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# THE INFLUENCE OF EVENTS, ADVERTISING, AND SALES PROMOTIONS ON PURCHASE DECISIONS FOR SHOPEE PRODUCTS

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**Abstract:** This study examines the influence of e-marketing strategies, specifically events, advertising, and sales promotion, on consumer purchase decisions for Shopee products. A quantitative approach was employed using primary data collected from 105 respondents through a structured questionnaire, with sampling conducted via probability sampling. Data analysis included validity, reliability, normality, multicollinearity, heteroscedasticity tests, multiple linear regression, coefficient of determination, F-test, and t-test using SPSS version 29. The results reveal that the event variable does not have a direct significant effect on purchase decisions, whereas both advertising and sales promotion exhibit a direct and positive influence. Among the three, sales promotion is the most dominant factor affecting purchase decisions. These findings underscore the importance of prioritizing advertising and promotional strategies in e-commerce marketing to enhance consumer purchasing behavior.

**Keywords**: E-marketing; Event marketing; Advertising; Sales promotion; Purchase decision; Shopee; Consumer behavior; Quantitative study; Indonesia

## INTRODUCTION

The rapid advancement of digital technology has fundamentally reshaped the landscape of marketing, shifting traditional face-to-face interactions toward screen-based engagements. In Indonesia, the growth of internet users has been exponential, driving a significant transformation in consumer behavior, particularly in online shopping. E-marketing, defined as the use of electronic media and internet networks to promote brands, services, and products, has become a cornerstone of modern business strategy. Its ability to attract, develop, and retain customers through various online platforms offers distinct advantages over conventional marketing methods. Within this dynamic environment, e-commerce platforms have emerged as key players, with Shopee standing out as one of the most prominent marketplaces in Southeast Asia, including Indonesia. Effective e-marketing relies on a well-integrated marketing communication mix. Shopee, as a leading e-commerce platform accessible solely online, employs a range of strategies to engage consumers and drive purchasing decisions. Among these strategies, three core elements are particularly emphasized: events (e.g., brand ambassador collaborations, concerts, and special campaigns), advertising (e.g., television commercials featuring recognizable celebrities, online ads, and taglines), and sales promotion (e.g., flash sales, free shipping vouchers, cashback, and seasonal discounts such as 11.11). While these tactics are widely used, the extent to which each independently influences consumers' final purchase decisions remains an open empirical question, especially in the context of Indonesian online shoppers.

Previous studies on e-marketing have largely focused on general digital marketing strategies or examined single factors such as trust, price, or information quality. However, limited research has systematically investigated the simultaneous and individual effects of events, advertising, and sales promotion on purchase decisions within a single e-commerce platform. Moreover, the relative dominance of these variables in shaping consumer behavior has not been clearly established. This gap is particularly relevant for Shopee, which operates in a highly competitive market where understanding the nuanced impact of each promotional tool can provide actionable insights for marketers.

This study has several limitations. First, most respondents originated from Bekasi and East Jakarta, limiting the geographical representativeness of the findings. Second, the sample was heavily concentrated among respondents aged 16–25 years, which may not reflect the purchasing behaviour of older consumers.

Therefore, the findings should be interpreted cautiously when generalising to the broader Indonesian population.

Therefore, this study aims to analyze the influence of events, advertising, and sales promotion on purchase decisions for Shopee products. Specifically, it seeks to determine: (1) whether events have a significant effect on purchase decisions; (2) whether advertising significantly affects purchase decisions; (3) whether sales promotion significantly affects purchase decisions; and (4) whether all three variables simultaneously influence purchase decisions. By employing a quantitative approach with primary data collected from 105 Shopee users and analyzed using multiple linear regression, this research contributes to the existing literature on e-marketing effectiveness and offers practical guidance for e-commerce managers seeking to optimize their promotional strategies.

## LITERATURE REVIEW

### Events

In the context of online marketplaces, event marketing refers to the orchestration of promotional campaigns, thematic sales events, and interactive digital experiences, such as flash sales, livestream sessions, and double-date discount events (e.g., 9.9, 12.12), designed to create direct and emotionally resonant interactions between the brand and its consumers (Ridwan et al., 2024). Within the Shopee ecosystem, events include activities such as live concerts featuring local or international artists, brand ambassador campaigns (e.g., Korean idol groups), themed shopping festivals, and interactive online shows. Unlike traditional advertising, event marketing focuses on creating a shared, real-time experience that fosters emotional engagement between the brand and its consumers. The study emphasises that event marketing is a form of "soft selling", it does not explicitly push a product but rather builds brand awareness and customer loyalty through immersive, relevant experiences. According to Kotler and Keller (2016), three key indicators determine the effectiveness of an event marketing strategy:

1. Relevance: The event must be perceived as personally significant to the target audience. For Shopee, this includes selecting performers, themes, or collaborations that resonate with the demographic profile of its users (e.g., Korean pop culture for younger consumers).
2. Engagement: A successful event captures the audience's active involvement through live, real-time interactions. This can include gamification, live voting, or exclusive product launches during the event. The study measures engagement through questions such as "I enjoy the events organised by Shopee that feature live singers."
3. Implicitness: Event marketing operates as an indirect promotional tool. Instead of overtly selling products, it associates the brand with positive emotions, entertainment, and social belonging. The implicit nature makes the brand message less intrusive and more memorable.

### Advertising

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Armstrong, 2011). In the digital era, advertising has expanded beyond traditional media (television, billboards) to include online platforms such as social media, search engines, and e-commerce applications. Digital advertising has been shown to positively influence consumer purchasing behaviour by enhancing awareness, engagement, and product evaluation processes (Ijeh et al., 2024). Within the context of Shopee, advertising serves as a primary vehicle for reaching a broad audience, building brand recognition, and influencing consumer attitudes. The study focuses on television advertising as a key channel, given its wide penetration in Indonesian households and the platform's use of recognizable celebrities (e.g., Tukul Arwana) and memorable taglines. Based on the operationalisation, five indicators were used to measure advertising effectiveness:

1. Credibility of the spokesperson: Whether the celebrity endorser (Tukul Arwana) makes consumers confident to shop on Shopee.
2. Exposure frequency: How often consumers watch Shopee advertisements on television (e.g., more than once a week or daily).
3. Message impact: Whether specific offers (free shipping, COD) lead to increased shopping behaviour.
4. Tagline recall: Whether consumers remember the brand's catchphrase or slogan.
5. Media habit: The regularity of viewing Shopee advertisements (e.g., "every day I watch Shopee ads on television").

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**Sales Promotion**

Sales promotion is defined as short-term activities designed to encourage consumers or other channel members to purchase a product or service more quickly or in greater quantity (G. Kismono, 2011). Unlike advertising, which focuses on building long-term brand attitudes, sales promotion aims to generate immediate behavioural responses. Common tactics include discounts, free samples, contests, flash sales, coupons, cashback offers, and free shipping. In the context of online marketplaces such as Shopee, sales promotion manifests in various forms. According to Radinka & Syahputra (2024), key indicators of sales promotion include coupons, rebates, and price-pack deals . These incentives are strategically deployed during flash sales, limited-time discount events, and special shopping days (e.g., double-date campaigns such as 11.11, 12.12) to create a sense of urgency and exclusivity. The study highlights that sales promotion can be classified as either a push strategy (targeting distributors or retailers) or a pull strategy (targeting end consumers). Shopee primarily employs a pull strategy, directly enticing consumers through app-based promotions. According to Kotler and Keller (2016), two main indicators determine the effectiveness of a sales promotion:

1. Promotional message: The clarity, appeal, and relevance of the offer communicated to the target market. This includes whether consumers understand the terms of the promotion (e.g., minimum spend for free shipping) and whether the offer is perceived as valuable.
2. Promotional media: The channels through which the promotion is delivered. For Shopee, these include in-app notifications, television commercials, social media posts, email marketing, and SMS. The study specifically compares television-based promotions versus those on various social media platforms.

The questionnaire items in the study operationalise these indicators through five statements, including preferences for flash sales, comparative media effectiveness, perceived generosity of promotions (free shipping and cashback), creativity of message delivery, and the attractiveness of recurring monthly events (e.g., 11.11).

**Purchase Decision**

The purchase decision is defined as the series of choices made by consumers prior to purchasing a product or using a service promoted by a company (Zalsabillah, 2023). This decision is not a single, instantaneous act but rather a process influenced by both internal factors (e.g., needs, motivations, attitudes) and external factors (e.g., marketing stimuli, social environment, situational cues). According to Zalsabillah (2023), the purchase decision process typically involves five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. In the context of e-commerce platforms such as Shopee, the purchase decision is shaped by consumers' perceptions of trust, convenience, price, and the effectiveness of the platform's promotional activities (events, advertising, and sales promotions). Based on the operationalisation, five indicators were used to measure the purchase decision (variable Y):

1. Trust: "I buy products from Shopee because Shopee is trustworthy." This reflects the importance of platform credibility in the decision process.
2. Perceived uniqueness: "Shopee has its own advantages according to my wishes." This captures the platform's ability to meet individual preferences.
3. First choice: "Shopee is my first online shopping application." This indicates brand primacy and loyalty.
4. Perceived affordability: "I buy Shopee products because the prices are affordable." Price sensitivity is a key driver of e-commerce decisions.
5. Repurchase intention / Loyalty: "I intend to become a loyal customer of Shopee." This looks beyond a single transaction toward long-term relationship commitment.

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**Research Framework**

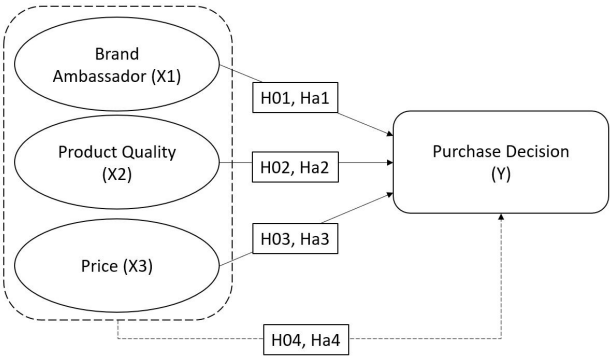



**Figure 2.1 Research Framework**

Information:

_____: Partial influence

_ _ _ _: Simultaneous influence

Based on this framework, the following hypotheses are proposed:

$H_{01}$: There is no influence of events ($X_1$) on customer purchase decisions (Y) on the Shopee application.

$H_{a1}$: There is an influence of events ($X_1$) on customer purchase decisions on the Shopee application.

$H_{02}$: There is no influence of advertising ($X_2$) on purchase decisions on the Shopee application.

$H_{a2}$: There is an influence of advertising ($X_2$) on purchase decisions on the Shopee application.

$H_{03}$: There is no influence of sales promotion ($X_3$) on purchase decisions on the Shopee application.

$H_{a3}$: There is an influence of sales promotion ($X_3$) on purchase decisions on the Shopee application.

$H_{04}$: There is no significant simultaneous influence of events ($X_1$), advertising ($X_2$), and sales promotion ($X_3$) on purchase decisions (Y).

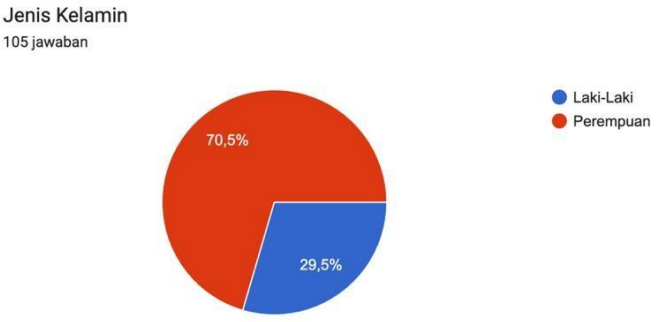
$H_{a4}$: There is a significant simultaneous influence of events ($X_1$), advertising ($X_2$), and sales promotion ($X_3$) on purchase decisions (Y).

## RESEARCH METHODOLOGY

This study employed a quantitative research methodology with a causal design to examine the influence of events, advertising, and sales promotion on purchase decisions for Shopee products. Primary data were collected through a structured questionnaire administered to 105 respondents selected using probability sampling. The questionnaire utilized a five-point Likert scale to measure three independent variables (event, advertising, and sales promotion) and one dependent variable (purchase decision). Data analysis was performed using SPSS version 29 and included validity and reliability tests (Cronbach's alpha > 0.6 for all constructs), classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, partial t-tests, simultaneous F-tests, and the coefficient of determination ($R^2$). The results of these analytical procedures were used to test the research hypotheses at a significance level of $\alpha = 0.05$.

## RESULTS AND DISCUSSION

This section describes the demographic profile of the 105 respondents who participated in the survey. The sample comprised individuals who had previously made purchases on the Shopee platform. Characteristics analysed include gender, age, and city of origin. Based on the results of the questionnaire, the following respondent data were obtained:




Source: Processed questionnaire data (2026).

Figure 4.1 Respondents by Gender

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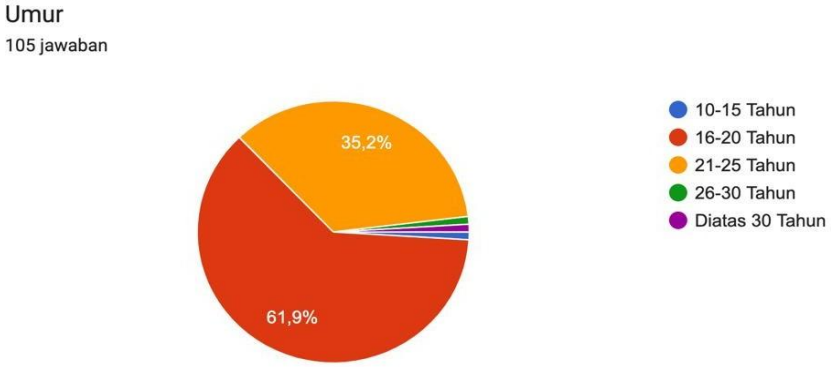
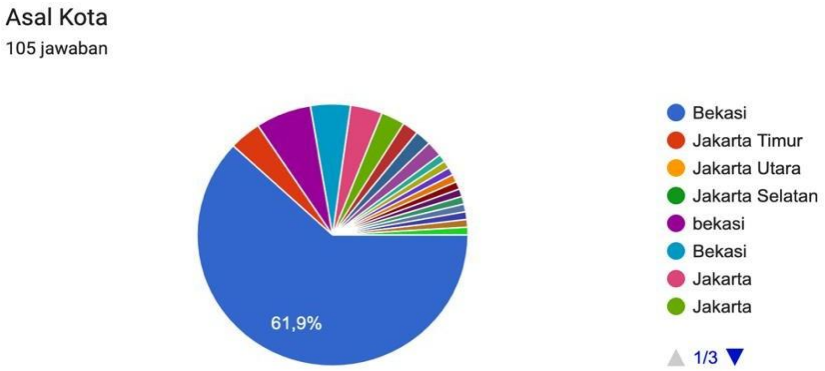
Based on Figure 4.1 present the gender composition of the sample. Out of 105 respondents, the majority were female, accounting for 74 individuals (70.5%), while male respondents numbered 31 individuals (29.5%). This predominance of female respondents is consistent with broader e-commerce consumer trends in Indonesia, where women are often more actively engaged in online shopping for fashion, beauty, and household products.




Source: Processed questionnaire data (2026).
Figure 4.2 Respondents by Age

Based on Figure 4.2 display the age distribution of respondents. The largest age group was 16–20 years, comprising 65 respondents (61.9%), followed by the 21–25 years group with 37 respondents (35.2%). Smaller proportions were found in the 10–15 years (1%, n=1), 26–30 years (1%, n=1), and above 30 years (1%, n=1) categories. The overwhelming concentration of respondents in the 16–25 age range indicates that Shopee's user base in this sample is predominantly composed of late adolescents and young adults – a demographic known for high digital literacy, frequent social media use, and responsiveness to online promotions.




Source: Processed questionnaire data (2026).
Figure 4.3 Respondents based on City of Origin

Based on Figure 4.3 summarise the geographical distribution of respondents. The majority originated from Bekasi (83 respondents, 79%), followed by East Jakarta (17 respondents, 16%). Smaller numbers came from Bogor (1%), South Jakarta (1%), North Jakarta (1%), and Kuningan, West Java (2%). The heavy concentration in Bekasi and East Jakarta reflects the probability sampling method, likely due to the researcher's network and the proximity to Universitas Gunadarma. This geographical bias should be noted as a limitation when generalising findings to the entire Indonesian population.

**Validity Test**

The validity test was conducted to determine whether each questionnaire item accurately measures the construct it is intended to measure. A questionnaire item is considered valid if the calculated correlation coefficient (r-calculated) exceeds the critical r-table value at a given significance level. For this study, with a sample size of 105 respondents and a significance level of $\alpha = 0.05$, the r-table value was 0.191. The criterion for validity was: (a) if r-calculated > r-table, the item is valid; (b) if r-calculated < r-table, the item is invalid.

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Table 4.1
Validity Test

| Variable | Item No. | r-calculated | r-table | Result |
|---|---|---|---|---|
| Event (X1) | X1.1 | 0.534 | 0,191 | VALID |
| | X1.2 | 0.768 | 0,191 | VALID |
| | X1.3 | 0.710 | 0,191 | VALID |
| | X1.4 | 0.489 | 0,191 | VALID |
| | X1.5 | 0.655 | 0,191 | VALID |
| Advertising (X2) | X2.1 | 0.707 | 0,191 | VALID |
| | X2.2 | 0.638 | 0,191 | VALID |
| | X2.3 | 0.492 | 0,191 | VALID |
| | X2.4 | 0.683 | 0,191 | VALID |
| | X2.5 | 0.817 | 0,191 | VALID |
| Sales Promotion (X3) | X3.1 | 0.741 | 0,191 | VALID |
| | X3.2 | 0.527 | 0,191 | VALID |
| | X3.3 | 0.671 | 0,191 | VALID |
| | X3.4 | 0.732 | 0,191 | VALID |
| | X3.5 | 0.676 | 0,191 | VALID |
| Purchase Decision (Y) | Y.1 | 0.781 | 0,191 | VALID |
| | Y.2 | 0.786 | 0,191 | VALID |
| | Y.3 | 0.644 | 0,191 | VALID |
| | Y.4 | 0.705 | 0,191 | VALID |
| | Y.5 | 0.799 | 0,191 | VALID |

Source: Primary data processed with SPSS v29 (2026).

As presented in Table 4.1, all 20 items across the four variables, Event ($X_1$), Advertising ($X_2$), Sales Promotion ($X_3$), and Purchase Decision (Y), yielded r-calculated values greater than the critical r-table of 0.191. All 20 statements were therefore retained for subsequent analysis. This confirms that the questionnaire used in this study possesses adequate construct validity, meaning that each item appropriately represents its underlying theoretical dimension. Consequently, the data collected can be considered suitable for further statistical procedures, including reliability testing and regression analysis.

**Reliability Test**

The reliability test was performed to assess the internal consistency of the questionnaire items. An instrument is considered reliable if it produces stable and consistent results when administered repeatedly under similar conditions. In this study, reliability was evaluated using Cronbach's alpha coefficient, with the generally accepted threshold of $\alpha > 0.6$ (Ghozali, 2017). A value above this limit indicates that the items measuring a given construct are highly correlated and thus reliable. The results are presented in Table 4.2.

Table 4.2
Reliability Test

| Variable | Cronbach's Alpha | Criterion ($\alpha > 0.6$) | Result |
|---|---|---|---|
| Event ($X_1$) | 0.827 | Satisfied | Reliable |
| Advertising ($X_2$) | 0.853 | Reliable | Reliable |
| Sales Promotion ($X_3$) | 0.843 | Reliable | Reliable |
| Purchase Decision (Y) | 0.886 | Reliable | Reliable |

Source: Primary data processed with SPSS v29 (2026).

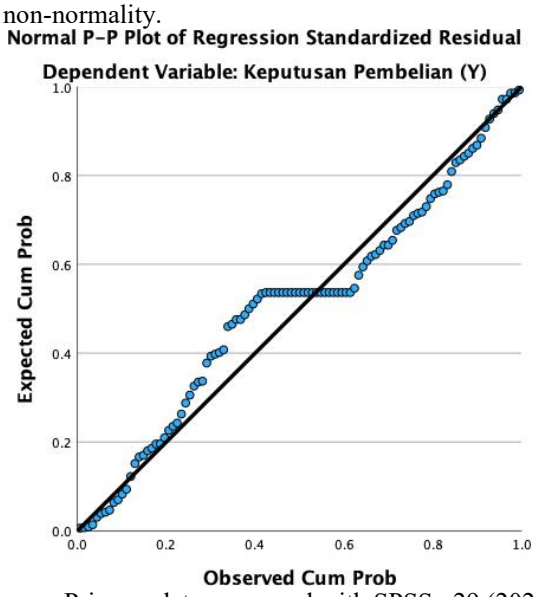
Based on table 4.2 above, the Cronbach's alpha coefficients range from 0.827 to 0.886, all well above the acceptable threshold of 0.6. This indicates that the questionnaire items for each variable exhibit strong

internal consistency. In other words, the items reliably measure the underlying constructs they are intended to assess.

**Normality Test**

The normality test was conducted to examine whether the residuals in the regression model follow a normal distribution. This assumption is essential for valid hypothesis testing using parametric methods such as the t-test and F-test.

Normality was assessed using the graphical method of a Normal Probability Plot (P-Plot) of the regression standardized residuals. In this approach, the cumulative distribution of the observed residuals is compared against the cumulative distribution of a theoretical normal distribution. The criterion for normality is that the data points should lie close to the diagonal line and follow its direction. A substantial deviation from the diagonal line would indicate non-normality.




Source: Primary data processed with SPSS v29 (2026).

Figure 4.4 Normal Probability Plot of Regression Standardized Residual

As illustrated in Figure 4.4, the Normal Probability Plot of the regression standardized residuals shows that the points are distributed along the diagonal line. The graphical evidence indicates that the residuals are approximately normally distributed. Therefore, the normality assumption underlying the regression model is satisfied. This supports the validity of subsequent statistical tests, including the partial t-tests and simultaneous F-test, and confirms that parametric inference is appropriate for the data set.

**Multicollinearity Test**

The multicollinearity test was conducted to determine whether there are high intercorrelations among the independent variables (Event, Advertising, and Sales Promotion). In a well-specified regression model, the independent variables should not be strongly correlated with one another, as multicollinearity can inflate standard errors and compromise the stability of coefficient estimates.

Multicollinearity was assessed using two common diagnostic measures: the tolerance value and the variance inflation factor (VIF). The criteria for concluding the absence of multicollinearity are:

a. If the Tolerance value> 0.1 and VIF < 10, then there is no multicollinearity.
b. If the Tolerance value < 0.1 and VIF > 10, then there is multicollinearity.

Table 4.3
Multicollinearity Test

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.538 | 1.267 | | 1.214 | .228 | | |

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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Event (X1) | .104 | .078 | .113 | 1.346 | .181 | .414 | 2.415 |
| Periklanan (X2) | .232 | .083 | .243 | 2.778 | .007 | .382 | 2.620 |
| Promosi Penjualan (X3) | .594 | .099 | .549 | 5.993 | <.001 | .349 | 2.866 |

Source: Primary data processed with SPSS v29 (2026).

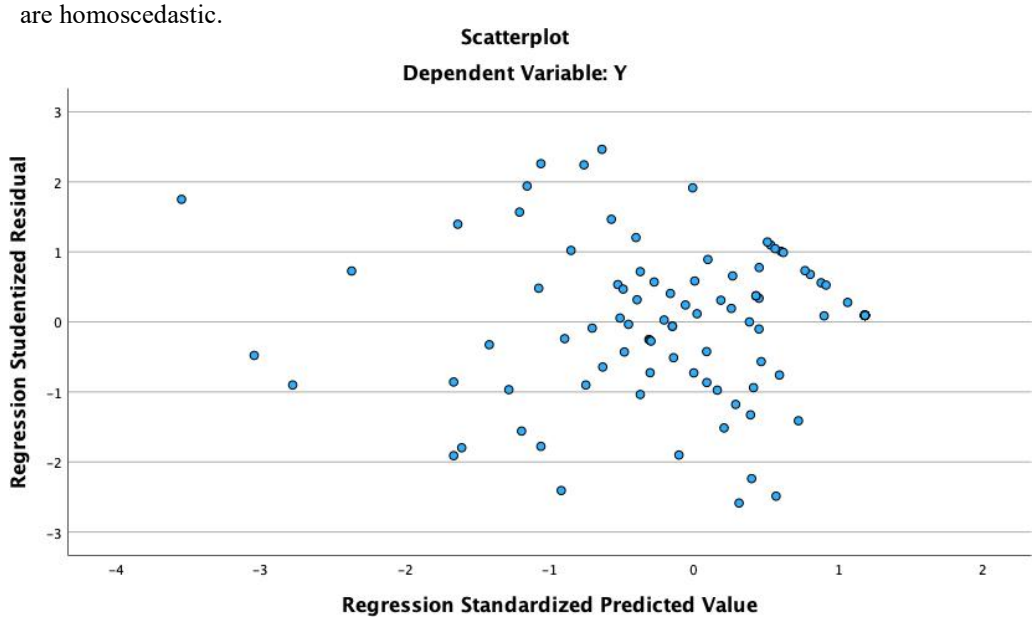
As presented in Table 4.3, the tolerance values are all above 0.10, and the VIF values are all below 10. Therefore, there is no evidence of multicollinearity among the independent variables. Each predictor contributes unique variance to the explanation of purchase decisions, and the regression coefficients can be interpreted reliably. The absence of multicollinearity also validates the inclusion of all three variables in the same regression model.

**Heteroscedasticity Test**

The heteroscedasticity test was performed to examine whether the residuals in the regression model have constant variance across all levels of the independent variables. Homoscedasticity (constant variance) is a key assumption of ordinary least squares regression. If heteroscedasticity is present, the standard errors may be biased, leading to unreliable hypothesis tests.

Heteroscedasticity was assessed graphically using a scatterplot of the standardized predicted values (ZPRED) against the standardized residuals (SRESID). The criteria for interpretation are:

a. If the points form a specific pattern (e.g., widening or narrowing cones, systematic curves), heteroscedasticity is indicated.
b. If the points are randomly scattered above and below the zero line without any clear pattern, the data are homoscedastic.




Source: Primary data processed with SPSS v29 (2026).

Figure 4.5 Scatterplot of Standardized Residuals vs. Standardized Predicted Values for Purchase Decision (Y)

The absence of any systematic pattern in Figure 4.5 indicates that the residuals have constant variance. Therefore, the heteroscedasticity assumption is satisfied, and the regression model is homoscedastic. This supports the validity of the standard errors, t-statistics, and F-statistics reported in the subsequent analyses.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis was employed to quantify the influence of the three independent variables, Event ($X_1$), Advertising ($X_2$), and Sales Promotion ($X_3$), on the dependent variable, Purchase Decision (Y). This technique allows the estimation of the magnitude and direction of each predictor's effect while controlling for the others.

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Table 4.4
Multiple Linear Regression Analysis

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 1.538 | 1.267 | | 1.214 | .228 |
| | Event (X1) | .104 | .078 | .113 | 1.346 | .181 |
| | Periklanan (X2) | .232 | .083 | .243 | 2.778 | .007 |
| | Promosi Penjualan (X3) | .594 | .099 | .549 | 5.993 | <.001 |

a. Dependent Variable: Keputusan Pembelian (Y)
Source: Primary data processed with SPSS v29 (2026).

Table 4.4 presents the estimated regression coefficients obtained from the analysis. The derived regression equation is:

$$Y = 1.538 + 0.104X_1 + 0.232X_2 + 0.594X_3$$

Where:
Y = Purchase Decision
X1 = Event
X2 = Advertising
X3 = Sales Promotion
The results of the previous multiple linear regression equations show that:

a. Constant (a = 1.538): If all independent variables are held at zero, the predicted Purchase Decision score would be 1.538.
b. Event ($b_1$ = 0.104): For every one-unit increase in the perceived effectiveness of events, Purchase Decision is expected to increase by 0.104 units, assuming other variables remain constant. This represents a relatively small marginal effect.
c. Advertising ($b_2$ = 0.232): A one-unit increase in Advertising leads to a 0.232-unit increase in Purchase Decision, holding other variables constant. This effect is moderate in magnitude.
d. Sales Promotion ($b_3$ = 0.594): A one-unit increase in Sales Promotion yields the largest increase in Purchase Decision (0.594 units), ceteris paribus. The standardized coefficient (Beta = 0.549) confirms that Sales Promotion is the most influential predictor in the model.

The regression results suggest that, among the three e-marketing strategies, Sales Promotion has the strongest positive impact on purchase decisions, followed by Advertising.

**Partial t-Test**

The partial t-test (also known as the individual significance test) was conducted to determine whether each independent variable, Event ($X_1$), Advertising ($X_2$), and Sales Promotion ($X_3$), exerts a statistically significant influence on the dependent variable, Purchase Decision (Y), when the effects of other independent variables are held constant. This test evaluates the null hypothesis that the population regression coefficient for a given predictor is zero.
The decision rules are:

a. If |t-calculated| > t-table (1.983) or p-value < 0.05, the null hypothesis ($H_0$) is rejected, indicating a significant influence.
b. If |t-calculated| < t-table (1.983) or p-value > 0.05, $H_0$ is accepted, indicating no significant influence.

Table 4.5
Partial t-Test Results (Individual Significance)

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 1.538 | 1.267 | | 1.214 | .228 |
| | Event (X1) | .104 | .078 | .113 | 1.346 | .181 |
| | Periklanan (X2) | .232 | .083 | .243 | 2.778 | .007 |
| | Promosi Penjualan (X3) | .594 | .099 | .549 | 5.993 | <.001 |

a. Dependent Variable: Keputusan Pembelian (Y)
Source: Primary data processed with SPSS v29 (2026).

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The results of the previous partial t-test equations show that:

a. Event ($X_1$): The t-calculated value of 1.346 is less than the critical t-table value of 1.983, and the p-value (0.181) exceeds 0.05. Therefore, fail to reject $H_0$: Event does not have a statistically significant partial influence on Purchase Decision. This implies that, after controlling for advertising and sales promotion, the perceived effectiveness of events does not independently drive consumers' purchase decisions on Shopee. The insignificance of the event can be explained by its nature as soft selling, which does not directly drive transactions but rather builds long-term brand awareness. Additionally, the dominance of respondents aged 16–25 years (97.1%), who tend to be more pragmatic and responsive to direct incentives (discounts, free shipping), makes events such as concerts or brand ambassadors less impactful on immediate purchasing decisions.

b. Advertising ($X_2$): The t-calculated value of 2.778 is greater than 1.983, and the p-value (0.007) is below 0.05. Hence, $H_0$ is rejected: Advertising has a statistically significant positive influence on Purchase Decision. The unstandardised coefficient (B = 0.232, reported in Table 4.5) indicates that higher levels of advertising effectiveness are associated with increased purchase decisions.

c. Sales Promotion ($X_3$): The t-calculated value of 5.993 substantially exceeds 1.983, and the p-value is less than 0.001. Thus, $H_0$ is rejected: Sales Promotion has a statistically significant positive influence on Purchase Decision. Among the three variables, sales promotion yields the largest t-value and the smallest p-value, indicating that it is the strongest individual predictor.

These findings suggest that, for the sample studied, only advertising and sales promotion directly affect purchase decisions, with sales promotion being the most dominant factor. Events, while potentially valuable for brand image or customer engagement, do not independently translate into purchase behaviour when considered alongside the other two promotional tools.

**Simultaneous F-Test**

The simultaneous F-test (also known as the overall significance test or ANOVA) was conducted to determine whether the three independent variables, Event ($X_1$), Advertising ($X_2$), and Sales Promotion ($X_3$), collectively exert a statistically significant influence on the dependent variable, Purchase Decision (Y). This test evaluates the null hypothesis that all regression coefficients for the independent variables are simultaneously equal to zero, meaning the model has no explanatory power.

The decision rules are:

a. If F-calculated > F-table (2.695) or p-value < 0.05, the null hypothesis ($H_0$) is rejected, indicating that the independent variables jointly have a significant effect on the dependent variable.

b. If F-calculated < F-table or p-value > 0.05, $H_0$ is accepted, indicating no joint significant effect.

Table 4.6
Simultaneous F-Test Results (ANOVA)

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1267,461 | 3 | 422,487 | 80,228 | <,000[b] |
| | Residual | 531,872 | 101 | 5,266 | | |
| | Total | 1799,333 | 104 | | | |

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (Constant), Sales Promotion (X3), Event (X1), Advertising (X2)
Source: Primary data processed with SPSS v29 (2026).

Based on table 4.6, the calculated F-value is 80.228, which is substantially larger than the critical F-table value of 2.695. Moreover, the p-value is less than 0.001, far below the significance level of 0.05. Therefore, Event, Advertising, and Sales Promotion simultaneously have a statistically significant influence on Purchase Decision of Shopee products. This means that the regression model as a whole is valid and capable of predicting variations in purchase decisions. In other words, the combination of the three e-marketing strategies collectively contributes to explaining why consumers decide to purchase from Shopee, even though event (X1) individually did not show a significant partial effect. The joint significance confirms that the model is well-specified and that the independent variables together account for a meaningful portion of the variance in the dependent variable.

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**Coefficient of Determination Test**

The coefficient of determination ($R^2$) was used to measure the proportion of variance in the dependent variable (Purchase Decision, Y) that is explained by the independent variables (Event, Advertising, and Sales Promotion). This statistic indicates how well the regression model fits the observed data. In this study, the adjusted $R^2$ value is reported because it accounts for the number of predictors in the model and provides a more conservative estimate, especially when comparing models with different numbers of independent variables.

The adjusted $R^2$ ranges from 0 to 1, where values closer to 1 indicate that a larger proportion of the variance in the dependent variable is explained by the independent variables. The following are the results of the coefficient of determination test obtained from the SPSS output:

Table 4.7
Coefficient of Determination Test

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,839[a] | ,704 | ,696 | 2,295 |

a. Predictors: (Constant), Sales Promotion (X3), Event (X1), Advertising (X2)
b. Dependent Variable: Purchase Decision (Y)

Source: Primary data processed with SPSS v29 (2026).

Based on table 4.7 above, the adjusted $R^2$ value is 0.696, meaning that 69.6% of the variance in Purchase Decisions is explained by the three independent variables included in the model (Event, Advertising, and Sales Promotion). The remaining 30.4% of the variance is attributable to other factors not examined in this study, such as price perception, brand trust, delivery service quality, customer reviews, ease of use, or situational variables.

The relatively high adjusted $R^2$ (0.696) suggests that the selected e-marketing variables collectively have substantial explanatory power for consumer purchase decisions on Shopee. However, approximately one-third of the variance remains unexplained, indicating that future research should incorporate additional predictors to improve the model's completeness and predictive accuracy.

**Summary of Research Results**

Based on the results of the research that has been conducted by testing and analyzing the influence of events, advertising, and sales promotions on purchase decisions for Shopee products. From the analysis that has been described, the following is the discussion in this writing:

Table 4.8
Summary of Research Results

| Analysis Tool | Analysis Results | Explanation |
|---|---|---|
| Validity Test | All 20 items across variables Event ($X_1$), Advertising ($X_2$), Sales Promotion ($X_3$), and Purchase Decision (Y) were valid (r-calculated > r-table = 0.191). | Each questionnaire item measures what it is intended to measure; no item was invalid. |
| Reliability Test | All variables were reliable (Cronbach's Alpha > 0.60): Event (0.827), Advertising (0.853), Sales Promotion (0.843), Purchase Decision (0.886). | The questionnaire consistently captures responses across items; internal consistency is high. |
| Normality Test | Residuals were normally distributed: points followed the diagonal line on the Normal P-plot. | The regression model meets the normality assumption; parametric tests are justified. |
| Multicollinearity Test | No multicollinearity: Tolerance values (Event=0.414, Advertising=0.382, Sales Promotion=0.349) all > 0.1; VIF values (2.415, 2.620, 2.866) all < 10. | Independent variables are not highly correlated with each other; each contributes unique variance. |
| Heteroscedasticity Test | No heteroscedasticity: points scattered randomly above and below zero on the | Residual variance is constant across predicted values; the |

| | | |
|---|---|---|
| | Y-axis without a clear pattern. | model is homoscedastic. |
| Multiple Linear Regression Analysis | $Y = 1.538 + 0.104X_1 + 0.232X_2 + 0.594X_3$. Sales promotion had the highest coefficient (0.594). | Sales promotion has the largest unstandardized regression coefficient (B = 0.594), indicating the strongest positive association with purchase decisions among the predictors. |
| Partial t-Test | • Event ($X_1$): t = 1.346 < t-table (1.983), p = 0.181 → not significant.<br>• Advertising ($X_2$): t = 2.778 > 1.983, p = 0.007 → significant.<br>• Sales Promotion ($X_3$): t = 5.993 > 1.983, p < 0.001 → significant. | Only event has no direct influence; advertising and sales promotion individually and positively affect purchase decisions. |
| Simultaneous F-Test | F = 80.228 > F-table (2.695), p < 0.001 → significant joint effect of $X_1$, $X_2$, $X_3$ on Y. | All three variables together explain a significant portion of variance in purchase decisions. |
| Coefficient of Determination (Adjusted $R^2$) | Adjusted $R^2$ = 0.696 → 69.6% of variance in purchase decisions explained by the three independent variables; 30.4% explained by other factors. | The model has good explanatory power; more than two-thirds of purchase decision variance is captured. |

## CONCLUSION AND SUGGESTIONS

### Conclusion

This study aimed to analyze the influence of event marketing, advertising, and sales promotion on purchase decisions for Shopee products among Indonesian consumers. Based on quantitative analysis of 105 valid responses using multiple linear regression, the following conclusions are drawn:

1. The event variable ($X_1$) did not have a statistically significant direct influence on purchase decisions (t = 1.346 < t-table = 1.983; p = 0.181 > 0.05). Thus, while events may enhance brand enjoyment and emotional engagement, they do not directly translate into purchase behaviour.
2. Advertising ($X_2$) was found to have a significant positive influence on purchase decisions (t = 2.778 > 1.983; p = 0.007 < 0.05). Television advertisements highlighting free shipping and cash-on-delivery options effectively persuade consumers to purchase.
3. Sales promotion ($X_3$) exerted the strongest significant positive influence on purchase decisions (t = 5.993 > 1.983; p < 0.001). Flash sales, monthly mega-events (e.g., 11.11), free shipping, and cashback offers are the most dominant drivers of consumer purchases.
4. Together, events, advertising, and sales promotion significantly influence purchase decisions (F = 80.228 > F-table = 2.695; p < 0.001). The adjusted $R^2$ value of 0.696 indicates that these three variables explain 69.6% of the variance in purchase decisions, while the remaining 30.4% is attributable to other factors not examined in this study (e.g., price, trust, delivery speed, customer service).

### Suggestion

Based on the findings and limitations of this research, the following suggestions are proposed:

1. For Shopee (Practical Implications):
   - Shopee can hold daily flash sales from 12:00–14:00 and 20:00–22:00 for fast-moving product categories (fashion, electronics), with a minimum discount of 50% and limited stock.
   - Shopee should integrate television advertising with TikTok, Instagram, and YouTube campaigns using unified promotional codes to track conversion effectiveness.
   - Shopee should attach exclusive limited-time vouchers to live events and celebrity campaigns to convert event engagement into actual purchases.
2. For Future Researchers (Theoretical and Methodological Suggestions):
   Future research should expand the range of independent variables, such as price perception, brand trust, ease of use, information quality, delivery service quality, and customer reviews, to explain the 30.4% of unexplained variance in purchase decisions, while also exploring mediating or moderating effects (e.g., brand image or emotional attachment) to clarify whether events influence purchases indirectly. Methodologically, studies should broaden the sample beyond Bekasi and Jakarta to include more geographically diverse Indonesian respondents and increase sample size beyond 105 for greater statistical power. Mixed methods, including qualitative approaches like interviews or

focus groups, would help uncover why consumers prioritize sales promotion over events, and a longitudinal design could track how the influence of events, advertising, and sales promotion shifts over time, especially with emerging competitors like TikTok Shop.

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