

1 Introduction

Due to the impact of the COVID-19 pandemic, online shopping has become a habit. The change in status from the pandemic to the new normal era influences consumer habits and behavior in shopping (Kompas.com, 2023). E-commerce, due to the rapid development of the internet, has enabled Indonesian society to become more modern, including in conducting online shopping activities. The latest report from research firm We Are Social shows that from 2022 to 2023, as many as 178.9 million people in Indonesia have done online shopping activities (Anggraini, 2023). This is because online shopping provides convenience to Indonesians in purchasing a good or service, which makes Indonesians more consumptive, which will hurt society. Online shopping in e-commerce can attract attention and influence consumer behavior to make impulse buying through promotions or visual encounters (Indrawati et al., 2022). One platform that dominates the e-commerce market is Shopee. Aprilia et al. (2023) stated that Shopee has the highest penetration consumer rate with high transaction value compared to other e-commerce. Shopee is the top-of-mind e-commerce and the brand most often used by consumers. Shopee is included in the e-commerce category that receives the most visits in 2023, with around 2.35 billion visits compared to other e-commerce in Indonesia (Katadata.co.id, 2024). It can be concluded that Shopee is still the most popular e-commerce among consumers as an online shopping platform. Shopee is also known for its marketing strategies, which can attract the attention of consumers through various promotional activities and campaigns. Shopee gets the best award in marketing of campaign, organized by a marketing magazine (Prasetio & Muchnita, 2022). One of marketing strategies or forms of campaigns is event marketing.

Event marketing is an online shopping festival held monthly through large scale marketing activities promoting various products to increase sales. Event marketing in Indonesia began with twin dates held at event 7.7 in 2020, with a percentage of 32% and 66% at event 8.8. The package delivery began in September, namely at event 9.9, and at event 10.10, experienced a 199% increase in sales in e-commerce. The peak was at event 12.12, which we often call Harbolnas (Yusniar, 2020). Total sales during Harbolnas in Indonesia until 2023 amounted to 25.7 trillion, higher than the previous year, and the transaction figure exceeded the target designed by the Indonesian E-commerce Association (idEA, 2022).

The increase in sales during the Twin Dates and Harbolnas shows that marketing strategies carried out during event marketing still considered to have the best offer for consumers, thereby increasing consumer enthusiasm for impulse buying (Kompasiana, 2024). Promotions at Shopee during event marketing also trigger consumers to make impulse purchases because they feel they are benefiting. The Impulse Buying phenomenon in Indonesia is high, with a percentage of 50%, and the Shopee Platform is still the most widely used e-commerce online shopping application by Android and iOS-based consumers, which triggers impulse buying (Al Mutanafisa & Retnaningsih, 2021). This is because consumers in Indonesia still lack good planning when deciding on purchases, resulting in many unplanned expenses that end in regret. However, this

impulse buying has a good impact on entrepreneurs, where impulse buying that occurs will increase sales.

Many factors cause impulse buying, both internal and external factors. However, the factors that can shape impulse buying at Shopee during event marketing are still unknown, as are how Shopee's entrepreneurs can implement these factors. Therefore, researchers need to conduct further exploration of this research. This article is structured in the first part, namely explaining the research background related to the analysis of impulse buying on Shopee during marketing events, and the second part explains the theory related to the research. The third section explains the research methodology, including research design, data collection techniques, and data analysis techniques. Next, the researcher presents the results and discussion in section four. It closes with section five, namely conclusions and suggestions from the researcher.