

Research Article

The Influence of Price and Promotion on Consumers' Repurchase Intention in the Double Date Program on Shopee Marketplace: A Study on Shopee Customers in Pontianak City

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ABSTRACT

This study aims to evaluate the influence of price and promotion variables on consumers' repurchase intention during the double-date promotional program on the Shopee platform, focusing on users in Pontianak City. The research adopts an associative quantitative method, applied through a case study involving active Shopee users in the region. Primary data were collected through questionnaires distributed to 150 selected respondents using a purposive sampling technique, while secondary data were obtained from official sources such as Shopee reports, Katadata, and Statista. The collected data were analyzed using multiple linear regression with the aid of IBM SPSS version 25, accompanied by validity, reliability, and classical assumption tests to ensure the robustness of the analytical model. The results reveal that both price and promotion have a positive and significant effect on consumers' repurchase intention, whether examined jointly or individually. The coefficient of determination ($R^2 = 0.385$) indicates that 38.5% of the variation in repurchase intention is explained by these two factors. This finding highlights that rational pricing strategies and attractive promotional activities such as discounts, cashback programs, and interactive features like Shopee Live play an important role in strengthening customer loyalty and encouraging repeat purchases. Theoretically, this study contributes to the understanding of consumer behavior in the digital marketing era, particularly in the context of large-scale e-commerce promotional campaigns. Practically, the findings provide strategic insights for marketplace companies in formulating adaptive pricing and promotional policies aimed at enhancing customer retention and improving competitiveness within the digital economy landscape.

Keywords: Price; Promotion; Repurchase Intention

1. INTRODUCTION

The rapid evolution of the digital era has brought significant changes to consumer behavior and global marketing strategies. Advances in information technology have intensified business competition, urging companies to think more strategically, creatively, and innovatively in responding to social, cultural, and economic dynamics. In Indonesia, digital transformation has become a key driver in shifting consumer habits from conventional shopping to online transactions through various marketplace platforms. According to the Indonesian Internet Service Providers Association (APJII), in 2023, approximately 78.19% of Indonesia's population had internet access, with the majority connecting through mobile devices. This indicates that society increasingly relies on marketplaces as efficient, fast, and borderless transaction platforms (APJII, 2023).

Marketplaces have emerged as the dominant force in Indonesia's digital trade landscape. Platforms such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak compete to attract consumers through innovative pricing and aggressive promotional strategies. Data from Katadata.co.id (2024) shows that Shopee ranked first with 2.35 billion visits, followed by Tokopedia with 1.25 billion, Lazada with 762.4 million, Blibli with 337.4 million, and Bukalapak with 168.2 million. Shopee's leading position reflects the success of its marketing strategies, supported by interactive features such as Shopee Live and Shopee Video, along with massive thematic promotions. Since its launch in Indonesia in 2015 under SEA Group, Shopee has effectively integrated technology, logistics, and digital communication systems. This success is evidenced by its annual revenue growth, which rose from US\$244.1 million in 2022 to US\$263.5 million in 2023, and reached US\$279.9 million in 2024 (Statista, 2025).

One of Shopee's most successful promotional strategies is its double-date campaign, featuring special sale events such as 9.9, 10.10, 11.11, and 12.12, which serve as peak moments for online transactions. During these campaigns, Shopee offers various attractive deals including flash sales, discounts of up to 90%, cashback offers, free shipping with no minimum purchase, and live shopping sessions that heighten consumers' sense of urgency to buy. Data from Shopee (2023) indicates that during the 12.12 campaign, Shopee Live sessions increased by 49 times compared to regular days, while orders placed

through Shopee Video rose by 45 times. In the 2024 campaign, Shopee Live transactions during sahur increased by 44 times, and local product and MSME sales during the 11.11 event grew by 7.5 times (Shopee, 2024). A survey by Jakpat (2022) revealed that more than 75% of e-commerce users in Indonesia deliberately wait for double-date events to shop, particularly for products in the fashion, household, beauty, and electronics categories. This demonstrates that the combination of competitive pricing and intensive promotion successfully fosters consumer enthusiasm and strengthens repurchase intention.

From a consumer behavior perspective, price is a fundamental element shaping value perception and influencing purchasing decisions. Price represents the perceived benefit inherent in a product or service (Salim et al., 2020) and serves as a nominal value exchanged by consumers for specific benefits (Listyowati & Irmawati, 2024). In practice, while prices are set by sellers, transactions occur only when buyers perceive that the value they receive is proportional to what they pay (Manurung & Hadian, 2022). Proper pricing plays a crucial role in ensuring business sustainability, as it directly affects consumer trust and perceptions of quality (Rozi & Khuzaini, 2021). Santoso & Mahargiono (2023) notes that perceptions of fair pricing are shaped by personal experiences (internal reference prices) and external comparisons such as recommendations from others (external reference prices). Therefore, a rational and consistent pricing strategy that aligns with customer expectations can strengthen loyalty and encourage repeat purchases.

Beyond pricing, promotion plays a strategic role in building awareness and stimulating consumer purchase behavior. Sukmawati (2024) explains that promotion serves to disseminate information, capture attention, and evoke consumer desire for a product. Bowo (2022) highlights that well-designed promotional strategies can increase sales and enhance product competitiveness. Similarly, Febriyanto & Widiartanto (2021) argues that structured promotional efforts can significantly boost repurchase intention, while Aulia & Archie (2024) emphasize the importance of direct communication between sellers and buyers in fostering marketing relationships. Various forms of promotion—such as discounts, cashback programs, free shipping vouchers, gamified rewards, and flash sales—have proven effective in enhancing user engagement and encouraging repeat purchases. In Shopee's case, innovative promotional features like Shopee Live and Shopee PayLater have created immersive shopping experiences and expanded its loyal customer base.

From the consumer's standpoint, repurchase intention reflects the tendency of customers to make future purchases of the same product (Safitri, 2021). This intention is influenced by factors such as satisfaction, previous experiences, price perception, and the quality of promotional efforts (Listyowati & Irmawati, 2024). Peburiyanti & Sabran (2020) identify four dimensions of repurchase intention: transactional intention (the willingness to repurchase), referential intention (the tendency to recommend products to others), preferential intention (brand loyalty toward specific products), and exploratory intention (the desire to seek additional information about a product). Thus, the synergy between pricing and promotional strategies plays a vital role in forming repeat purchasing cycles, enhancing customer loyalty, and improving business profitability.

Nevertheless, previous studies in Indonesia have primarily focused on the general relationship between price, promotion, and purchase intention, with limited attention to repurchase behavior within large-scale promotional events such as double-date campaigns. Moreover, empirical research in secondary cities like Pontianak remains scarce, even though regional consumers exhibit distinctive purchasing patterns—particularly in household and beauty product categories (Shopee, 2024). This highlights a research gap that warrants further investigation to better understand the dynamics of digital consumer behavior beyond major urban centers.

Based on this context, the present study aims to examine the influence of price and promotion on consumers' repurchase intention during Shopee's double-date programs, focusing on users in Pontianak City. Theoretically, this research contributes to the literature on digital marketing and consumer behavior by providing empirical evidence on the effectiveness of event-based promotional strategies in driving repeat purchasing decisions. Practically, the findings are expected to serve as a valuable reference for e-commerce companies in formulating competitive pricing and promotional strategies that foster customer loyalty and support digital economic growth in regional areas

2. RESEARCH METHOD

Type of Research

This study applies an associative method with a quantitative approach. According to Siregar (2014), associative research aims to identify the relationship between two or more variables. Through this approach, the researcher seeks to examine the extent to which Price and Promotion influence Repurchase Intention among consumers during the Double Date Program on the Shopee Marketplace (A Study on Shopee Customers in Pontianak City).

Data Collection Technique

This research employs two types of data: primary data and secondary data. Primary data were obtained through questionnaires distributed to respondents who are active Shopee users in Pontianak City. As stated by Sugiyono (2013), primary sources are data obtained directly from individuals who provide the necessary information to the researcher. Furthermore, Sugiyono (2013) explains that a questionnaire is a method of collecting data by providing a set of written

questions or statements for respondents to answer based on their own perceptions. Meanwhile, secondary data were collected from supporting materials such as published reports and purchase activity records during Shopee's Double Date promotional events. This aligns with Siregar (2014), who describes secondary data as information that has been published or utilized by another organization, while the researcher collects and uses it only as complementary data.

Population and Sample

The population in this study consists of all Shopee consumers in Pontianak City who have made purchases through the application. According to Sugiyono (2013), a population is defined as a generalization area consisting of objects or subjects that have specific characteristics determined by the researcher to be studied and concluded. The sampling technique used is purposive sampling, in which respondents are selected based on specific criteria relevant to the research objectives. The criteria include: (a) being at least 18 years old, (b) having made a purchase on Shopee by their own decision, and (c) respondents who have made transactions during Shopee's double-date promotional events. The total number of respondents in this study is 150, following Roscoe's guideline cited in Sugiyono (2013), which states that an appropriate sample size for research ranges between 30 and 500 respondents.

Research Variables & Measurement Scale

This study involves two independent variables and one dependent variable. As explained by Sugiyono (2013), an independent variable is a factor that influences changes in another variable, while a dependent variable is the one affected by it. In this study, the independent variables are Price (X_1) and Promotion (X_2), while the dependent variable is Repurchase Intention (Y). Each indicator is measured using a Likert Scale consisting of five response levels, ranging from Strongly Disagree (1) to Strongly Agree (5). Sugiyono (2013) states that the Likert Scale is used to quantitatively measure individuals' attitudes, opinions, and perceptions toward a social phenomenon.

Data Analysis Technique

The data were analyzed using a statistical approach assisted by IBM SPSS version 25. Prior to hypothesis testing, the research instruments were examined through validity and reliability tests. Validity was tested using the product moment correlation, where an item is considered valid if r -count values are greater than the r -table values (Siregar, 2014). Reliability was tested using Cronbach's Alpha, with the instrument considered reliable if the coefficient value is ≥ 0.60 (Siregar, 2014). Subsequently, classical assumption tests were performed, including the Kolmogorov-Smirnov normality test (Ghozali, 2016), the Test for Linearity (Ghozali, 2016), and the multicollinearity test, with the criteria of Tolerance > 0.10 and VIF < 10 (Ghozali, 2016). If all assumptions were met, the analysis proceeded with multiple linear regression to determine the influence of Price (X_1) and Promotion (X_2) on Repurchase Intention (Y) (Siregar, 2014). The regression equation is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2$$

where: Y = Repurchase Intention, X_1 = Price, X_2 = Promotion, a = Constant, b_1 , b_2 = Regression coefficients.

The strength of the relationship among variables was measured using the correlation coefficient (R), while the magnitude of the effect was determined through the coefficient of determination (R^2) (Siregar, 2014). Hypothesis testing was carried out using both the F -test (simultaneous) and the t -test (partial). The decision criterion follows: if the significance value is ≤ 0.05 , the alternative hypothesis (H_a) is accepted; otherwise, if it exceeds 0.05, the null hypothesis (H_0) is accepted (Ghozali, 2016).

Variable Indicators

According to Kotler & Armstrong (2008), price indicators consist of price list, discounts, price reductions, and payment period. These indicators are used to represent how price is perceived by consumers in the purchasing process. Furthermore, Kotler & Armstrong (2008) state that promotional indicators include advertising, sales promotion, public relations, personal selling, and direct marketing. These indicators reflect the various promotional activities carried out by companies to influence consumers. Meanwhile, according to Priansa (2021), repurchase intention can be identified through several dimensions, namely transactional intention, referential intention, preferential intention, and exploratory intention. These dimensions describe consumers' tendencies to engage in repeat purchasing behavior.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test results for each statement for each variable can be seen in [Table 1](#).

Table 1. Validity Test Results

Variable	Indicators	r-count	r table	Descriptions
Price (X1)	X1.1	0.461	0.160	Valid
	X1.2	0.460		
	X1.3	0.451		
	X1.4	0.435		
	X1.5	0.336		
	X1.6	0.317		
	X1.7	0.359		
	X1.8	0.441		
	X1.9	0.504		
	X1.10	0.427		
	X1.11	0.370		
	X1.12	0.496		
	X1.13	0.490		
	X1.14	0.486		
	X1.15	0.446		
	X1.16	0.501		
Promotion (X2)	X2.1	0.583	0.160	Valid
	X2.2	0.558		
	X2.3	0.640		
	X2.4	0.510		
	X2.5	0.536		
	X2.6	0.482		
	X2.7	0.552		
Repurchase Intention (Y)	Y.1	0.536	0.160	Valid
	Y.2	0.545		
	Y.3	0.588		
	Y.4	0.522		
	Y.5	0.582		
	Y.6	0.322		
	Y.7	0.674		
	Y.8	0.377		
	Y.9	0.575		
	Y.10	0.534		
	Y.11	0.549		
	Y.12	0.460		
	Y.13	0.526		
	Y.14	0.519		
	Y.15	0.611		

Source: SPSS Output, 2025

Table 1 shows that all r-count values are greater than the r-table values ($r\text{-count} > 0.160$). Thus, all questionnaire items used to measure all variables can be declared valid as measuring instruments.

3.1.2 Reliability Test

After the questionnaire items were declared valid, the next step is to conduct a reliability test. The results of the reliability test for the variables of price (X1), promotion (X2), and repurchase intention (Y) can be seen in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X1)	0.702	Reliable
Promotion (X2)	0.623	
Repurchase Intention (Y)	0.817	

Source: SPSS Output, 2025

Table 2 shows that Cronbach's Alpha value for the price variable (X1) is 0.702. Then, for the promotion variable (X2), it is 0.623, and for the repurchase intention variable (Y), it is 0.817. All of these values are above 0.60. Therefore, the questionnaire used in the study to measure the variables of price (X1), promotion (X2), and repurchase intention (Y) is declared reliable as a measuring tool.

3.2 Classic Assumption Test

3.2.1 Normality Test

The results of the normality test for this study can be seen in **Table 3**.

Table 3. Normality Test Results

Test	Value
N (Sample)	150
Test Statistic	1.025
Asymp.Sig.(2-tailed)	.244

Source: SPSS Output, 2025

Table 3 shows the normality test results based on the Asymp. Sig (2-tailed) value of 0.244, which is greater than 0.05. Because the sig. value is greater than alpha (0.05), meaning that the data is normally distributed.

3.2.2 Linearity Test

The linearity test results for all variables can be seen in **Table 4**.

Table 4. Result of Linearity

Variable	Deviation from Linearity	Description
Repurchase Intention * Price	0.103	Linear
Repurchase Intention * Promotion	0.154	

Source: SPSS Output, 2025

Based on **Table 4**, the significance values of Deviation from Linearity for the relationships between Repurchase Intention and Price (sig. = 0.103) and Repurchase Intention and Promotion (sig. = 0.154) are greater than 0.05. This indicates that the deviation from linearity is not statistically significant, meaning that there is no evidence of a non-linear relationship between the variables. Therefore, it can be concluded that the relationships between the variables meet the assumption of linearity and are appropriate for further analysis using linear regression.

3.2.3 Multicollinearity Test

The results of the multicollinearity test can be seen in **Table 5**.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	.508	1.969
Promotion	.508	1.969

Dependent Variable: Repurchase Intention

Source: SPSS Output, 2025

Table 5 shows the results of the multicollinearity test that in the "Collinearity Statistics" section, the tolerance value for the price variable (X1) and the promotion variable (X2) is 0.508. This value is greater than 0.10. This means that there is no multicollinearity in the regression model. For the price variable (X1) and promotion variable (X2), a VIF value of 1.969 is obtained. Thus, because the VIF value is < 10 , there is no multicollinearity in the regression model.

3.3 Multiple Linear Regression Analysis

The results of multiple linear analysis data can be seen in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.632	5.405	.000
Price	.246	2.636	.009
Promotion	.383	4.728	.000

Dependent Variable: Repurchase Intention

Source: SPSS Output, 2025

Table 6 explains that the regression equation obtained is

$$Y = 1.632 + 0.246X1 + 0.383X2.$$

- a. The constant (a) of 1.632 indicates that if the price (X1) and promotion (X2) are 0, then the repurchase intention of consumers of the twin date program on the Shopee marketplace in Pontianak City, is 1.632 units.
- b. The multiple regression coefficient value of the price variable (X1) is 0.246, meaning that if the price variable (X1) increases by 1 (one) unit, the repurchase intention (Y) will increase by 0.246 units.
- c. The multiple regression coefficient value for the promotion variable (X2) is 0.383, meaning that if the promotion variable (X2) increases by 1 (one) unit, the repurchase intention (Y) will increase by 0.383 units.

3.4 Correlation Coefficient Analysis (R)

The results of the correlation coefficient (R) data analysis can be seen in **Table 7**.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.385	.377	.24079

Predictors: (Constant), Promotion, Price
 Dependent Variable: Repurchase Intention

Source: SPSS Output, 2025

Table 7 shows that the strength of the relationship between price (X1) and promotion (X2) on repurchase intention (Y), calculated using the correlation coefficient, is 0.621. This value falls within the range of 0.60–0.799, which is categorized as strong. This means that there is a strong relationship between price and promotion on repurchase intention in this study.

3.5 Analysis of the Coefficient of Determination R²

Based on **Table 7**, it is known that the coefficient of determination or R Square value is 0.385 or equal to 38.50%. This figure means that the price variable (X1) and promotion variable (X2) influence the repurchase intention variable (Y) by 38.50%, while 61.50% is influenced or determined by other variables.

3.6 Simultaneous Test (F Test)

To determine the combined influence of the independent variables on the dependent variable, the F test is used. The test results can be seen in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	5.341	2.671	46.061	.000 ^b
Residual	8.523	.058		

Dependent Variable: Repurchase Intention

Predictors: (Constant), Promotion, Price

Source: SPSS Output, 2025

Table 8 shows that the calculated F value is 46.061. This value is greater than the F table value of 3.05, or 46.061 > 3.05. Therefore, it can be concluded that Ha is accepted and Ho is rejected, meaning that price (X1) and promotion (X2) simultaneously influence consumer repurchase intention in the twin date program on the Shopee marketplace in Pontianak City.

3.7 Partial Test (t Test)

The results of the t-test can be seen in **Table 9**.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.632	5.405	.000
Price	.246	2.636	.009
Promotion	.383	4.728	.000

Dependent Variable: Repurchase Intention

Source: SPSS Output, 2025

Table 9 above shows the influence of each variable, price (X1) and promotion (X2), on repurchase intention (Y) in the twin date program on the Shopee marketplace in Pontianak City, as follows:

1. The test results indicate that the price variable (X1) has a t-statistic value of 2.636, which is greater than the t-table value ($2.636 > 1.653$), with a significance value of 0.009. Therefore, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected, indicating that price has a significant partial effect on repurchase intention. This finding is consistent with the study by Listyowati and Irmawati (2024), which found that price has a positive and significant effect on repurchase intention on the Shopee e-commerce platform. Their study shows that consumers' perceptions of competitive pricing encourage repeat transactions because such prices are perceived to provide higher value. In the marketplace context, price is not merely viewed as a nominal payment, but also as an indicator of value and transaction fairness. Accordingly, the more rational and transparent the pricing strategy applied, the greater the likelihood that consumers will maintain repeat purchasing behavior.
2. The promotion variable (X2) yields a t-statistic value of 4.728, which is higher than the t-table value ($4.728 > 1.653$), with a significance value of 0.000. Thus, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected, indicating that promotion has a significant partial effect on repurchase intention. This result is in line with the findings of Listyowati and Irmawati (2024), who stated that promotion has a positive and significant effect on consumers' repurchase intention on the Shopee platform. Promotional activities in the form of discounts, cashback vouchers, and other sales incentives are able to enhance perceived value and create a sense of economic benefit for consumers, thereby encouraging repeat purchases. Furthermore, this finding is consistent with the study by Singgih et al. (2024) on Tokopedia, which demonstrated that sales promotion has a significant effect on online repurchase intention, particularly through momentum-based promotional mechanisms that generate a sense of urgency and perceived scarcity. Consequently, digital promotion is proven to be a strategic factor in strengthening repurchase intention on marketplace platforms.

4. CONCLUSION

The results of this study indicate that price and promotion variables have a positive and significant effect on consumers' repurchase intention during Shopee's double-date promotional programs, both jointly and individually. This finding confirms that the more precise the pricing strategy and the more attractive the promotional activities, the greater the likelihood of consumers making repeat purchases. The coefficient of determination (R^2) value of 0.385 shows that 38.5% of the variation in repurchase intention can be explained by price and promotion factors, while the remaining percentage is influenced by other variables not examined in this study. From a theoretical perspective, this study contributes to the body of literature on consumer behavior in the digital era, particularly in the context of event-based promotional strategies on e-commerce platforms. The findings emphasize that a combination of fair pricing and innovative promotions plays a crucial role in fostering customer loyalty and strengthening repurchase intentions in a competitive online marketplace environment. Practically, this research provides valuable insights for marketplace operators such as Shopee to develop marketing strategies that prioritize customer experience. Interactive promotional programs such as Shopee Live, cashback offers, and discount vouchers have proven effective in enhancing emotional engagement with customers and increasing repeat purchase rates. In addition, transparent and value-based pricing policies should be consistently implemented to maintain consumer trust and reinforce positive perceptions of the platform. For future research, it is recommended to expand the study model by incorporating additional variables such as customer satisfaction, brand trust, and the quality of digital services. Comparative studies across regions or e-commerce platforms are also encouraged to provide deeper insights into digital consumer behavior and the factors influencing repurchase decisions within the rapidly evolving digital economy.

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