

The Effect Of Shopee E-Commerce Promotional Messages "Twin Dates" Through Digital Advertising On The Purchase Intention Of Muslim Students In The City Of Solo

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Abstrak: Pesan promosi merupakan bentuk komunikasi pemasaran yang berfungsi menyampaikan informasi dan membujuk konsumen untuk tertarik terhadap produk atau layanan tertentu. Penelitian ini mengkaji pengaruh pesan promosi Shopee "Tanggal Kembar" melalui iklan digital terhadap minat beli mahasiswa Muslim di Kota Solo. Dengan pendekatan kuantitatif eksplanatif dan melibatkan 242 responden mahasiswa Ilmu Komunikasi Universitas Muhammadiyah Surakarta, data diolah menggunakan regresi linier sederhana. Hasil penelitian menunjukkan adanya pengaruh signifikan dengan persamaan regresi $Y = 0,746 + 0,738X$, nilai t hitung $12,399 > 1,970$, serta signifikansi $0,000$. Koefisien korelasi (R) $0,625$ mengindikasikan hubungan positif yang kuat, sedangkan koefisien determinasi (R^2) $0,390$ menandakan bahwa 39% variasi minat beli dipengaruhi oleh pesan promosi. Temuan ini memperkuat teori S-O-R bahwa *stimulus* iklan digital mampu meningkatkan minat beli dan menegaskan pentingnya strategi promosi kreatif serta persuasif dalam meningkatkan daya saing *e-commerce*.

Kata kunci: iklan digital, minat beli, pesan promosi, tanggal kembar

Abstract: Promotional messages are a form of marketing communication that convey information and persuade consumers to become interested in particular products or services. This study examines the effect of Shopee's "Twin Date" promotional message through digital advertising on the purchase intention of Muslim students in the city of Solo. Using a quantitative explanatory approach with 242 respondents from the Communication Science Department of Muhammadiyah University of Surakarta, the data were analyzed through a simple linear regression method. The results indicate a significant influence, as shown by the regression equation $Y = 0.746 + 0.738X$, t -value of $12.399 > 1.970$, and a significance level of 0.000 . The correlation coefficient (R) of 0.625 demonstrates a strong positive relationship, while the coefficient of determination (R^2) of 0.390 suggests that 39% of the variation in purchase intention is influenced by promotional messages. These findings support the S-O-R theory that digital advertising stimuli can enhance purchase intention and highlight the importance of creative and persuasive promotional strategies in strengthening the competitiveness of *e-commerce* platforms.

Keywords: digital advertising, promotional messages, purchase intention, twin date

INTRODUCTION

The development of digital technology has fundamentally changed the way humans communicate, work, and shop over the past two decades. This shift has given rise to a new ecosystem known as the digital economy, where trade and consumption activities occur virtually without spatial or temporal boundaries ¹. Indonesia, as one of the countries with the largest number of internet users in the world, is an important part of this transformation. The rapid growth of smartphone users and increasing internet penetration have reinforced changes in consumer behavior, which increasingly relies on online transactions ². Online transactions are now not only an alternative but have become an integral part of the lifestyle of modern societies that prioritize efficiency, convenience, and accessibility in economic activities ³. Similar digital transformation trends have also reshaped communication and learning practices within Islamic contexts, where online platforms such as Instagram have proven effective in facilitating interactive engagement and digital literacy in the 4.0 era ⁴.

One of the dominant players in Indonesia's e-commerce industry is Shopee, which has successfully captured market share through a combination of technological innovation, creative communication strategies, and large-scale promotional campaigns. This platform not only functions as a marketplace but also as a medium of communication that fosters social and emotional connections between brands and consumers. Shopee's dominance can be seen from the Top Brand Award data, which shows that Shopee has consistently ranked first in the online shop category for the past several years ⁵.

¹ Jeffriansyah Dwi Sahputra Amory, Muhtar Mudo, and Rhena J., "Transformasi Ekonomi Digital dan Evolusi Pola Konsumsi: Tinjauan Literatur Tentang Perubahan Perilaku Belanja di Era Internet," *Jurnal Minfo Polgan* 14, no. 1 (February 28, 2025): 28–37, <https://doi.org/10.33395/jmp.v14i1.14608>

² Syaima Nida, Alfi Nurhakim, Jelita Miranda Noor Isiqamah, dan Nuraini, "Analisis Perkembangan Toko Online (E-Commerce) di Indonesia," *Jurnal Bisnis Digital (J-BisDig)* 2, no. 1 (May 31, 2024): 126–37, <https://doi:10.52060/j-bisdig.v2i1.2180>.

³ Rama Dani et al., "Analisis Penggunaan E-Commerce Shopee Terhadap Perilaku Konsumtif Pada Generasi Z (Studi Kasus Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas Nadhlatul Ulama Kalimantan Barat)," *AKSIOMA: Jurnal Sains Ekonomi dan Edukasi* 1, no. 8 (August 2024): 561–80, <https://doi.org/10.62335t>

⁴ Ayu Wulandari, Desta Ega Pratiwi, Khoirudin, and Siti Roudhotul Jannah, "Instagram Sebagai Media Pembelajaran Digital Agama Islam di Era 4.0," *Al-Manar: Jurnal Komunikasi dan Pendidikan Islam* 14, no. 1 (June 2025): 279–282, <https://doi.org/10.31949/jcp.v5i2.1389>.

⁵ Top Brand Award, "Komparasi Brand Index," 2024, https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=6&id_subkategori=540

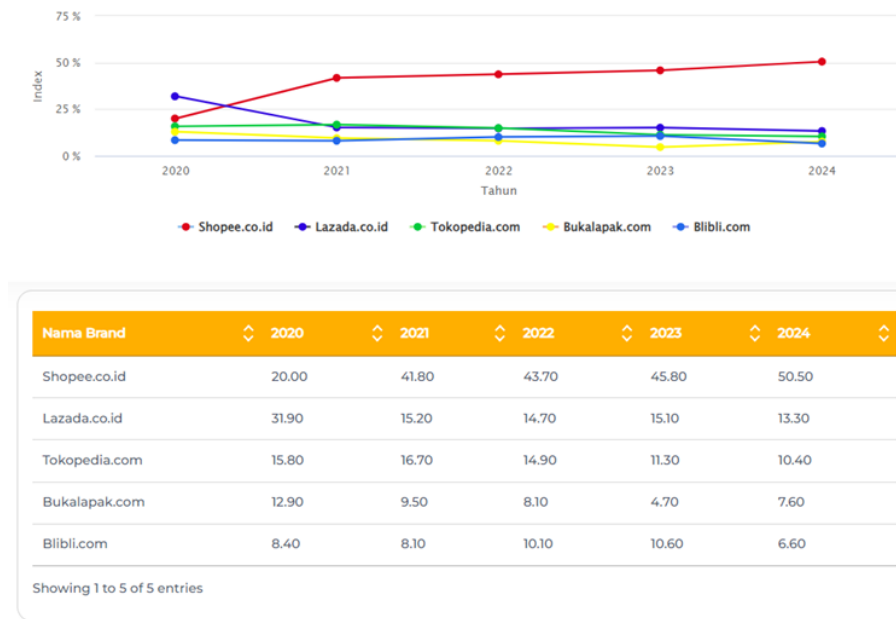


Figure 1. Graph of e-commerce brand performance indicators in Indonesia
Source: (Top Brand Award, 2024)

This data confirms the strength of Shopee's brand image and its success in building customer loyalty. This achievement is certainly inseparable from the company's ability to utilize effective, creative digital advertising, and promotional strategies that aligned with the behavior of Indonesian digital media users. The phenomenal "Twin Date" campaign (1.1, 2.2, 3.3, up to 12.12) is a clear example of the effectiveness of digital promotional messages in attracting massive consumer intention ⁶. This campaign offered large discounts, interactive promotions, and advertising activities on various social media platforms, thereby successfully generating public enthusiasm and strengthening Shopee's position as the leading e-commerce platform in Indonesia ⁷.

In the context of marketing communication, promotional messages are strategically designed stimuli to attract attention, generate interest, and influence

⁶ Mohamad Hafizh Enriza, and Angga Sanita Putra. "Pengaruh Event Tanggal Kembar di Marketplace Shopee Terhadap Minat Beli Masyarakat." *Jurnal Mirai Management* 9, no. 1 (2024): 1046. <https://doi.org/10.37531/mirai.v9i1.4903>.

⁷ Benediktus Rolando, Delizea Christy Disa Rantetandung, and Ni Nyoman Teristiyani Winaya, "Hubungan Penawaran Khusus pada Tanggal Istimewa terhadap Keputusan Pembelian di Platform E-Commerce Shopee," *Journal Management & Economics Review (JUMPER)* 1, no. 8 (September 1, 2024): 315–28, <https://doi.org/10.59971/jumper.v1i8.261>.

consumer purchasing decisions⁸. Digital promotional messages are delivered through various elements such as text, visuals, and persuasive narratives that are packaged in an attractive way to create a positive perception of the product⁹. Message formats such as flash sales, free shipping, and cashback vouchers are communication tools that create urgency and emotional impulses in consumers to make immediate purchases¹⁰.

This type of communication strategy has become increasingly effective because it is supported by the interactive, real-time, and personal characteristics of digital media. Among the various platforms available, Shopee utilizes the power of social media, influencer marketing, and in-app notifications to build a relevant and recurring communication experience¹¹. This approach allows promotional messages to be more personal and to appeal to the psychological aspects of consumers, especially the younger generation who tend to be responsive to digital trends¹². In this realm, the "Twin Date" promotion has become a symbol of a digital marketing strategy that combines functional and emotional values simultaneously¹³.

This phenomenon can be understood through the Stimulus–Organism–Response (S–O–R) theory introduced by Hovland in 1953. Previous studies have applied the S–O–R framework to analyze how social media exposure influences individual participation and decision-making behavior, particularly through repetitive stimuli that encourage engagement on digital platforms¹⁴. This theory explains that external stimuli received by individuals will affect their internal condition (organism),

⁸ Azmi Maulida, "Pengaruh Iklan, Sales Promotion, dan Citra Merek terhadap Minat Beli Ulang (Studi Pada Pengguna Shopee)," *Journal of Entrepreneurship, Management and Industry (JEMI)* 4, no. 4 (March 15, 2021), <https://doi.org/10.36782/jemi.v4i4.2181>.

⁹ Veronika Florita Novarani, Asep Suryana, and Frila Nurfadila, "Studi Eksplanatoris tentang Terpaan Iklan 'Are You Ready to Try Grammarly' oleh Almeida Kezia terhadap Mahasiswa Strata-1 Fakultas Ilmu Komunikasi Universitas Padjadjaran," *SABER: Jurnal Teknik Informatika, Sains dan Ilmu Komunikasi* 2, no. 4 (August 14, 2024): 106–21, <https://doi.org/10.59841/saber.v2i4.1705>.

¹⁰ Anita Candra Dewi et al., "Pengaruh Strategi Digital Marketing Melalui Penerapan E-Commerce dan Media Sosial pada Era Society 5.0," *Nusantara Journal of Multidisciplinary Science* 1, no. 5 (December 2023): 1122–31, <https://jurnal.intekom.id/index.php/njms>.

¹¹ Noer Aini Mery Cahyanti et al., "Pemanfaatan Strategi Digital Marketing dalam Upaya Pengembangan Bisnis UMKM pada E-Commerce Shopee," *Economics and Business Management Journal (EBMJ)* 3, no. 1 (April 2, 2024).

¹² Roida Pakpahan et al., "Pengaruh Promo Event 6.6 Flash Sale terhadap Perilaku Konsumtif Mahasiswa," *Journal of Information System, Applied, Management, Accounting and Research* 8, no. 1 (2024): 2598–8700, <https://doi.org/10.52362/jisamar.v8i1.1277>.

¹³ Mohammad Dava Ramdhani Umam et al., "Strategi Marketing dan Promosi dalam Meningkatkan Penjualan Produk dari Aplikasi Shopee," *Neraca: Jurnal Ekonomi, Manajemen dan Akuntansi* 3, no. 4 (January 6, 2024): 252–59, <http://jurnal.kolibi.org/index.php/>.

¹⁴ Dhiya Nawwariyah, Mentari Anugrah Imsa, Wina Puspita Sari, Qoryna Noer Seyma, and Indah Fajar Rosalina, "Pengaruh Terpaan Media Sosial Instagram @youthranger.id Terhadap Partisipasi Rangers dalam Kegiatan Youth Ranger Indonesia," *Al-Manar: Jurnal Komunikasi dan Pendidikan Islam* 14, no. 1 (June 2025): 623–625. <https://doi.org/10.36668/jal.v14i1.1400>.

which then produces certain behavioral responses¹⁵. In the context of this study, Shopee's digital promotional messages serve as stimuli that trigger cognitive and affective processes in consumers, particularly Muslim students in Solo. Individuals exposed to digital promotional stimuli interpret the message based on their personal experiences and values. This process eventually shapes their purchase intention¹⁶.

This internal process includes interpreting the appeal of the message, its value, and its moral relevance to one's beliefs¹⁷. Therefore, the effectiveness of stimuli in the context of e-commerce is not only determined by the promotional content but also by the level of consumer acceptance of the message conveyed. In the case of Muslim students, the decision to buy is not only driven by emotional impulses, but also by considerations of religious values and ethical consumption¹⁸. This is consistent with the findings of Mayasari and Azarkasyi, who emphasize that digital marketing strategies integrating ethical and value-based communication on platforms such as Shopee and TikTok can effectively attract consumer interest while maintaining moral alignment with Islamic principles.¹⁹ Thus, the S-O-R theory is relevant as an analytical framework for understanding the influence of digital promotional messages on purchase intention in consumer groups with specific religious backgrounds²⁰.

A number of previous studies have demonstrated a significant relationship between digital promotional messages and consumer purchase intention. Pratiwi²¹ asserts that promotional messages that have emotional appeal can increase consumer

¹⁵ Afwan Syahril, Dewi Kurniawati, and Maulana Adinata, "Pengaruh Iklan Lazada terhadap Minat Beli Barang secara Online di Kalangan Mahasiswa," *Algebra: Jurnal Pendidikan, Sosial dan Sains* 3, no. 1 (March 17, 2023): 16–22, <https://doi.org/10.58432/algebra.v3i1.744>.

¹⁶ Andi Ika Fahrika Herlawati and Shadriyah, "Analisis Pengaruh Video Advertising pada Platform Instagram Terhadap Minat Beli Busana Muslim Melalui Brand Awareness Sebagai Variabel Intervening," (2025), <https://doi.org/10.37817/IKRAITH-EKONOMIKA>.

¹⁷ Sania Hasmalika, "Pengaruh Iklan The Originote Terhadap Minat Beli Remaja Perempuan," 6 (2025): 1023–32.

¹⁸ Nieldya Nofandrilla, "Peran Green Brand Knowledge dan Green Marketing Communication pada Minat Beli Produk Ramah Lingkungan: Studi pada Mahasiswa Muslim di Surakarta," *Jurnal Ilmu Komunikasi UHO* 10, no. 1 (December 27, 2025): 312–30, <https://doi.org/10.52423/jikuho.v10i1.1513>.

¹⁹ Tika Mayasari and Badaruddin Azarkasyi, "Strategi Komunikasi Pemasaran dalam Menarik Minat Konsumen pada PT Daviena Mandiri Indonesia," *Al-Manar: Jurnal Komunikasi dan Pendidikan Islam* 14, no. 1 (2025): 685–696, <https://doi.org/10.36668/jal.v14i1.1422>.

²⁰ Dayaningtias Cakraputri, Yos Sunitiyoso, and Hasnul Suhaimi, "The Role of Stimulus-Organism-Response (SOR) in E-Commerce Strategic Decision Making for Sustainability," *Himalayan Journal of Economics and Business Management* 5, no. 2 (April 30, 2024): 1–26, <https://doi.org/10.47310/hjebm.2024.v05i01.037>.

²¹ Nurjanah, & Pratiwi, N. D. (2021). Pengaruh Tingkat Literasi Keuangan dan Pembelajaran di Perguruan Tinggi terhadap Perilaku Keuangan Mahasiswa. *Phinisi Integration Review*, 4(1), 150. <https://doi.org/10.26858/pir.v4i1.19402>

intention in products. Similar results were also found by Aliyah and Mardinata²², who explained that promotional content and ease of use of the Shopee application had a positive effect on student purchasing intention. Nadiansyah et al.²³ highlighted that promotional strategies such as free shipping programs, big discounts, and additional gifts were able to significantly increase purchasing decisions. Research by Darmatama and Erdiansyah²⁴ shows that digital advertising on the TikTok platform also influences purchasing decisions through product image and visual stimuli. However, the majority of these studies still focus on the general context of consumer behavior without considering religious dimensions or specific segments such as Muslim students.

This condition reveals a significant research gap worth further exploration. There has not been much research on how digital promotional messages in the context of e-commerce interact with the religious values and moral identity of Muslim consumers. Muslim students as a consumer segment have unique characteristics: they are rational in considering economic benefits, but still maintain religious principles in every consumption decision²⁵. They not only evaluate material benefits but also the compatibility of promotional messages with their spiritual values. In this context, digital marketing communication approaches such as "Twin Date" can elicit different responses compared to general consumer groups²⁶.

Furthermore, the rampant consumptive behavior among students shows that digital advertising communication plays a major role in shaping purchasing decisions²⁷. As digital natives, students are more easily influenced by visual messages and

²² Jannatun Aliyah and Erwin Mardinata, "Pengaruh Konten Promosi, Pemasaran Digital, dan Kemudahan Penggunaan Shopee terhadap Minat Beli," *Jurnal Ilmiah Raflesia Akuntansi* 10, no. 2 (October 31, 2024): 942–53, <https://doi.org/10.53494/jira.v10i2.674>.

²³ F. S. Nadiansyah, R. Indrawan, and S. Almujaib, "Analisis Strategi Promosi E-Commerce Shopee yang Mempengaruhi Keputusan Pembelian Konsumen," *Oikos: Jurnal Kajian Pendidikan Ekonomi dan Ilmu Ekonomi* 6, no. 1 (2022): 62. <https://doi.org/10.23969/oikos.v6i1.5057>

²⁴ Metta Darmatama and Rezi Erdiansyah, "The Influence of Advertising in TikTok Social Media and Beauty Product Image on Consumer Purchase Decisions," *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, vol. 570 (Atlantis Press, 2021), 888–892, <https://doi.org/10.2991/assehr.k.210805.140>

²⁵ Amalia Fadhilah, Badaruddin, and Pujiati, "Factors of Consumptive Behavior of Female Students Shopping on Shopee E-Commerce," *SINOMICS Journal* 3, no. 2 (June 9, 2024): 389–96, <https://doi.org/10.54443/sj.v3i2.319>.

²⁶ Jumarni and Andi Azhar, "The Role of Fear of Missing Out in Mediating the Effect of Twin Date Event Promotion E-Commerce Shopee Against Impulsive Buying Tendency," *Pedagogic Research-Applied Literacy Journal* 2, no. 1 (January 20, 2025): 209–19, <https://doi.org/10.70574/p8k0fz64>.

²⁷ Jannatun Aliyah and Erwin Mardinata, "Pengaruh Konten Promosi, Pemasaran Digital, dan Kemudahan Penggunaan Shopee terhadap Minat Beli," *Jurnal Ilmiah Raflesia Akuntansi* 10, no. 2 (October 31, 2024): 942–53, <https://doi.org/10.53494/jira.v10i2.674>.

persuasive narratives in online promotions ²⁸. Shopee, through its "Twin Date" campaign, took advantage of this psychological phenomenon to instill a sense of urgency and exclusivity, which ultimately created a fear of missing out (FoMO) effect and strengthened consumers' purchase intentions ²⁹. This strategy has been proven to not only increase immediate transactions but also strengthen long-term brand loyalty ³⁰.

Based on this analysis, this study has novelty in two main aspects. First, the research focuses on Muslim students as consumers with strong religious values, thus providing a new perspective on consumer behavior studies in the digital era. Second, the object of study, which focuses on Shopee's specific "Twin Date" campaign, provides a unique perspective compared to previous studies that were more general in nature. Thus, this study is expected to broaden the understanding of how digital promotional messages work in the context of different cultures, values, and consumer beliefs ³¹.

Therefore, this study aims to analyze the influence of Shopee's "Twin Date" e-commerce promotional messages through digital advertising on the purchase intention of Muslim students in Solo. The findings of this study are expected to contribute scientifically to the development of digital marketing communication theory and provide practical benefits for businesses in designing more effective, ethical, and consumer-friendly promotional strategies.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory design that aims to explain the cause-and-effect relationship between independent and dependent variables systematically based on numerical data. This approach was chosen because it is able to provide an empirical explanation of the effect of Shopee's "Twin Date" e-

²⁸ Mely Rosifah, Nunuk Indarti, and Etta Mamang Sangadji, "Pengaruh E-Commerce TikTok dan Gaya Hidup terhadap Perilaku Konsumtif pada Mahasiswa Pendidikan Ekonomi di Universitas PGRI Wiranegara," *Neraca Manajemen, Ekonomi* 8, no. 7 (2024), <https://doi.org/10.8734/mnmae.v1i2.359>.

²⁹ Nafa Diana Sari, Sayyid Rahmat Prayitno, and Abdullah Azzam Al Afghani, "Pengaruh FoMO pada Promo Iklan di TikTok terhadap Keputusan Pembelian oleh Mahasiswa: Ditinjau dari E-Commerce," *JICN: Jurnal Intelek dan Cendekiawan Nusantara* 1, no. 6 (December 17, 2024): 10148–59, <https://jicnusantara.com/index.php/jicn/article/view/1922>; Jumarni and Andi Azhar, "The Role of Fear of Missing Out in Mediating the Effect of Twin Date Event Promotion E-Commerce Shopee Against Impulsive Buying Tendency," *Pedagogic Research-Applied Literacy Journal* 2, no. 1 (January 20, 2025): 209–19, <https://doi.org/10.70574/p8k0fz64>.

³⁰ Shita Lusi Wardhani and Manggar Wulan Kusuma, "Strategi Marketing: Efek Event, Viral, dan Affiliate pada Minat Beli Konsumen di Marketplace Shopee," *Jurnal Ekonomi dan Bisnis* 18, no. 3 (November 30, 2024): 231–44, <https://doi.org/10.53916/jeb.v18i3.91>.

³¹ Edo Indrawan Purwoko, Edwin Zusrony, and Titin Hargyatni, "Pengaruh Promo Flash Sale dan Gratis Ongkir Shopee terhadap Keputusan Pembelian pada Gen Z di Kota Salatiga," *BBM (Buletin Bisnis & Manajemen)* 11, no. 1 (February 1, 2025): 32–44, <http://dx.doi.org/10.47686/bbm.v11i1.731>.

commerce promotional message through digital advertising on the purchasing intention of Muslim students in Solo. The explanatory quantitative method allows for objective data analysis through statistical techniques, so that the results obtained can be generalized to a wider population ³².

The choice of explanatory design was based on the research objective, which was not only to describe the phenomenon of digital marketing communication but also to empirically test the extent to which the promotional message variable contributed to changes in purchasing intention. Thus, this study combined descriptive and verificative approaches to obtain a comprehensive picture of the phenomenon under study ³³.

This study uses the Stimulus–Organism–Response (S–O–R) theory as a conceptual basis to explain the relationship between variables, where Shopee's "Twin Date" promotional message is positioned as the stimulus (S), Muslim students in Solo as the organism (O), and purchase intention as the response (R). The S–O–R theory approach is relevant to the context of digital marketing communication because it places advertising messages as psychological triggers that can influence consumer perceptions, emotions, and actions ³⁴.

The population in this study was all active students of the Communication Science Study Program at Muhammadiyah University of Surakarta (UMS), totaling 1,222 people. This population was selected based on the consideration that Muslim students have relatively homogeneous religious values and a high level of involvement in digital and e-commerce activities ³⁵. The sample size was determined using the Slovin formula with an error tolerance of 5%, resulting in an ideal sample size of 302 respondents.

However, the fieldwork resulted in 242 Muslim Communication Science students from UMS who were successfully gathered through the distribution of a Google

³² Nur Hikmatul Auliya Hardani et al., *Metode Penelitian Kualitatif & Kuantitatif*, ed. Husnu Abadi, 1st ed. (Yogyakarta: CV. Pustaka Ilmu Group Yogyakarta, 2020), <https://www.researchgate.net/publication/340021548>.

³³ Sugiyono and Puji Lestari, *Metode Penelitian Komunikasi*, ed. Sunarto (Bandung: Alfabeta, 2021).

³⁴ Dayaningtias Cakraputri, Yos Sunitiyoso, and Hasnul Suhaimi, "The Role of Stimulus-Organism-Response (SOR) in E-Commerce Strategic Decision Making for Sustainability," *Himalayan Journal of Economics and Business Management* 5, no. 2 (April 30, 2024): 1–26, <https://doi.org/10.47310/hjebm.2024.v05i01.037>; Afwan Syahril, Dewi Kurniawati, and Maulana Adinata, "Pengaruh Iklan Lazada terhadap Minat Beli Barang secara Online di Kalangan Mahasiswa," *Algebra: Jurnal Pendidikan, Sosial dan Sains* 3, no. 1 (March 17, 2023): 16–22, <https://doi.org/10.58432/algebra.v3i1.744>.

³⁵ Jannatun Aliyah and Erwin Mardinata, "Pengaruh Konten Promosi, Pemasaran Digital, dan Kemudahan Penggunaan Shopee terhadap Minat Beli," *Jurnal Ilmiah Raflesia Akuntansi* 10, no. 2 (October 31, 2024): 942–53, <https://doi.org/10.53494/jira.v10i2.674>.

Form-based questionnaire. According to Montgomery ³⁶, sample size justification is not only determined by mathematical calculations but must also consider pragmatic factors such as respondent accessibility, time, and research resources. In line with this, Perspectives in Clinical Research ³⁷ emphasizes the importance of sample size balance, as too small a number can reduce reliability, while too large a size can lead to inefficiency. Therefore, the number of 242 respondents is considered representative and adequate to represent the Muslim student population in Solo.

The sampling technique used purposive sampling with the following criteria: (1) active students of the UMS Communication Science Study Program, (2) Muslim, (3) have used the Shopee e-commerce application, and (4) have been exposed to Shopee's "Twin Date" advertisements or promotions on social media or other digital platforms. These criteria were established so that the respondents were truly relevant to the research context and could provide data in line with the analysis objectives ³⁸.

The research data consisted of primary and secondary data. Primary data was obtained through the distribution of online questionnaires, while secondary data was obtained from scientific literature, journal articles, and reports related to Shopee e-commerce. The questionnaire was designed in the form of closed questions using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

The research instrument consists of three main parts: respondent identity, promotional message variable indicators (X), and purchase intention variable indicators (Y). The promotional message variable consists of seven indicators based on Duncan's promotional message strategy theory ³⁹, namely: generic, preemptive, informational, emotional, association (brand meaning), lifestyle (self-congruence), and reminder. Meanwhile, the purchase intention variable refers to four indicators from Ferdinand ⁴⁰, namely: transactional interest, referential interest, preferential interest,

³⁶ Douglas C. Montgomery, "Sample Size Justification in Feasibility Studies: Moving Beyond Published Guidance," Perspectives in Clinical Research 16, no. 2 (2025): 57–64, <https://doi.org/10.4103/picr.picr.242.24>

³⁷ Priya Ranganathan, Vishal Deo, and C. S. Pramesh, "Sample Size Calculation in Clinical Research," Perspectives in Clinical Research 15, no. 3 (July 24, 2024): 155–59, <https://doi.org/10.4103/picr.picr.100.24>.

³⁸ Nur Hikmatul Auliya Hardani et al., Metode Penelitian Kualitatif & Kuantitatif, ed. Husnu Abadi, 1st ed. (Yogyakarta: CV. Pustaka Ilmu Group Yogyakarta, 2020), <https://www.researchgate.net/publication/340021548>.

³⁹ Jessica A. Larasati and Daniel Susilo, "Pengaruh Daya Tarik Pesan Promosi Penjualan, Endorsement Beauty Influencer terhadap Minat Beli Followers Instagram Rose All Day," Jurnal Spektrum Komunikasi (JSK) 10, no. 2 (June 24, 2022): 121–37, <https://doi.org/10.37826/spektrum.v10i2.269>.

⁴⁰ Mita Oktavia, "Pengaruh Program Diskon dan Iklan terhadap Minat Beli Konsumen pada Produk Wardah," Jurnal Multidisiplin West Science 3, no. 9 (September 29, 2024): 1331–46, <https://doi.org/10.58812/jmws.v3i09.1366>.

and exploratory interest. Both variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data were analyzed using SPSS software version 27 following standard quantitative procedures, including validity, reliability, and regression analyses to determine the effect of Shopee's "Twin Date" promotional messages on students purchase intention.

Overall, the research process in this study consisted of several stages: determining the research problem and objectives, developing a conceptual framework based on the S-O-R theory, defining the research variables and indicators, collecting data through online questionnaires, processing the data statistically using SPSS version 27, and interpreting the results to draw conclusions based on hypothesis testing. This approach is expected to provide a comprehensive picture of the extent to which Shopee's "Twin Date" digital promotion message influences the purchasing intention of Muslim students in Solo, as well as strengthening the empirical validity of the S-O-R theory in the context of digital marketing communication in Indonesia.

RESULT AND DISCUSSION

This study involved 242 Muslim students from the Communication Science Study Program at Muhammadiyah University of Surakarta (UMS). Respondents were selected using purposive sampling with the following criteria: active students, Muslim, have used Shopee, and been exposed to the "Twin Date" promotion through digital media. Data were collected using an online questionnaire based on Google Forms, then processed using SPSS version 27.

Table 1. General Characteristics of Research Respondents

No.	Characteristics	Classification	Frequency	Percentage
1.	Gender	Male	114	47.1%
		Female	128	52.9%
2	Age	<20	99	40.9%
		20-22	128	52.9%
		23-25	14	5.8%
		>25	1	0.4%
3	Shopee transaction frequency in the last month	1-2 times	105	43.4%
		3-5 times	85	35.1%
		6-10 times	20	8.3%
		>10 times	32	13.2%

4	Average monthly spending on Shopee	<Rp100,000	50	20.7%
		Rp100,000-Rp300,000	132	54.5%
		Rp300,000-Rp500,000	41	16.9%
		>Rp500,000	19	7.9%
5.	Length of time as a Shopee user	<6 months	6	2.5%
		6 months-1 year	20	8.3%
		1-3 years	71	29.3%
		>3 years	145	59.9
6.	Frequency of viewing Shopee Twin Date ads	Never	8	3.3%
		1-2 times	90	37.2%
		3-5 times	61	25.2%
		>5 times	83	34.3%
7	Advertising Exposure Media	Shopee App (banner/push notifications)	138	57%
		Social media (Instagram, TikTok, X/Twitter)	163	67.40%
		TV Ads/Online Streaming Platforms	66	27.30%
		Friends/Family	14	5.80%
		Others	5	2.10%

Source: Primary data processed using SPSS version 27 (2025)

The majority of respondents were female (52.9%) and aged 20–22 years (52.9%), reflecting the dominance of the digital generation who are highly active in online shopping. More than half of respondents (59.9%) have used Shopee for more than three years, indicating high loyalty to the platform. Exposure to "Twin Date"

advertisements was most commonly received through social media such as Instagram and TikTok, reinforcing the relevance of Shopee's digital campaign in reaching the Muslim student segment.

Validity and reliability tests were conducted to ensure the instrument's suitability. The validity test using Pearson's correlation showed that all statement items had a correlation value above the table value of 0.432, thus declaring them valid.

Table 2. Instrument Validity Test Results

Variable	Correlation Value	R Table	Description
Promotional Message (X)	0.630 – 0.903	0.432	Valid
Purchase intention (Y)	0.443 – 0.832	0.432	Valid

Source: Primary data processed using SPSS version 27 (2025)

The reliability test using Cronbach's Alpha shows that all instruments have a very high level of consistency.

Table 3. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Promotional Message (X)	0.976	22	Reliable
Purchase intention (Y)	0.905	11	Reliable

Source: Primary data processed using SPSS version 27 (2025)

A Cronbach's alpha value > 0.70 indicates high reliability ⁴¹, making the instrument suitable for use in hypothesis testing.

⁴¹ Nur Hikmatul Auliya Hardani et al., *Metode Penelitian Kualitatif & Kuantitatif*, ed. Husnu Abadi, 1st ed. (Yogyakarta: CV. Pustaka Ilmu Group Yogyakarta, 2020), <https://www.researchgate.net/publication/340021548>.

Table 4. Results of Classical Assumption Tests

Test Type	Sig. Value	Criteria	Description
Normality (Kolmogorov-Smirnov)	0.062	> 0.05	Data are normally distributed
Linearity	0.000	0.05	Significant linear relationship
Deviation from Linearity	0.362	> 0.05	No deviation from linearity

Source: Primary data processed with SPSS version 27 (2025)

Before regression analysis, classical assumption tests were conducted, including normality and linearity tests. The results showed that the data were normally distributed (Asymp. Sig. = 0.062 > 0.05) and had a significant linear relationship between the promotional message variable and purchase intention.

Table 5. Results of Simple Linear Regression Test

Variable	Coefficient	T-Calculated	Sig	Description
Constant (a)	0.746	3.133	0.002	Significant
Promotional Message (X)	0.738	12.399	0.000	Significant

Source: Primary data processed using SPSS version 27 (2025)

The results of the simple linear regression test show that promotional messages have a positive and significant effect on the purchasing intention of Muslim students in Solo.

The resulting regression model is $Y = 0.746 + 0.738X$, which means that for every a one-unit increase in perceived promotional message value corresponds to a 0.738-unit rise in purchase intention. The significance value ($0.000 < 0.05$) confirms that this effect is statistically significant.

The correlation coefficient (R) and determination coefficient (R^2) indicate a strong relationship and meaningful contribution between the two variables.

Table 6. Results of the t-test and Coefficient of Determination

Statistics	Value	Interpretation
Calculated t	12.399	Greater than t-table (1.970); significant effect
R	0.625	Strong and positive relationship
R^2	0.390	39% of the variation in purchase intention is explained by promotional messages

Source: Primary data processed using SPSS version 27 (2025)

The results of this study reinforce the Stimulus–Organism–Response (S–O–R) theory, in which promotional messages act as stimuli (S) that trigger cognitive and affective responses in Muslim students as organisms (O), which ultimately result in responses (R) in the form of purchase intention. Shopee's "Twin Date" campaign strategically utilizes visual, audio, and emotional elements that are able to trigger attention, strengthen brand memory, and create spontaneous purchasing impulses ⁴².

Most respondents rated the promotional message as informative, interesting, and memorable, in line with persuasive communication theory that emphasizes message appeal on consumer attitude change ⁴³. The promotional strategy of large discounts and limited time also created a sense of urgency and scarcity, which influenced quick purchasing decisions.

From a religious perspective, Muslim students tend to be more receptive to promotional messages that are simple, not excessive, and relevant to their needs. This finding is consistent with research emphasizing that engaging and ethical digital content such as educational or lifestyle-themed posts can enhance audience interest and positive behavioral intention when the message reflects their values and daily experiences ⁴⁴. The ethical values in this marketing communication are in line with Islamic views that emphasize honesty, fairness, and simplicity in transactions ⁴⁵. Thus, Shopee's promotional strategy is not only economically effective but also adaptive to the social and spiritual norms of young Muslim audiences in Indonesia.

⁴² Dayaningtias Cakraputri, Yos Sunitiyoso, and Hasnul Suhaimi, "The Role of Stimulus-Organism-Response (SOR) in E-Commerce Strategic Decision Making for Sustainability," *Himalayan Journal of Economics and Business Management* 5, no. 2 (April 30, 2024): 1–26, <https://doi.org/10.47310/hjebm.2024.v05i01.037>. ; Afwan Syahril, Dewi Kurniawati, and Maulana Adinata, "Pengaruh Iklan Lazada terhadap Minat Beli Barang secara Online di Kalangan Mahasiswa," *Algebra: Jurnal Pendidikan, Sosial dan Sains* 3, no. 1 (March 17, 2023): 16–22, <https://doi.org/10.58432/algebra.v3i1.744>. ; Hazrah Haironisa, Taufik Akhyar, dan Badaruddin Azarkasyi, "Optimalisasi Komunikasi Digital Melalui Konten Visual di Instagram untuk Branding Produk Lokal," *Al-Manar: Jurnal Komunikasi dan Pendidikan Islam* 14, no. 1 (Juni 2025): 637–640, <https://doi.org/10.36668/jal.v14i1.1409>.

⁴³ Moh. Fikri Haikal and Nur Asnawi, "Effectiveness of Twin Date Shopee Advertising on Purchase Decisions Moderated by Brand Awareness: A Study on Students of Malang City, Indonesia," *Asian Journal of Economics, Business and Accounting* 24, no. 6 (June 13, 2024): 636–43, <https://doi.org/10.9734/ajeba/2024/v24i61387>.

⁴⁴ Shofy Aulia Hakim, Mentari Anugrah Imsa, Asep Soegiarto, Qoryna Noer Seyma El Farabi, dan Abdul Kholik, "The Influence of Instagram Content @yummy.idn on Audience's Cooking Interest," *Al-Manar: Jurnal Komunikasi dan Pendidikan Islam* 14, no. 2 (Desember 2025): 1–3, <https://doi.org/10.36668/jal.v14i2.1449>.

⁴⁵ Nieldya Nofandrilla, "Peran Green Brand Knowledge dan Green Marketing Communication pada Minat Beli Produk Ramah Lingkungan: Studi pada Mahasiswa Muslim di Surakarta," *Jurnal Ilmu Komunikasi UHO* 10, no. 1 (December 27, 2025): 312–30, <https://doi.org/10.52423/jikuho.v10i1.1513>.

Overall, this study proves that Shopee's "Twin Date" e-commerce promotional message through digital advertising has a positive and significant effect on the purchasing intention of Muslim students in Solo. The relationship between the two variables is strong and explains 39% of the variation in purchasing intention behavior, while the rest is influenced by other factors such as product appeal, service quality, and digital consumption trends.

These findings not only reinforce the relevance of the Stimulus–Organism–Response (S–O–R) theory in the context of digital marketing communication but also modify it. The organism element in this theory is not only influenced by psychological and emotional aspects, but also by the religious values of Muslim students as a sociocultural dimension that strengthens or restrains the influence of digital promotional stimuli. Thus, this study contributes theoretically to the development of the S–O–R model in the context of religious societies and young consumers in the digital era.

CONCLUSION

This study confirms that Shopee's "Twin Date" e-commerce promotional message through digital advertising has a positive and significant influence on the purchasing intention of Muslim students in Solo. The relationship between promotional messages and purchasing intention is strong, with a determination contribution of 39%. These results indicate that the more attractive, relevant, and emotional the promotional message is, the higher the tendency for Muslim students to make online purchases. Theoretically, this study reinforces and modifies the Stimulus–Organism–Response (S–O–R) theory. The organism element in the context of Muslim students is not only influenced by psychological factors, but also by religious values and consumption ethics that balance rational and emotional drives. Thus, these findings contribute conceptually to the development of a religious value-based digital marketing communication model. From a practical perspective, the results of this study provide applicable benefits for e-commerce industry players and digital advertisers. Shopee and similar platforms can adjust their promotional message strategies to be more contextual, highlighting elements of simplicity, honesty, and social values that are in line with the religious identity of young audiences in Indonesia. This approach not only strengthens brand image but also builds long-term consumer loyalty.

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