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**THE EFFECT OF TWIN DATE EVENT, PRICE DISCOUNT, AND FREE SHIPPING ON IMPULSIVE BUYING IN SHOPEE MARKETPLACE  
REVIEWED IN ISLAMIC BUSINESS PERSPECTIVE**

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**Abstract**

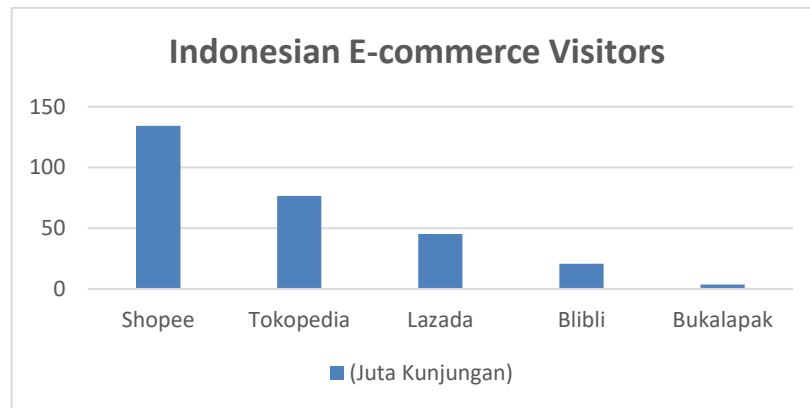
This study aims to examine the twin Date event, discount price, and free shipping on impulsive buying partially and simultaneously, as well as reviewing the perspective of Islamic Business. The research method used is a descriptive method with a quantitative approach. The population of this study is Generation Z in Bandar Lampung, totaling 296.828 thousand inhabitants, and a sample of 100 respondents. The results showed that the twin Date event had a positive and significant effect on impulsive buying, price discounts had a positive and insignificant effect on impulsive buying, free shipping had a positive and significant effect on impulsive buying and simultaneously the Twin Date Event, price discounts, and free shipping had a positive and significant effect on impulsive buying in the shopee marketplace in Generation z in Bandar Lampung City. Viewed from the perspective of Islamic Business, Islam forbids excessive consumption behavior (*isrāf*) and waste (*tabdzir*) and must emphasize the principles of simplicity (*al-iqtisād*), balance (*wasathiyah*), and usefulness in consumption.

**Keywords:** Twin date event, Discount, Free Shipping, Impulsive Buying



## INTRODUCTION

Developments in the digital world are widely used by people to start an online business, commonly referred to as E-business. Today, many people use information and communication technology to buy and sell goods online. This phenomenon is referred to as electronic commerce or e-commerce. The growth of e-commerce has been one of the most notable transformations in the business sector over the past few decades. The high number of e-commerce users reflects the rapid progress of market platforms in Indonesia. The continuous development of technology, supported by improved infrastructure and ease of regulation, has contributed to the growth of digital business (Humairoh & Riski, 2024).



**Figure 1. 1 Indonesian E-commerce visitors September 2024**

Sources: *katadata.co.id*

E-commerce that is currently in great demand by the people of Indonesia is Shopee. This is evidenced in the data above that the number of Shopee visits in September reached 134.3 million visitors, beating Tokopedia, Lazada, Blibli, and Bukalapak (Ahdiat, 2024). Shopee is an online shopping application that sells various products, so Shopee routinely offers various promos every month on "Twin dates" or more can be called Beautiful dates, such as 1.1, 2.2 and others. Promos offered such as Free Shipping promos, discounts, Cashback, Flash Sale, and others.

In this phenomenon, the author will focus on Generation Z as a research target. The reason the author focuses on Generation Z is that, according to IDN Research Institute, revealing the composition of Generation Z dominates the population in Indonesia born between 1997 and 2012, there are about 74.93 million people from Generation Z, more than other generations (Community, 2024). Then this research will also be carried out in Bandar Lampung because, according to the results of a survey by the Central Statistics Agency (BPS) from



the 2020 population census, it revealed that the Generation Z population dominated the Indonesian population born between 1997 and 2012, which amounted to 296,828 thousand inhabitants more than other generations (Statistik, 2020). In addition, the city of Bandar Lampung has a fairly high and heterogeneous population in terms of education and technology adoption. Data at the end of 2024 shows that the population of Bandar Lampung has reached around 1.08 million people, with a percentage of the population with higher education (S1/S2/S3) of 13.07%. (Fadhlurrahman, 2025) This condition indicates that there is a fairly supportive community base in economic and educational conditions that allow impulsive behavior in buying online consumptive behavior, especially in the younger generation, who are generally more digitally literate and responsive to promotions. In addition, McKinsey's survey results show that Generation Z spends more time on social media than other age groups. 58% of Gen Z respondents spend more than 1 hour using social media. Details, 35% access social media more than 2 hours, and 23% of respondents access social media 1-2 hours per day (Pratiwi, 2023).

Quoting from previous research, as conducted by (Rini Wijaningsih et al., 2024), the results of this study show that the twin Date event has a positive and significant effect on impulsive buying. This is in line with research conducted by Nurul Eka Putri and Ambardi, the results showed that partially the twin Date event did not significantly affect impulsive buying (Nurul Eka Putri & Ambardi, 2023). Consumers may prioritize other aspects over sustainability aspects.

The twin Date Event has also become a very effective marketing strategy in increasing sales (Anggraini et al., 2025). When this twin date takes place, there are a lot of offers offered by Shopee, including free shipping voucher offers, discounts on products, super flash sales, and many attractive prizes given to lucky consumers. These various offers are made to create a good experience and impression for Shopee users so that they can encourage impulsive buying behavior, which can provide many benefits to the company (Nurul Eka Putri & Ambardi, 2023).

Quoting from research by (Rusni & Solihin, 2022), who examined "the effect of hedonic shopping motivation, price discounts and the Tagline "Free Shipping " on impulsive purchasing decisions Online at Shopee" the results showed that discounts had a positive and significant effect on impulsive purchasing decisions online at Shopee but the tagline "Free Shipping" had no effect on impulsive purchasing decisions online at Shopee. This is in line with research conducted by Feni Desy Fitriana and Budi Istiyanto, the results showed



that Discount has no significant effect on Impulsive Buying, while the Tagline “free shipping” has a significant effect on Impulsive Buying (Fitriana & Istiyanto, 2024).

The phenomenon of Impulsive Buying is characterized by purchases made spontaneously without prior planning, which are triggered by various factors such as twin date events, price discounts, and free shipping. Twin Date Event is one of the effective marketing strategies to attract consumers by offering various attractive promos for a limited time, thus encouraging consumers to buy impulsively. Price discounts and Free Shipping are also strong external stimuli in influencing consumer purchasing decisions suddenly.

In an Islamic business perspective, uncontrolled consumption behavior can be contrary to sharia principles such as zuhd (moderation) and avoidance of israf (exaggeration). According to the word of Allah SWT in the Qur'an:

إِنَّ الْمُبَدِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

*“The wasteful are the brothers of Satan, and he is ungrateful to his Lord.” (QS. Al-Isra: 27)*

This paragraph is the basis for the Prohibition of excessive consumption that does not bring tangible benefits. Impulsive consumption behavior often leads to overspending and negatively affects consumer financial stability. Thus, from the perspective of Islamic business, this behavior is contrary to the principle of Al-iqtisād (simplicity), which encourages consumers to manage their assets wisely.

Therefore, Islam gives a firm attitude to the culture of consumption, where the Prohibition of something that is excessive and does not bring benefits. Because it will cause waste, as a muslim is forbidden to consume things that are prohibited by Islamic law. Zuhd or simplicity in question is not to consume goods or services excessively, and must be in accordance with the capabilities possessed. Therefore, in making a decision to purchase an item, it is important to consider whether it is really needed and whether it is suitable for your needs and existing financial capabilities (Anggraini et al., 2025).

Although there have been many studies that discuss the effect of Twin date events, price discounts, and free shipping on impulsive buying behavior, the results found still show inconsistencies. Some studies prove that these variables have a significant effect on impulsive buying behavior, but other studies show the opposite result. In addition, there are still a few studies that review the phenomenon of impulsive buying from the perspective of Islamic business,



especially in Generation Z in Bandar Lampung, which is known as an active user of the Shopee marketplace. Therefore, a study entitled “The effect of Twin date events, price discounts, and free shipping on Impulsive Buying in the Shopee Marketplace reviewed in the perspective of Islamic Business (Study On Generation Z in Bandar Lampung)” is important to provide a more comprehensive understanding of the effect of promotional strategies on consumption behavior, as well as reviewing their compliance with Islamic Business Principles.

## LITERATURE REVIEW

### **Theory of Planned Behavior**

Theory of Planned Behavior (TPB) is a further development of the Theory of Reasoned Behavior (Theory of Reasoned Action). The Theory of Planned Behavior is a conceptual framework that aims to explain the determinants of certain behaviors. According to Ajzen, the central factor of individual behavior is that the behavior is influenced by the individual's intention (behavior intention) towards that particular behavior. Intention to behave is influenced by three components, namely (1) attitude (attitude), (2) subjective norm (subjective norm), (3) perceived behavior control (perceived behavior control), and (4) intention (Intention) (Purba, 2023).

### **Twin Date Event**

The twin Date Event is a promo activity that is carried out every month on the twin date in the Shopee marketplace, such as 7.7, 8.8, 9.9, and so on. Shopee provides vouchers in the form of discount vouchers, free shipping vouchers, cashback, and the Golden Ticket Grand Prize, which makes the enthusiasm of the community as consumers (Wijaningsih et al., 2024).

### **Price Discount**

According to Kotler and Keller, discounts are basic price adjustments to reward customers for certain reactions, such as early payment of bills, purchase volume, and off-season purchases, which means that discounts are given in certain situations where the situation benefits the company or consumer (Kotler & Kevin, 2016). Discounts, according to Fandi Tjiptono, quoted by Firdaus in his study, are the prices that sellers offer to buyers in exchange for buyer actions that can make sellers happy. According to Mahmud Machfoedz, discounts are attractive discounts that aim to attract buyers because the actual price is lower than the usual price (Ananda et al., 2023).

### **Free Shipping**



Free shipping or free shipping is free shipping. Means delivery of goods is not charged, aka free. Shipping cost is the cost of shipping goods or services withdrawn by the seller from the customer during the buying and selling process, with the shipping cost charged to the customer. In the process of buying and selling online, the seller will charge shipping costs to the buyer in accordance with the weight and dimensions of the product purchased and the distance of delivery. So, the buyer will transfer money for the cost of the product plus shipping costs. This shipping cost term can be called postage or ongkir (Ritonga & Risal, 2023).

### **Impulsive Buying**

Impulsive buying is the behavior of consumers buying goods or services spontaneously without prior planning. This decision is often influenced by emotions, sudden impulses, or external stimuli, such as an attractive promotion, the atmosphere of a store, or the appearance of a product. In impulsive buying, consumers often do not consider the long-term consequences, both financially and practically. Impulse buying is an important concern because of its significant impact, both for consumers and businesses (Irdiana et al., 2024).

### **RESEARCH METHOD**

This study uses a descriptive method with a quantitative approach. The Data used consists of primary data obtained through the dissemination of questionnaires determined by purposive sampling techniques, because researchers set certain criteria for respondents to be sampled. The criteria are individuals who are included in the category of Generation z (born between 1997-2012), domiciled in Bandar Lampung, and have shopping experience in the Shopee marketplace at the time of the twin Date event, in addition, researchers used secondary data sourced from books, journals, and supporting literature.

The population in this study is Generation Z in Bandar Lampung, totaling 296.828 thousand inhabitants. The number of samples is determined based on the Slovin formula, then the sample can be determined as many as 99.96% of respondents, and then the author rounds it up to 100 respondents. Data analysis was done by the Partial Least Squares (PLS) method using the SmartPLS 4.0 application.



RESULTS AND DISCUSSION

1. Measurement Model (Outer Model)

a. Validity Test

Validity test aims to test the truth of an item statement, whether it is appropriate in measuring the validity of a variable indicator item. A variable indicator is said to be valid if it has an outer loading value > 0.7. Here is the table of validity test results below:

Table 1.1 Outer Loading Result

Indicators	Variable			Description
	Twin Date Event	Price Discount	Free Shipping	
ETK1	0.835			VALID
ETK2	0.929			VALID
ETK3	0.823			VALID
ETK4	0.921			VALID
GO1			0.833	VALID
GO2			0.815	VALID
GO3			0.859	VALID
GO4			0.721	VALID
GO5			0.812	VALID
GO6			0.895	VALID
GO7			0.791	VALID
DH1		0.739		VALID
DH3		0.721		VALID
DH4		0.806		VALID
DH5		0.817		VALID
DH6		0.755		VALID
IB1			0.818	VALID
IB2			0.810	VALID
IB3			0.787	VALID
IB4			0.844	VALID
IB5			0.733	VALID
IB6			0.836	VALID
IB7			0.885	VALID
IB9			0.784	VALID
IB10			0.815	VALID

Source: processed data, 2025



Based on the exposure in the table above, it can be seen that each statement on the indicator has been valid with an outer loading value of > 0.7. This shows that each item statement on each indicator has been valid to show the truth in the answers of each respondent collected.

**b. Reliability Test**

This test is intended to ensure that respondents are really consistent with the answers given in the questionnaire. Instrument reliability testing was conducted using composite reliability > 0.7, cronbach alpha with a value > 0.7, and an average variance extracted (AVE) value > 0.5. The following are the data reliability test results in this study:

**Table 1.2 Composite reliability, Cronbach's alpha and AVE**

Variable	Composite reliability	Cronbach's alpha	Average variance extracted (AVE)
Price Discount	0.900	0.870	0.644
Twin Date Event	0.841	0.745	0.577
Free Shipping	0.864	0.793	0.614
<i>Impulsive Buying</i>	0.848	0.771	0.586

*Source: processed data, 2025*

In Table 1.2 above, it can be seen that all data have been reliably shown with all composite reliability values > 0.7, cronbach alpha values > 0.7, and average variance extracted (AVE) values > 0.5. Thus, it can be concluded that the data on each indicator have met the reliability test requirements so that it can be continued to the next hypothesis test.

**2. Structural Model (Inner Model)**

R-Square (R2) for the dependent variable and the value of the coefficients in the path of the independent variable are used to evaluate the structural model in the PLS, for the independent variable, and then assessed based on the value of the original sample, t-statistics, and p-values of each path.

**a. Hypothesis test**

Hypothesis test in a study based on the value of T-statistics or the P-value. (Sugiyono, 2013) Based on the data that has been processed, the next stage of hypothesis testing is. In hypothesis testing, using a T-statistic value > 1.96 and a P-value 5% (0.05). For a T-statistic value > 1.96 and if the P-value



<0.05, then the hypothesis is accepted. The following table of hypothesis test results:

Table 1.3 Direct Influence Hypothesis Test

Variable	Original Sample	Mean	Standard Deviasi	T-statistic	p-value
Twin Date Event → Impulsive Buying	0.278	0.280	0.128	2.168	0.031
Price Discount → Impulsive Buying	0.215	0.237	0.117	1.847	0.065
Free Shipping → Impulsive Buying	0.296	0.305	0.095	3.117	0.002

Source: processed data, 2025

Based on Table 1.3 above, it can be seen that hypothesis testing 1, which examines the effect of Twin date events on Impulsive Buying, results in the original sample value of 0.278 indicates that Twin date events have a positive effect on impulsive buying. Furthermore, it is known that the T-statistic value of 2.168 > 1.96 and the P-value of 0.031 < 0.05 indicate that the Twin Date Event has a significant effect on impulsive buying. Based on the exposure, it can be concluded that the Twin Date Event has a positive and significant effect on impulsive buying.

Furthermore, hypothesis 2 examines how the effect of price discounts on Impulsive Buying. The test results of the original sample value of 0.215 show that the price discount has a positive effect on Impulsive Buying. Then the test results showed a T-statistic value of 1.847 < 1.96 and a P-value of 0.065 > 0.05, indicating that the price discount has no significant effect on Impulsive Buying. It can be concluded that price discounts have a positive and insignificant effect on Impulsive Buying.

Then, hypothesis 3 tests the effect of free shipping on impulsive buying. The test results showed the value of the original sample was worth 0.296, which means free shipping has a positive effect on impulsive buying. Furthermore, it is known that the T-statistic value is 3.117 > 1.96 and the P-value is 0.002 < 0.05, which shows that free shipping has a significant effect on impulsive buying. It can be seen that Free Shipping in Gen Z Bandar Lampung city has a positive and significant effect on impulsive buying.

**b. Coefficient of Determination Test, or R-Square (R<sup>2</sup>)**

Coefficient of determination or R-Square is useful to describe how much the variable affects the variable affected. The following table shows the results of the analysis of research data on the coefficient of determination test:

**Table 1.4 R-square**

Item	R-Square
Impulsive Buying	0.075

Source: processed data, 2025

The R-square result in Table 1.4 shows that the purchase decision variable is 0.075. This value indicates that the event variable twin date, price discounts, and free shipping, can provide an explanation of the construct that affects the impulsive buying variable by 7.5 %, and the rest is explained by the construct or other influences outside the research conducted.

**3. Multiple Linear Regression Analysis**

Multiple regression analysis is a linear relationship between two or more independent variables and dependent variables. The level of significance ( ③ ) used is 5% (0.05). The following output tables and figures show the results of the multiple linear regression test:

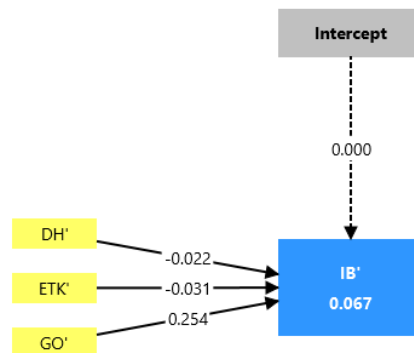
**Figure 1.1 Path Regression Analysis Model**

Figure 1.1 shows the results of a multiple linear analysis test, which provides a deep insight into the relationship between one dependent variable and several independent variables. Here is a table that will explain the results of the multiple linear regression test showed a significant relationship between the independent variable and the dependent variable.



**Table 1.5 Multiple Linear Regression Test Results**

	Unstandardized Coefficient	Standardized Coefficient	SE
X1	- 0.028	- 0.022	0.178
X2	- 0.042	- 0.031	0.190
X3	0.256	0.254	0.100
Y (INTERCEPT)	3.134	0.000	0.699

*Source: processed data, 2025*

Based on Table 1.5, a regression equation can be formulated to see the effect of Twin date events, price discounts, and free shipping on purchase decisions as follows:

**Y = 3.134 - 0.028X1 - 0.042X2 + 0.256X**

The interpretation of the equation of multiple linear regression analysis can be described as follows:

- a. The constant ( $\alpha$ ) has a value of 3.134; this indicates that if the Twin Date Event (X1), price discount (X2), and Free Shipping (X3) are zero, then impulsive buying (Y) has a value of 3.134.
- b. The value of the regression coefficient for the twin Date event variable (X1) is - 0.028, which indicates a negative influence, and if the twin Date Event variable (X1) rises by 1%, assuming that the other variables remain, then impulsive buying (Y) will decrease by -0.028.
- c. The value of the regression coefficient for the Discount Price variable (X2) is - 0.042, which indicates a negative influence, and if the discount price variable (X2) rose by 1%, assuming that the other variables remain, then impulsive buying (Y) will decrease by - 0.042.
- d. The value of the regression coefficient for the free shipping variable (X3) is 0.256; it shows a positive effect, and if the Free Shipping variable (X3) increases by 1%, assuming that other variables remain, then impulsive buying (Y) will increase by 0.009.

Based on the linear regression test results in the table above, it can be seen that the Twin Date Event (X1), price discount (X2), and Free Shipping (X3) together have a positive and significant effect on impulsive buying Generation Z in Bandar Lampung city, with a coefficient value of 3,134. The more often free shipping is held, with certain times such as twin date events and product price discounts make impulsive buying behavior in Generation Z in Bandar Lampung city increase significantly.



## Discussion

### 1. The effect of Twin Date Event on impulsive buying in shopee marketplace on Generation Z in Bandar Lampung

The results showed that the twin Date Event had a positive and significant effect on impulsive buying. It is known that the value of the original sample is a positive value of 0.278, which indicates that the Twin Date Event has a positive effect on impulsive buying, and a known t-statistical value of  $2.168 > 1.96$  and p-value of  $0.031 < 0.05$  indicates that the Twin Date Event has a significant effect on impulsive buying. Thus, it can be concluded that the twin Date event has a positive and significant effect on impulsive buying in the Shopee Marketplace in Generation Z in Bandar Lampung, which shows that the first hypothesis (H1) is accepted.

The twin Date Event was able to encourage impulsive buying purchases due to various attractive promos offered by Shopee to consumers, triggering consumers, especially Generation Z in Bandar Lampung, to make transactions spontaneously. Thus, the number of certain promos and offers in the twin Date event held is the main attraction for Generation Z in making impulsive purchases, especially on the Shopee marketplace.

Based on the Theory of Planned Behavior (TPB) by Ajzen, which explains that there is always a cause behind every person's actions. In this context, the twin Date event forms a positive attitude of Generation Z in Bandar Lampung towards Impulsive Buying, which is considered a special moment full of attractive promotions, thus encouraging spontaneous purchases. Strengthening subjective norms through social encouragement, such as mass shopping trends on social media, influencer recommendations, and peer invitations to shop during Twin date events, as well as increasing the perception of behavioral control through the ease with which consumers can access the Shopee application during Twin date events. The combination of a positive attitude, social Drive, and ease of access forms a strong intention to shop spontaneously. This is in line with research conducted by Nila Rahayu, Dewi Rakhmawati, & I Gusti Agung Arista, which shows that the twin Date Event has a positive and significant effect on impulsive buying behavior.

### 2. Effect of price discount on impulsive buying in the Shopee marketplace on Generation Z in Bandar Lampung.

The results showed that price discounts had a positive and insignificant effect on impulsive buying. It can be seen that the value of the original



sample is a positive value of 0.215, which indicates that the price discount has a positive effect on impulsive buying, and a known t-statistical value of  $1.847 < 1.96$  and p-value of  $0.065 > 0.05$  indicates that the price discount is not significant against impulsive buying. Thus, it can be concluded that the price discount has a positive and insignificant effect on impulsive buying in the Shopee Marketplace in Generation Z in Bandar Lampung, which indicates that the second hypothesis (H2) is not accepted.

Shopee Marketplace often provides discounts or discounts on its products from time to time and at certain events. This can change customer perceptions of the products offered to be more positive, and can increase impulsive buying behavior in consumers.

Theoretically, these results are supported by The Theory of Planned Behavior (TPB) introduced by Ajzen, where price discounts can form a positive consumer attitude towards impulsive buying because consumers can buy goods cheaper than the price should be, strengthen subjective norms through the influence of the environment, family and friends who often take advantage of discounts, thus encouraging consumers to shop spontaneously, as well as, as well as discounts on the shopee marketplace that make consumers feel easy to make purchases without prior planning. All three components form the consumer's intention to purchase without planning. This is in line with research conducted by Michael Hasim and Retno Budi Lestari, which shows that price discounts have a significant effect on impulsive buying behavior.

### **3. The effect of Free Shipping on impulsive buying in the Shopee Marketplace on Generation Z in Bandar Lampung**

The results showed that free shipping has a positive and significant effect on impulsive buying. It can be seen from the value of the original sample that a positive value of 0.296 shows that free shipping has a positive effect on impulsive buying, and a known t-statistical value of  $3.117 > 1.96$  and p-value of  $0.002 < 0.05$  shows that free shipping has a significant effect on impulsive buying. Thus, it can be concluded that free shipping has a positive and significant effect on impulsive buying in the Shopee Marketplace in Generation Z in Bandar Lampung, which shows that the third hypothesis (H3) is accepted.

Free Shipping affects impulsive buying because free shipping can generate interest in Generation Z in Bandar Lampung suddenly in certain products, especially with long distances. The majority of consumers often find it difficult to pay shipping costs, which can be more expensive than



the price they pay; with free shipping, it can ease the burden of shipping costs.

This result is supported by the Theory of Planned Behavior (TPB) by Ajzen, where, in fact, free shipping reduces the total cost of shopping so as to make purchases feel more efficient. Strengthening subjective norms where it has become a common assumption to shop online for free shipping, so that the norm is created that shopping online without free shipping is considered detrimental. It then improves the perception of behavioral control through the ease with which consumers make purchases without additional cost barriers, which makes them feel freer to shop spontaneously. These three components form the intention to make spontaneous purchases because they feel they are not financially disadvantaged and gain more profit, which leads to impulsive purchases. This is in line with research by Khusnul Khotimah and Syafwandi Syafwandi, which shows that free shipping has an influence on impulsive buying.

#### **4. Effect of Twin Date Event, Discount Price, and free shipping on impulsive buying in Shopee Marketplace on Generation Z in Bandar Lampung**

The results show that the twin Date Event, Discount Price, and free shipping together have a positive and significant effect on impulsive buying. It can be seen from the positive coefficient value of 3.134 and the R-Square 0.075 that the twin Date Event, price discount, and free shipping together have a positive effect on impulsive buying. Thus, it can be concluded that the twin Date Event, price discount, and free shipping together have a positive and significant effect on impulsive buying in the Shopee marketplace in Generation Z in Bandar Lampung, which shows that the fourth hypothesis (H4) is accepted.

This result is supported by the Theory of Planned Behavior (TPB) introduced by Ajzen, where consumer attitudes formed from a positive view of the twin Date Event, the benefits of discounted prices, and cost savings through free shipping will jointly encourage impulsive buying behavior. Strengthening subjective norms, through social encouragement from family, friends, and social media trends, also plays a role in strengthening consumer intentions to participate in ongoing promotions. Meanwhile, the perception of behavioral control in the form of ease of access to applications, the use of discount vouchers, and free shipping



facilities increases consumer confidence that they are able to make purchases spontaneously. When consumers have a positive attitude towards promotions, get social influence from the environment, and find it easy to shop, the intention to make impulsive purchases increases. Research by Angelica Herly et al shows that online promotional factors, including discounts, special events, and free shipping, simultaneously have a significant effect on impulsive buying behavior.

**5. Views in Islamic business related to impulsive buying, which is influenced by twin date events, price discounts, and free shipping on the Shopee marketplace for Generation Z in Bandar Lampung.**

Impulsive buying behavior is the act of buying goods without planning, influenced more by emotional impulses than rational considerations. This phenomenon is increasingly prevalent along with the development of digital technology and aggressive marketing strategies or promotions at Twin date events. This impulsive behavior is closely related to the external stimulus offered by the seller, so that the consumer is encouraged to buy even if the item is not a primary need. In an Islamic perspective, this kind of behavior can pose ethical problems as it can potentially lead to wastage (tabdzir) and unproductive consumption. (Aragoncillo & Orús, 2018)

Islam emphasizes that consumption activities are not only seen from individual satisfaction, but also from the side of usefulness (maslahah). Allah SWT says in the Qur'an:

إِنَّ الْمُبَذِّرِينَ كَانُوا إِخْوَانَ الشَّيْطَانِ وَكَانَ الشَّيْطَانُ لِرَبِّهِ كَفُورًا

*“The wasteful are the brothers of Satan, and he is ungrateful to his Lord.” (QS. Al-Isra: 27)*

This paragraph is the basis for the Prohibition of excessive consumption that does not bring tangible benefits. Impulsive consumption behavior often leads to overspending and negatively affects consumer financial stability. Thus, from the perspective of Islamic business, this behavior is contrary to the principle of al-iqtisād (simplicity), which encourages consumers to manage their assets wisely.

In addition, Islam emphasizes the principle of balance (wasathiyah) in spending. Allah the exalted:

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا



*“And those who, when they spend, are neither extravagant nor stingy, and are in the midst of that.” (QS. Al-Furqan: 67)*

This verse affirms the importance of moderation in consumption; impulsive buying behavior among the younger generation tends to be influenced by a consumptive lifestyle, which, if not controlled, can lead to *isrāf* (excessive) behavior. In the Islamic business perspective, ideal consumption is that which is balanced, meets real needs, and does not get caught up in momentary impulses due to promotions or trends.

Impulsive behavior has implications not only for the individual but also for the social aspect. Excessive consumption can lead to unfair distribution of wealth, while Islam emphasizes the principles of blessing and social responsibility. Within the framework of the *maqāsid al-sharī'ah*, consumption should support sustainability, safeguard wealth (*ḥif al al-Ma'l*), as well as avoid long-term losses. Thus, impulsive purchases that tend to be wasteful are incompatible with the objectives of Sharia.

Therefore, from the perspective of Islamic Business, impulsive buying needs to be controlled so that muslim consumers remain aligned with Sharia values. Business strategies should not encourage overconsumption but be geared towards consumer education, price fairness, and sustainability. In this way, businesses not only pursue short-term profits but also support the achievement of prosperity and blessings in trade.

## CONCLUSION

This study concludes that the variable Twin Date Event and free postage have a positive and significant influence on impulsive buying behavior in Generation Z in Bandar Lampung through the Shopee platform, where free postage is the most dominant factor. In contrast, price cuts, although a positive effect, are not significant in encouraging impulsive purchases because consumers tend to be more rational. Simultaneously, the three factors have a significant effect on impulse purchases with a contribution value of 7.5%, while the rest are influenced by other external factors. From the perspective of Islamic business, this phenomenon needs to be addressed wisely by Muslim consumers to avoid excessive consumption behavior (*isrāf*) and waste (*tabdzir*), and still prioritize the principle of simplicity (*al-iqtisād*) and expediency in accordance with Sharia values.



The implications of this study indicate that marketing strategies that rely on the momentum of the Twin Date Event and free shipping promotions are very effective in triggering the emotional appeal of Generation Z in Bandar Lampung, so businesses are advised to optimize both aspects to increase sales volume. However, due to the low value of R-Square (7.5%) and the review of aspects of Islamic economics, the suggestion for further research is to expand the research variables by adding external factors such as lifestyle, financial literacy, or the influence of social media influencers who may have a greater impact on shopping decisions. In addition, for marketing practitioners and consumers, it is important to integrate responsible consumption values so that aggressive promotion not only promotes transaction growth, but also remains attentive to the principle of sustainability and avoids wasteful behavior contrary to business ethics.

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