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# The Influence of Twin Date Promos on Impulsive Buying Hijab Purchases at Shopee in an Islamic Perspective

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## ABSTRACT

Indonesian people have a tendency to spontaneously buy products outside their shopping list or what is called impulse buying. It turns out, there are factors behind why people often shop unplanned. First, there is a desire to buy, but can only buy it now (40%), a form of self-appreciation or self-reward (39%), tempted by attractive promotions from sellers (35%). The products most frequently purchased also vary, such as product categories including fashion. We use a quantitative descriptive approach, where we distribute questionnaires and interviews. Using the cluster random sampling method in Kanor District, Bojonegoro Regency with a total sample of 35 respondents. From the results of the tests carried out, it is known that the data is statistically correct, so the correlation number obtained in the validity test (r-calculation with a range between 0.339-0.690 must be compared and not greater than the critical number of the correlation table (r-table) of 0.2869 with a level of significance is 5% in degrees of freedom (df=n- 2). Meanwhile, based on the reliability test results obtained, Cronbach's alpha is 0.787 for variable valid, then the results of the simple linear regression test can be seen from the table of significance value (Sig) of 0.02 where this value is less than the probability of 0.05 which means that there is an influence of the twin date promo (X) on impulsive buying (Y).

**Keywords:** Twin Date Promo, Shopee, Impulsive Buying, Hijab.

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## INTRODUCTION

Life in the current era of digitalization has made many things easier. Technology has entered various aspects of life. It can be said that in this digital era, almost everything can be accessed via the internet. Easy internet access as well as online sales at attractive prices has made competition in the online market world even tighter in Indonesia.

One of the most striking changes is in people's consumption patterns. Rapid technological developments encourage business people to look for loopholes to remain relevant in the era of digitalization. One of them is through changes in people's lifestyles who are now more inclined to shop online. The phenomenon of the emergence of

various competitions in cyberspace offering new ways to shop virtually has become the answer for the current generation which prioritizes time and cost effectiveness (Yusniar, 2021).

There are many e-commerce applications that are well known in the community, one of which is Shopee. Shopee is an e-commerce that provides online buying and selling services with attractive features such as free shipping, flash sales and twin date promos. The twin date promo is one of the sales promotion features carried out by Shopee using dates and months with the same digits such

as January 1 (1.1), February 2 (2.2), March 3 (3.3), and so on, which is carried out to increase sales (Rina, 2024). The phenomenon of selecting twin dates as online shopping discount days is increasingly common.

Our survey found that Indonesians have a tendency to spontaneously purchase products outside their shopping list, or what is known as impulsive buying. It turns out, there are factors behind the reasons why people often shop outside their plans. The following data is reported from the 2023 Populix survey.



Figure 1. Factors of impulsive buying

Source: <https://kumparan.com/kumparanbisnis/populix-besar-kerja-kerja-indonesia-saat-shop-online-impulsif-1zs7T7zjQ9n>

The primary drivers of consumer purchasing behavior include an immediate desire to acquire a product (40%), a form of self-appreciation or self-reward (39%), and susceptibility to attractive promotional offers from sellers (35%). Furthermore, research indicates that consumers are also readily influenced by various incentives provided by online platforms during major shopping events, such as discounts on twin dates (34%), free shipping (31%), cash-back offers (31%), and shopping vouchers (25%). The product categories most frequently purchased by consumers also encompass a range of sectors, including fashion.

The fashion trend in the hijab category is considered to be developing, marked by the emergence of various models, shapes and colors with the aim of providing consumers with more choices to meet their hijab needs (Desty et al., 2022). Muslim fashion, especially the hijab, experiences development every year, which is now part of Muslim women's fashion because there are many models and colors which influence impulsive buying. The unstoppable urge to buy, even with an understanding of its negative impacts, has become the focus of impulsive buying research (Fitrianty, Maslichah, and Junaidi, 2023). Impulsive buying is a purchase that is made without prior planning,

where consumers do not determine the brand or category of product they are buying (Fauzia, Setiawan, and Setia 2018). For example, these marketing efforts occur in twin date promos which provide discounts, with this, consumers are interested in making purchases.

In the Islamic view, impulsive buying cannot be accepted and is prohibited because it is included in improper consumption, focusing on desire and including excessive consumption, purchases that must be done in a balanced way, not stingy, and not wasteful. According to God's words in Surah Al-A'raf Verse 31:

وَلَا تُبْذِرْ تَبْدِيرًا إِنَّ الْمُبْدِرِينَ كَانُوا إِخْوَانَ الشَّيَاطِينِ

Meaning: "And do not squander (your wealth) wastefully. Verily, those spendthrifts are the brothers of Satan." (QS. Al Isro ': 27-26)

The characteristics of consumption in Islamic Economics are always thinking rationally in terms of spending assets to meet life's needs, where the fulfillment of these needs must adhere strictly to the principles of dharuriyat, hajiyat and tahsinayat. So, when shopping online, a Muslim consumer must pay close attention to the urgency of purchasing a product, whether it is really needed or not, so as not to become a consumerist society. (Permatasari et al., 2023).

Based on the explanation of several things above, the author was interested in studying this problem more deeply, so the author prepared this research with the title "The Influence of Twin Date Promos on Impulsive Buying Shopee Hijab Purchases in an Islamic Perspective".

### Research purposes

This research aims to explore the influence of twin date promos on impulsive buying of hijab purchases on Shopee, by considering an Islamic perspective. By understanding the factors that influence impulse purchasing decisions in a religious context, it is hoped that the results of this

research can provide valuable insights for consumers, researchers and marketing practitioners.

## LITERATURE REVIEW

### Twin Date Promo

Twin date promotions are part of sales promotions carried out by e-commerce using dates and months with the same numbers, for example January (1.1), February (2), March (3), and so on. The twin date promo originated from the term HarBolNas (National Shopping Day). HarBolNas is a day used by e-commerce to boost their traffic. According to Soeprapto Tan as Managing Director of the Ipsos Research Institute, HarBolNas is one of the days that users have been waiting for (Hamzah, 2021). He also said that HarBolNas was no longer only held on 12.12, but also on 10.10, 9.9, and others. For these sales, e-commerce sites build anticipation long before the sale event by using various social media platforms. Ads with catchy jingles and popular characters are shown to promote birthday sales, seasonal sales, payday sales, and especially "Twin Date Promo" sales.

### Impulsive Buying

Impulsive buying is the definition of a purchase made without prior planning, where the consumer does not determine the brand or category of product he is buying. On this basis, impulsive buying is seen as an irrational rather than a rational decision. So the conclusion is that impulsive buying is consumer behavior when making purchases that are done spontaneously and without careful planning (Eka Putri, Nurul, 2023). Impulsive buying is described as a trend in consumer behavior regarding purchasing goods, unreflective, kinetic, and spontaneous in nature. In practice, this decision uses more emotional feelings than logic (Eka Putri, Nurul, 2023). Usually, this appears when you are stimulated by something interesting. For

example, discounts or promotions make people interested in buying, because they feel they won't be able to get this opportunity in the future. In fact, impulse buying has become an important subject of research in the field of marketing, especially with the emergence of e-commerce platforms that offer various conveniences and incentives for consumers (Andriany & Arda, 2019). spontaneous decisions made by consumers when seeing promotions on Shopee. In the end, consumers want to buy and own the product, especially if they are offered a cheap price and a discount.

### Islamic Perspective on Consumption and Purchasing

In the Islamic tradition, the concept of consumption and purchasing is subject to guidelines established by religious principles. Muslim consumers are expected to take into

account moral and ethical considerations when making purchasing decisions. When an individual has a genuine need, fulfilling that need will result in both benefit and satisfaction. However, if the fulfillment of a desire is not based on a true need, it will only provide a sense of satisfaction, implying that the pursuit of desires that do not constitute essential needs will solely yield subjective satisfaction without tangible benefit. (Zakiah, 2022). Principles such as fairness, honesty, and preservation of property also play an important role in guiding consumer behavior.

### Research framework

The Influence of Twin Date Promos on Impulsive Buying Hijab Purchases on Shopee from an Islamic Perspective with the following Conceptual Framework:

Table 1. Conceptual Framework



From the picture above, the relationship between variables, where there is an independent variable, namely twin date promo (X) and a dependent variable, namely impulsive buying (Y).

### Research Hypothesis

Main Hypothesis : There is an influence of twin date promos on impulsive buying of hijab purchases on Shopee

Ho : There is no relationship between twin date promos and impulsive buying of hijab purchases on Shopee

Ha : There is a relationship between twin date promos and

impulsive buying of hijab purchases on Shopee.

### METHODOLOGY

This research uses a descriptive quantitative approach, which is used for testing, measurement and hypotheses based on statistical calculations. Data was collected in the form of primary data by distributing questionnaires to respondents who were active Shopee users and bought hijabs online. The questionnaire contains questions about impulse buying behavior, perceptions of twin date promos, as well as ethical and religious considerations in making online purchases. The population of this research is Muslim women who wear the hijab who use online shopping platforms,

such as Shopee, and are interested in purchasing hijabs. The population element consists of individuals who purchase hijabs at Shopee. samples that have the same characteristics as the whole, this research uses the Probability Sampling method by taking samples using a random sampling technique, with a cluster random sampling method

in the Kanor District area, Bojonegoro Regency with a total sample of 35 Respondents.

The data analysis techniques used are Validity Test and Reliability Test to determine whether the respondent's answers are valid and reliable, as well as simple Linear Regression Analysis which is used only for one independent variable and one dependent variable.

## RESULT AND DISCUSSION

### a. Validity test

**Table 2. Validity Test Analysis Results**

Variable	R Value Calculate	R Value Table	GIS value	Decision
X1 (Twin Date Promo)	0.682	0.2869	0.00	Valid
	0.489	0.2869	0.03	Valid
	0.527	0.2869	0.01	Valid
	0.339	0.2869	0.04	Valid
	0.532	0.2869	0,00	Valid
X2 (Impulsive Buying)	0.690	0.2869	0.00	Valid
	0.802	0.2869	0.00	Valid
	0.660	0.2869	0.00	Valid
	0.533	0.2869	0.01	Valid
	0.650	0.2869	0.00	Valid

Source: SPSS Processing Results

To determine the correctness of the data held statistically, the correlation figures obtained in the validity test ( $r$ -calculation) must be compared to the critical correlation table ( $r$ -table) figures with a significance level of 5% in degrees of freedom ( $df=n-2$ ). If the correlation number obtained is greater than the critical number ( $r\text{-count} > r\text{-table}$ ) then the item is declared valid, with a significant value of 0.05.

From the test results above, it shows that the calculated  $r$  value is in the range between 0.339-

0.690. Meanwhile, the  $r$ -table value is 0.2869. All statement items from the independent variable, namely Twin Date Promo and the dependent variable, namely Impulsive Buying, have valid criteria with a significance value or sig (2-tailed) smaller than 0.05. This shows that the  $r\text{-count} > r\text{-table}$  value, so that all statements in the twin date promo variables (X1) and impulsive buying (Y) are declared valid.

## b. Reliability Test

Table 3. Results of Reliability Test Analysis

Research variable	Cronbach's Alpha	≈	Decision
Twin Date Promo (X1)	0.787	0.6	Reliable
Impulsive Buying (Y)	0.804	0.6	Reliable

Source: SPSS Processing Results

Based on the table above, reliability testing using Cronbach's Alpha must be  $> 0.6$ . From this it can be seen that Cronbach's Alpha must be  $>$  the table above for the twin date promo variable (X1)

which is 0.787 and the impulsive buying variable (Y) which is 0.804. So it can be concluded that the data is declared reliable, because Cronbach's Alpha is above 0.6.

## c. Simple Linear Regression Test

Table 4. Results of Simple Linear Regression Test Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,012	1,903		3,159	,003
TOTAL_X	,588	,176	,501	3,329	,002

a. Dependent Variable: TOTAL\_Y

Source: SPSS Processing Results

Based on the significance value of the Tbel coefficients, the significance value obtained is  $0.002 < 0.05$ , so it can be concluded that the independent variable (X), namely the twin date promo, has an effect on the dependent variable (Y), namely impulsive buying.

**CONCLUSION AND RECOMMENDATION**

It can be concluded from the results of the research we conducted that the tendency to purchase during the twin date promo is impulsive buying which is done spontaneously because of the many promos and discounts provided by Shopee. Purchases that do not meet your needs are not

recommended in Islam, and are categorized as wasteful. The term hungry eyes in the world of online shopping. Moreover, the current hijab trend is developing very quickly, with lots of designs and motifs that have an influence on buyers. It was found from the results of tests carried out that the data were statistically correct, the correlation numbers obtained in the validity test (r-count) must be compared to the critical numbers of the correlation table (r-table) with a significance level of 5% in degrees of freedom ( $df=n- 2$ ). If the correlation number obtained is greater than the critical number ( $r\text{-count}>r\text{-table}$ ) then the item is declared valid, with a significant value of 0.05. This shows that the calculated r value is in the range

between 0.339-0.690. Meanwhile, the r-table value is 0.2869. All statement items from the independent variable, namely Twin Date Promo and the dependent variable, namely Impulsive Buying, have valid criteria with a significance or sig (2-tailed) value of less than 0.05. This shows that the  $r\text{-count} > r\text{-table value}$ , so that all statements in the twin date promo variables (X1) and impulsive buying (Y) are declared valid.

The research results show that impulsive buying is influenced by one factor, namely twin date promos. Meanwhile, consumers in an Islamic economic perspective do not have an excessive lifestyle that can give rise to consumptive behavior, for this reason people need to control themselves in terms of consumptive consumption.

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