain events, greatly affect consumer behavior and consumer spending interest. This promotion can trigger a quick and strong purchase reaction, highlight product offers, and increase sales in the short term (Tjiptono, 2015). Students take advantage of this twin date discount moment to shop online.

Twin date discounts are considered to be able to increase shopping interest every month on those dates, because consumers have the opportunity to get goods at a more affordable price. Consumers who are classified as discount hunters are usually attracted by several main factors, such as low shipping costs, attractive promo offers, and relatively cheap prices. Twin date discount becomes an ideal moment for consumers to shop online in e-commerce. With more affordable prices during the discount period, consumers tend to be easier to spend their money on shopping.

II. METHODOLOGY

This research uses a descriptive quantitative method to analyze the effect of Shopee's double date discount on the consumer behavior of Sriwijaya University Communication Science students class of 2023. Data is collected through surveys using online questionnaires as the main instrument. The population in this study are students of Communication Science Sriwijaya University class of 2023, with samples selected using purposive sampling techniques, namely students who actively use Shopee and have participated in the double date discount program. The number of samples is determined using the Slovin formula with a margin of error of 5%.

The questionnaire consists of several parts that include the identity of the respondent, perception of Shopee discounts, consumptive behavior, and social and emotional factors that affect purchasing decisions. The collected data was analyzed using descriptive statistics to describe the pattern of student's consumptive behavior, the Pearson correlation test to see the relationship between Shopee discount and consumptive behavior, and a simple linear regression test to measure the effect of Shopee discount on the level of student consumption.

This research uses primary data in the form of questionnaires distributed to respondents and secondary data obtained from literature and journals related to consumer behavior and e-commerce trends in Indonesia. With this method, the research is expected to provide an understanding of the extent to which Shopee discounts affect student consumption and whether the consumptive behavior that appears is impulsive or planned.

III. RESULT AND DISCUSSION

Online shopping is now a common habit for many people, especially students, who prefer convenience and speed in shopping. In the midst of busy academic activities and college assignments, using a smartphone for shopping is considered very practical. This is increasingly driven by various promotional strategies from e-commerce such as Shopee which continues to innovate to attract attention and increase the frequency of its users' shopping. One of the strategies that is proven to be effective is to give discounts, which can increase the interest and purchasing power of users.

Twin date discount promo is one of the innovations applied by Shopee to encourage consumers to shop on certain dates every month. This promo is held regularly on twin dates and has become a tradition that is awaited by users, including students who are the object of this research. Shopee continues to maintain this promotion strategy because it has proven effective in attracting more transactions every month.

Consumers often think that shopping during a twin date discount promo is a golden opportunity to get a big discount, so they feel benefited. However, on the other hand, this promo can be a trap where attractive discount prices actually trigger consumers to buy items that they do not need, thus encouraging consumptive behavior. Discounts offered during the twin-date promo have a significant impact on the increase in consumer purchases. The twin date promo has been around since 2016, with the 9.9 Super Shopping Day moment as the pioneer. This campaign is carried out on the same date every month, with varied themes, where many products from various brands offer big discounts. In addition, Shopee also provides various forms of promotions, such as vouchers, product bundling, and attractive discounts, which makes the twin-date discount moment highly anticipated by users.

The bigger the offer given, the more consumers are waiting for the twin date discount moment. In addition to price discounts, there are also bundling offers and other promotions that are increasingly tempting. Twin date discount campaigns often involve collaborations with popular celebrities or influencers, adding to the appeal of this promotion. With more affordable prices compared to ordinary days, consumers tend to choose to shop at this moment, which encourages them to be more consumptive. According to Jurnal Bintang Manajemen (JUBIMA) which examines "The Influence of Hedonism Lifestyle and Twin Date Promos on Impulse Buying," twin date promos are proven to trigger impulsive purchases among Generation Z in Tangerang. Big discounts offered on twin dates play a significant role in consumer behavior, especially because the discounts given are greater compared to normal days.

Shopee offers an easy and enjoyable shopping experience in Indonesia. Online shopping activities become more practical because they can be accessed through gadgets anytime and anywhere. With various innovations and promotional campaigns carried out, Shopee continues to grow and maintain its position as the largest e-commerce in Indonesia. Based on CNN Indonesia data, Shopee is still the platform with the largest number of visitors, reaching 160 million visitors in May 2023. Various features, interactive services, and attractive promos make Shopee a favorite e-commerce for many people. Twin date discount in Shopee is proven to be one of the strategies that affect the consumer behavior of students. Students at Sriwijaya University Palembang, who are generally very familiar with technology and online shopping, are often exposed to this promotion. Twin-date discount promos provide an opportunity for them to buy products at a more affordable price, which often encourages consumptive behavior, even though the product is not always needed urgently.

Consumptive behavior that appears as a result of this promo can be explained by several factors. First, the big discounts given on twin dates create the perception of financial benefits for consumers. Many students feel that they save money because they get discounts when in

reality, they buy things that are not really needed. Second, the ease of access offered by Shopee, especially through smartphone applications, accelerates the impulsive purchasing process. With just a few clicks, students can make transactions quickly, which encourages them to buy more. Twin-date discount promos that are carried out every month also form a behavior pattern, where students tend to wait for this moment to buy the desired items. This not only has an impact in the short term, but also contributes to the formation of sustainable consumptive habits. Students usually refrain from buying goods until the discount promo comes, but once the promo arrives, they tend to buy more than originally planned, because of the various attractive offers available.

In consumer psychology, twin date discounts play an important role in creating a sense of urgency to buy. The feeling that discounts only last for a limited time encourages consumers to make decisions immediately, which often leads to impulsive purchases. Other attractive offers, such as product bundlings or additional discounts, also further strengthen this consumptive tendency. One of the very effective strategies in attracting the attention of consumers is the free shipping promo, which provides immediate benefits by reducing additional costs when shopping. Many consumers feel more comfortable shopping if they do not need to pay shipping costs, so this promo is the main factor that affects the purchase decision.

In addition to free shipping promos, online customer reviews also play a role in influencing consumer decisions. Reviews from previous buyers help potential buyers in assessing the quality and authenticity of the product before making a transaction. Given that consumers cannot see the product directly when shopping online, they rely heavily on the experience of other buyers to determine whether a product is worth buying. Although these two factors have an effect, free shipping promos are usually more dominant than customer reviews. This shows that financial incentives remain the main attraction for consumers, although reviews still have a significant role. However, there are also other factors that affect purchasing decisions, such as price, brand, and shopping experience offered by e-commerce platforms.

Shoope e-commerce competitor diagram against twin date discount



In the increasingly fierce competition in the e-commerce industry, understanding the factors that affect purchasing decisions is very important for business people. Effective marketing strategies, such as discount promos and customer review management, can increase consumer loyalty and drive higher sales figures. However, twin date discount promos also have a negative impact, namely triggering consumptive behavior among consumers. Many consumers, including students, feel compelled to buy items they don't need because of tempting discounts. This phenomenon is aggravated by the ease of access provided by the e-commerce

platform. With a few clicks, consumers can immediately make transactions, which makes them more vulnerable to impulsive purchases without careful consideration.

Twin date discount promos that are carried out regularly also have a long-term impact on consumer shopping habits, especially students. Many of them started to hold back purchases until the discount moment arrived. However, once the promo comes, they tend to buy more items than originally planned because of the attractive offers available. The desire to get products at a cheaper price pushes them to shop impulsively, thus forming a consumption pattern that focuses more on discounts than on real needs.

Along with the development of technology and digitalization, Shopee continues to innovate to provide a more enjoyable shopping experience for consumers. In addition to attractive price discounts, various forms of promotions such as product bundling, additional vouchers, and free shipping are increasingly attracting consumers to buy. Twin date discount campaigns involving celebrities or influencers also further strengthen the impact of promotions on shopping behavior. Collaboration with influencers who have a big influence on social media attracts more consumers, especially the younger generation such as students.

In consumer psychology, promotions such as twin date discounts create a sense of urgency that encourages consumers to buy immediately. The feeling that discounts are only available for a limited time makes consumers feel the need to make a decision immediately. Free shipping promo is a very influential factor in purchasing decisions, especially for students who are very sensitive to price. Although product reviews are also important in helping consumers decide which product to buy, free shipping promo is more often a more dominant factor. Financial incentives that are immediately felt, such as reducing shipping costs, are more effective in encouraging consumers to make purchases. Although reviews are still influential, free shipping promos are still the main attraction for consumers.

For e-commerce business people, understanding marketing strategies such as twin date discounts is very important to increase sales and consumer loyalty. Although there is a risk of consumptive behavior, attractive promotions are still effective in building consumer loyalty and increasing sales figures. Shopee continues to adapt to the evolving needs and behaviors of consumers, showing that despite the negative impact of excessive consumption, the right marketing strategy still succeeds in creating a fun and profitable shopping experience for consumers.

Research Results

Data analysis techniques used by researchers in this research include validity, reliability, normality, linearity tests to test that the research tools used can meet academic standards. A simple linear regression test is also carried out to find out whether there is an influence and how much influence the twin date discount (free variable) on the student's consumptive behavior (bound variable). In a simple linear regression method, there is usually a causal relationship that affects each other between one variable and another. This analysis technique is carried out to measure the influence between free variables on bound variables.

Uji Validitas X

No Soal	R Tabel	RHitung	Keterangan
1	0.3388	0,787	Valid
2	0.3388	0,680	Valid
3	0.3388	0,710	Valid
4	0.3388	0,630	Valid

5	0.3388	0,606	Valid
6	0.3388	0,680	Valid
7	0.3388	0,670	Valid
8	0.3388	0,499	Valid
9	0.3388	0,719	Valid
10	0.3388	0,698	Valid

Uji Validitas Y

No Soal	R Tabel	RHitung	Keterangan
1	0.3388	0,853	Valid
2	0.3388	0,878	Valid
3	0.3388	0,836	Valid
4	0.3388	0,811	Valid
5	0.3388	0,790	Valid
6	0.3388	0,889	Valid
7	0.3388	0,940	Valid
8	0.3388	0,882	Valid
9	0.3388	0,859	Valid
10	0.3388	0,871	Valid

Uji Reliability

Variable Reliability X

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.971	11

Item Statistics

	Mean	Std. Deviation	N
x1	3.9000	1.29588	30
x2	4.0000	1.28654	30
x3	3.9333	1.43679	30
x4	3.8667	1.38298	30
x5	3.7000	1.31700	30
x6	3.6000	1.24845	30
x7	3.8333	1.20583	30

x8	4.0333	1.32570	30
x9	3.7667	1.22287	30
x10	3.9333	1.38796	30
scorex	38.5667	11.38263	30

Uji Validitas Y

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.969	11

Item Statistics

	Mean	Std. Deviation	N
y1	3.6333	1.35146	30
y2	3.4333	1.27802	30
y3	3.5000	1.33261	30
y4	3.1333	1.40770	30
y5	3.6333	1.32570	30
y6	3.6667	1.24106	30
y7	3.6667	1.44636	30
y8	3.6667	1.24106	30
y9	3.5333	1.40770	30
y10	3.4333	1.25075	30
totaly	35.3000	11.43543	30

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.84268306
Most Extreme Differences	Absolute	.128
	Positive	.082
	Negative	-.128
Test Statistic		.128
Asymp. Sig. (2-tailed)		.200 ^{c,d}

2. Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
totaly * scorex	Between Groups	(Combined) Linearity	3431.300	18	190.628	5.809	.002
		Deviation from Linearity	2802.329	1	2802.329	85.390	.000
			628.971	17	36.998	1.127	.431
	Within Groups		361.000	11	32.818		
	Total		3792.300	29			

Regresi Linear Sederhana

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.730	5.94610

a. Predictors: (Constant), diskon tanggal kembar

b. Dependent Variable: perilaku konsumtif

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2802.329	1	2802.329	79.260	.000 ^b
	Residual	989.971	28	35.356		
	Total	3792.300	29			

a. Dependent Variable: perilaku konsumtif

b. Predictors: (Constant), diskon tanggal kembar

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	diskon tanggal kembar ^b	.	Enter

a. Dependent Variable: perilaku konsumtif

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.993	3.895		.512	.613
scorex	.864	.097	.860	8.903	.000

a. Dependent Variable: totally

IV. CONCLUSIONS

Shopee's twin date discount promo has a significant impact on the improvement of consumer behavior of Sriwijaya University Communication Science students class of 2023. This promo utilizes marketing strategies by offering big discounts and attractive offers such as free shipping that trigger students to shop online more often. The discount is not only attractive because of the price reduction, but also creates shopping urgency, especially because it takes place for a limited time. Students are often encouraged to buy items that they don't really need because of big discounts..

The consumer behavior of students is increasing because of the ease of shopping through e-commerce applications such as Shopee. With just a few clicks, students can buy products quickly, without thinking about whether the item is needed or not. Other factors such as product reviews and bundling offers also affect students' shopping decisions, so they often consider shopping at a discount as a golden opportunity to get products at a cheaper price. However, this can encourage impulsive shopping behavior, which has an impact on uncontrolled spending.

The impact of this promo is not only short-term, but also has the potential to form a sustainable consumptive behavior pattern. Students tend to delay purchases until the discount moment comes, and when the promo comes, they tend to buy more items than planned. Although this strategy is effective in increasing the volume of e-commerce transactions, the resulting consumptive behavior can cause personal financial problems if students are unable to control their spending habits. Therefore, awareness is needed from consumers to be wiser in responding to e-commerce promotions so as not to be trapped in excessive consumption patterns.

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