



THE EFFECT OF DOUBLE-DATE PROMOTIONS AND CUSTOMER SATISFACTION ON REPURCHASE DECISIONS ON SHOPEE AMONG MILLENNIALS IN JAMBI CITY

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ABSTRACT

The rapid growth of e-commerce has encouraged consumers, particularly the Millennial Generation, to engage in online shopping. In this context, double-date promotions and customer satisfaction are considered factors that may influence purchasing decisions on the Shopee platform. This study aims to determine the effect of double-date promotions and customer satisfaction on purchasing decisions among Millennials in Jambi City. The population of this study consisted of Millennials in Jambi City, with a sample of 100 respondents selected using a Purposive Sampling technique, specifically Millennials who use Shopee and participate in double-date promotions. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that, simultaneously, double-date promotions and customer satisfaction had a positive and significant effect on purchasing decisions. Partially, double-date promotions had a positive and significant effect on purchasing decisions, and customer satisfaction also had a positive and significant effect on purchasing decisions. Based on the data analysis, all research instruments were found to be valid and reliable. Furthermore, the classical assumption tests indicated that the data were normally distributed and free from heteroscedasticity and multicollinearity.



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1. INTRODUCTION

The development of information and communication technology has brought significant changes to economic activities, particularly in trading patterns and consumer behavior. The increasing use of the internet has created opportunities for people to conduct digital transactions through various electronic commerce (e-commerce) platforms. In Indonesia, the number of internet users in the first half of 2025 was reported to have reached 229,428,417 (Riyanto & Pertiwi, 2025). This development highlights the increasingly important role of the internet in supporting economic activities, including online buying and selling. E-commerce enables consumers to obtain product information, compare prices, evaluate product alternatives, and complete transactions without visiting physical stores. These changes have also encouraged businesses to develop digital marketing strategies to maintain competitiveness and increase consumer purchases.

One of the e-commerce platforms that has grown in Indonesia is Shopee. The platform offers a wide range of product categories, including clothing, beauty products, and daily necessities. According to GoodStats data for the April–July 2025 period, Shopee ranked first among the e-commerce platforms most frequently accessed by Indonesians, with a percentage of 53.22%, followed by TikTok Shop at 27.37%, Tokopedia at 9.57%, and Lazada at 9.09% (Lestari, 2025). This position demonstrates Shopee's strong presence in Indonesia's digital marketplace. However, a platform's success in attracting visits does not necessarily guarantee repeat purchases. Consumers' decisions to make subsequent transactions may be influenced by various factors, including the attractiveness of promotional offers and the satisfaction they derive from previous purchasing experiences.

In response to this competition, promotion has become a marketing strategy used to increase consumer interest in products and encourage transactions. One promotional strategy implemented by Shopee is the *double-date promotion*, such as 9.9, 10.10, 11.11, and 12.12 campaigns. These programs generally offer various incentives, including price discounts, shopping vouchers, cashback, free shipping,

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and flash sales. Such offers can enhance consumers' perceptions of the economic benefits of shopping. Research by (Sari et al., 2024) on hedonistic lifestyles and double-date promotions among Shopee users in South Tangerang highlights the relevance of double-date promotions in consumer behavior research. In addition, (Enriza & Putra, 2024) examined the influence of double-date events on Shopee marketplace users' purchase intentions. Although promotions can attract attention and encourage transactions, their effectiveness in shaping repurchase decisions needs to be examined further across different consumer characteristics and research contexts.

Repurchase decisions are an important aspect of sustaining e-commerce businesses because they relate to consumers' tendency to make transactions again after previous purchasing experiences. Repurchase behavior is influenced not only by attractive price offers but also by consumers' evaluations of the products and services they receive. Promotions that provide economic benefits may encourage consumers to consider purchasing again, whereas unsatisfactory shopping experiences may reduce this tendency. Therefore, promotional strategies should be understood not merely as a means of increasing short-term transactions but also as a potential factor in supporting repurchase behavior.

In addition to promotion, customer satisfaction is an important factor in explaining consumer behavior after a transaction. Customer satisfaction develops through an evaluation of the extent to which a product's or service's performance meets consumer expectations. In the context of e-commerce, this evaluation may include product quality, conformity with product descriptions, price, payment convenience, delivery speed, and customer service when problems arise. (Faizah et al., 2023) examined the relationship between customer satisfaction and repurchase intention at Zee Thrift Store in Lamongan, while (Yani & Sugiyanto, 2022) investigated service quality, trust, brand image, and customer satisfaction in relation to customer loyalty on Shopee. These studies highlight the importance of consumer experiences and evaluations in understanding the sustainability of relationships between customers and service providers. Nevertheless, customer satisfaction and repurchase decisions are distinct constructs, and their relationship requires empirical analysis.

Millennials represent a relevant consumer group for research on online shopping behavior. This generation experienced the development of digital technology from a period when internet use was not yet widespread to an era in which social media and e-commerce have become important parts of everyday life. According to the 2024 population data for Jambi City used in this study, the city had a population of 635,101, of whom 148,620 were in the 30–44 age group, classified in this study as Millennials. This population segment is important to examine in the context of economic activity and consumer behavior. Research on Millennials in Jambi City is expected to provide empirical insights into the relationship between digital promotional strategies, customer satisfaction, and repurchase decisions on Shopee. These population figures should be interpreted in accordance with the age classifications used by the official statistical source and the population criteria adopted in the study.

This phenomenon is further illustrated by a preliminary survey involving 40 Shopee users from the Millennial generation in Jambi City. Regarding the use of double-date promotions, 15 respondents (37.5%) strongly agreed and 12 respondents (30%) agreed that they used these promotions every month. Nine respondents (22.5%) somewhat agreed, while four respondents (10%) somewhat disagreed. These results indicate that most respondents tended to use double-date promotions, although the extent of their use varied. This preliminary finding suggests that double-date promotion is a relevant phenomenon for further investigation in relation to repurchase decisions.

Regarding satisfaction with the quality of products purchased through Shopee, 12 respondents (30%) reported being very satisfied, 16 respondents (40%) reported being satisfied, and 12 respondents (30%) reported being moderately satisfied. Meanwhile, when asked about their decision to shop again on Shopee, 16 respondents (40%) strongly agreed, 14 respondents (35%) agreed, nine respondents (22.5%) somewhat agreed, and one respondent (2.5%) somewhat disagreed. Descriptively, the preliminary survey indicates generally positive evaluations of product quality and a tendency to shop again. However, because the preliminary survey involved only 40 respondents and was descriptive in nature, its findings cannot

establish a statistically significant relationship between double-date promotion, customer satisfaction, and repurchase decisions. These relationships must be tested using the main research data.

Previous studies have reported varying findings regarding the relationships between promotions, customer satisfaction, and repurchase decisions. (Oktavia & Hanifa, 2023) examined the relationship between double-date promotions and repurchase decisions on Shopee and reported a significant effect. Humairoh et al. (2024) also investigated the effects of price discounts, free shipping, and double-date special event days on repurchase decisions for fashion products on Shopee. Furthermore, (Sari et al., 2024) examined sales promotions, satisfaction, and online shopping experiences in relation to repurchase decisions among Shopee users who were students at the Nobel Indonesia Institute of Technology and Business. In contrast, (Rawa & Huda, 2025) in their study of double-date events, promotions, and customer satisfaction among Generation Z Shopee users in the Greater Jakarta area, reported that double-date events and customer satisfaction did not have statistically significant effects. These differences indicate that the relationships between promotion, customer satisfaction, and repurchase decisions cannot be assumed to be consistent across all consumer groups and research contexts.

Given these differences in previous findings, further research is needed to re-examine the effects of double-date promotion and customer satisfaction on repurchase decisions among different consumer groups. For example, (Rawa & Huda, 2025) focused on Generation Z in the Greater Jakarta area, whereas the present study focuses on Millennials in Jambi City. Differences in age groups, geographical locations, and consumer characteristics provide a basis for further empirical investigation. In addition, this study examines the partial and simultaneous effects of the two independent variables double-date promotion and customer satisfaction on repurchase decisions. Accordingly, this research is expected to contribute to the empirical evidence on repurchase behavior in e-commerce, particularly on Shopee.

Based on this background, this study aims to analyze the effect of double-date promotion on repurchase decisions, examine the effect of customer satisfaction on repurchase decisions, and test the simultaneous effects of both variables among Millennial Shopee users in Jambi City. This study employs a quantitative approach, collecting data through questionnaires and analyzing the responses of 100 respondents selected using purposive sampling through multiple linear regression. The findings are expected to contribute to the development of digital marketing and consumer behavior research while providing practical insights for businesses and e-commerce platform managers in designing promotional strategies and improving customer satisfaction to encourage repeat purchases.

2. METHODS

This study employed a quantitative approach with an associative research design to analyze the relationships between the independent and dependent variables. The quantitative approach was selected because the study involved measuring variables through questionnaires and testing hypotheses using statistical analysis. The research focused on the effects of double-date promotion (X1) and customer satisfaction (X2) on repurchase decisions (Y) among Millennial Shopee users in Jambi City.

The study was conducted in Jambi City from November 2025 to July 2026. The research population consisted of Millennials residing in Jambi City who used the Shopee application. The selected respondents were users who had previously purchased fashion products through Shopee and had experience using double-date promotions. The sample was determined using *purposive sampling*, in which respondents were selected based on criteria relevant to the research objectives. A total of 100 respondents participated in the study.

This study used both primary and secondary data. Primary data were collected directly from respondents through questionnaire distribution, while secondary data were obtained from documentation, relevant literature, books, scientific journal articles, and other sources related to the research topic. The questionnaire was developed based on the indicators for each variable and employed a five-point Likert scale, ranging from strongly disagree (score 1) to strongly agree (score 5). The questionnaire enabled the structured measurement of respondents' perceptions of double-date promotion, customer satisfaction, and repurchase decisions.

The data were analyzed using descriptive statistics and multiple linear regression with the assistance of IBM SPSS Statistics version 26. The analysis was conducted in several stages. First, validity and reliability tests were performed to evaluate the adequacy of the research instrument. Second, classical assumption tests were conducted to assess normality, multicollinearity, and heteroscedasticity. Third, multiple linear regression analysis was employed to estimate the effects of double-date promotion and customer satisfaction on repurchase decisions. The regression model was formulated as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Hypothesis testing was conducted using the *t-test* to identify the partial effect of each independent variable and the *F-test* to examine the simultaneous effects of both independent variables. The coefficient of determination R^2 was used to determine the proportion of variance in repurchase decisions explained by double-date promotion and customer satisfaction. The significance level was set at 5% $\alpha = 0.05$.

3. RESULTS AND DISCUSSIONS

Validity Test of the Double-Date Promotion Variable (X1)

The validity test of the double-date promotion variable was conducted to determine whether each statement item was appropriate for measuring the promotion variable. The validity test results for the three statement items of variable X1 are presented in Table 1.

Table 1. Validity Test Results for the Double-Date Promotion Variable (X1)

Statement Item	r calculated	r table (5%)	Conclusion
X1.1	0.860	0.195	Valid
X1.2	0.794	0.195	Valid
X1.3	0.869	0.195	Valid

Based on Table 1, all statement items for the double-date promotion variable had calculated correlation coefficients greater than the critical value of 0.195. The correlation coefficients ranged from 0.794 to 0.869. Therefore, all three statement items for the double-date promotion variable were considered valid and suitable for use in subsequent analyses.

Validity Test of the Customer Satisfaction Variable (X2)

The validity test of the customer satisfaction variable was conducted to determine whether each statement item adequately measured customer satisfaction based on the indicators used in this study. The validity test results for the five statement items of variable X2 are presented in Table 2.

Table 2. Validity Test Results for the Customer Satisfaction Variable (X2)

Statement Item	r calculated	r table (5%)	Conclusion
X2.1	0.729	0.195	Valid
X2.2	0.785	0.195	Valid
X2.3	0.848	0.195	Valid
X2.4	0.793	0.195	Valid
X2.5	0.750	0.195	Valid

Based on Table 2, all five statement items for the customer satisfaction variable had calculated correlation coefficients greater than the critical value of 0.195. The correlation coefficients ranged from 0.729 to 0.848. These results indicate that all statement items for the customer satisfaction variable met the validity criteria. Therefore, the five items were considered appropriate for measuring customer satisfaction in the subsequent analyses.

Validity Test of the Repurchase Decision Variable (Y)

The validity test of the repurchase decision variable was conducted to assess whether each statement item adequately measured respondents' decisions to make repeat purchases. The validity test results for the four statement items of variable Y are presented in Table 3.

Table 3. Validity Test Results for the Repurchase Decision Variable (Y)

Statement Item	r calculated	r table (5%)	Conclusion
Y.1	0.810	0.195	Valid
Y.2	0.762	0.195	Valid
Y.3	0.825	0.195	Valid
Y.4	0.613	0.195	Valid

Based on Table 3, all statement items for the repurchase decision variable had calculated correlation coefficients greater than the critical value of 0.195. The correlation coefficients ranged from 0.613 to 0.825. Thus, all four statement items for the repurchase decision variable were considered valid and suitable for further analysis. Overall, the validity test results indicate that all 12 statement items across the three research variables double-date promotion, customer satisfaction, and repurchase decision met the validity criteria. These findings demonstrate that all statement items satisfied the validity requirement based on the comparison between the calculated and critical correlation coefficients. Consequently, the research instrument was considered suitable for use in the subsequent stages of data analysis.

Reliability Test

The reliability test was conducted to assess the consistency and dependability of the research instrument. A research instrument is considered reliable if it produces consistent and stable measurements. In this study, reliability was assessed using Cronbach's alpha coefficient. A variable was considered reliable if its Cronbach's alpha value exceeded the minimum acceptable threshold of 0.60. The reliability test results for the three research variables are presented in Table 4.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Reliability Threshold	Conclusion
Double-Date Promotion	0.789	3	0.60	Reliable
Customer Satisfaction	0.836	5	0.60	Reliable
Repurchase Decision	0.746	4	0.60	Reliable

Based on Table 4, all three research variables had Cronbach's alpha values exceeding the minimum reliability threshold of 0.60. The double-date promotion variable obtained a Cronbach's alpha value of 0.789, while the customer satisfaction variable achieved a value of 0.836. Meanwhile, the repurchase decision variable recorded a Cronbach's alpha value of 0.746. These results indicate that all three variables met the established reliability criteria. Customer satisfaction had the highest Cronbach's alpha value (0.836), followed by double-date promotion (0.789) and repurchase decision (0.746). Therefore, the questionnaire items for all three variables demonstrated acceptable internal consistency and were considered reliable for use in the subsequent stages of data analysis.

Normality Test

The normality test aims to determine whether the residuals in the regression model are normally distributed. In this study, normality was assessed using a *Normal Probability Plot of Regression Standardized Residuals*. The decision criteria were as follows:

1. If the data points follow the diagonal line and are distributed around it, the data are considered to be approximately normally distributed, indicating that the regression model satisfies the normality assumption.
2. If the data points deviate from the diagonal line and are widely dispersed away from it, the data are considered not to be normally distributed, indicating that the regression model does not satisfy the normality assumption.

Based on the normal probability plot generated using SPSS 26, the data points followed the direction of the diagonal line and were distributed around it. This pattern indicates that the residuals were approximately normally distributed. Therefore, the regression model was considered to satisfy the normality assumption and was suitable for further analysis.

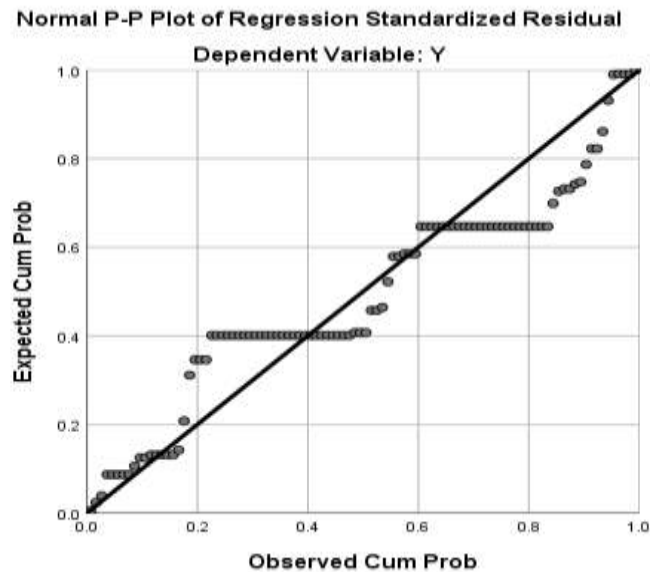


Figure 1. Normality Test Results

Multicollinearity Test

The multicollinearity test was conducted to determine whether there was a correlation among the independent variables in the regression model. A good regression model should not exhibit problematic multicollinearity among its independent variables. Multicollinearity was assessed using the *tolerance* value and the *variance inflation factor* (VIF). The decision criteria were as follows:

1. If the tolerance value is greater than 0.10 or the VIF value is less than 10, the regression model is considered free from multicollinearity.
2. If the tolerance value is less than 0.10 or the VIF value is greater than 10, the regression model is considered to exhibit multicollinearity.

The multicollinearity test results for the independent variables, double-date promotion and customer satisfaction, are presented in Table 5.

Table 5. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Conclusion
Double-Date Promotion (X1)	0.383	2.610	No multicollinearity
Customer Satisfaction (X2)	0.383	2.610	No multicollinearity

Based on Table 5, both independent variables had tolerance values of 0.383, exceeding the minimum threshold of 0.10. Furthermore, their VIF values were 2.610, below the maximum threshold of 10. These results indicate that the regression model did not exhibit multicollinearity between double-date promotion and customer satisfaction. Therefore, both independent variables were considered suitable for inclusion in the regression model to examine repurchase decisions among Millennials in Jambi City.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the variance of the residuals in the regression model remained constant across observations. If the residual variance is constant, the condition is referred to as homoscedasticity; if the variance differs across observations, it is referred to as heteroscedasticity. A good regression model should satisfy the homoscedasticity assumption and show no evidence of heteroscedasticity. In this study, heteroscedasticity was assessed by examining a scatterplot of the residuals. The decision was based on the distribution of the points relative to zero on the Y-axis. If the points are randomly distributed both above and below zero without forming a clear pattern, there is no visual evidence of heteroscedasticity. Based on the heteroscedasticity test results presented in Figure 2, the scatterplot shows that the points were distributed both above and below zero on the Y-axis and did not form any clear or systematic pattern. These findings indicate that there was no visual evidence of

heteroscedasticity in the regression model. Therefore, the model was considered to satisfy the homoscedasticity assumption based on the scatterplot assessment.

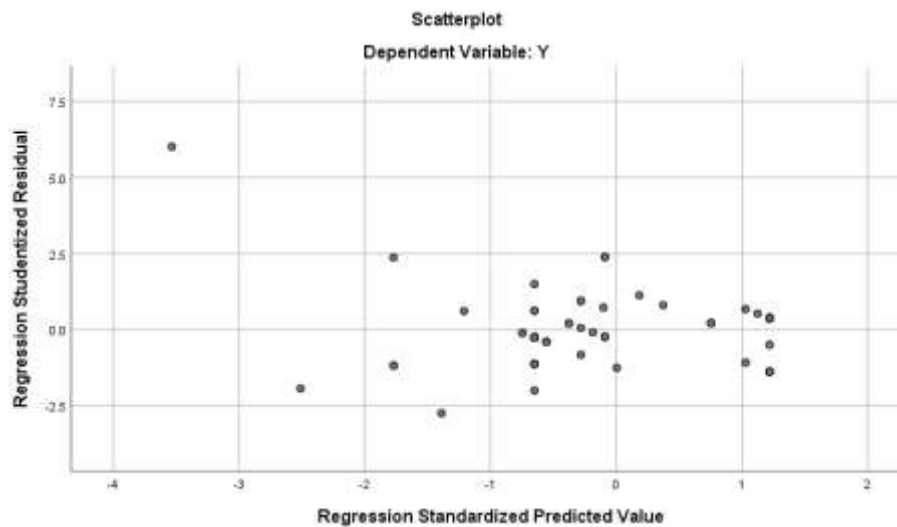


Figure 2. Heteroscedasticity Test Results

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the relationship between the independent variables, namely double-date promotion (X1) and customer satisfaction (X2), and the dependent variable, repurchase decision (Y). This method allows the effects of two or more independent variables on a single dependent variable to be analyzed simultaneously. The regression analysis was performed using IBM SPSS Statistics 26. The results are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t	Sig.
Constant	3.179	1.003	—	3.171	0.002
Double-Date Promotion (X1)	0.814	0.109	0.669	7.482	0.000
Customer Satisfaction (X2)	0.167	0.073	0.204	2.283	0.025

Dependent variable: Repurchase Decision (Y).

Based on Table 6, the constant value was 3.179, while the regression coefficients for double-date promotion (X1) and customer satisfaction (X2) were 0.814 and 0.167, respectively. Therefore, the multiple linear regression equation can be expressed as follows:

$$= a + b_1X_1 + b_2X_2 + e$$

$$y = 3.179 + 0.814x_1 + 0.167x_2 + e$$

The regression equation can be interpreted as follows.

1. Constant

The constant value of 3.179 indicates the predicted value of the repurchase decision when double-date promotion and customer satisfaction are both assumed to be zero. This value represents the intercept of the regression model.

2. Double-Date Promotion (X1)

The regression coefficient for double-date promotion was 0.814, indicating a positive relationship between double-date promotion and repurchase decisions. Holding customer satisfaction constant, a one-unit increase in the double-date promotion score was associated with a 0.814-unit increase in the predicted repurchase decision score. The coefficient was statistically significant $t = 7.482$, $p < 0.001$. This result indicates that double-date promotion had a positive and statistically significant relationship with repurchase decisions among Millennials using Shopee in Jambi City.

3. Customer Satisfaction (X2)

The regression coefficient for customer satisfaction was 0.167, indicating a positive relationship between customer satisfaction and repurchase decisions. Holding double-date promotion constant, a one-unit increase in the customer satisfaction score was associated with a 0.167-unit increase in the predicted repurchase decision score. The coefficient was statistically significant $t = 2.283$, $p = 0.025$. This finding indicates that customer satisfaction had a positive and statistically significant relationship with repurchase decisions among Millennials using Shopee in Jambi City.

Overall, the regression results indicate that both double-date promotion and customer satisfaction were positively associated with repurchase decisions. However, the standardized coefficients suggest that double-date promotion had a stronger relative association with repurchase decisions $\beta = 0.669$ than customer satisfaction $\beta = 0.204$. These findings are based on the estimated regression model and should be interpreted in accordance with the study's research design.

Hypothesis Testing

Hypothesis testing was conducted to examine the effects of double-date promotion and customer satisfaction on repurchase decisions among Millennials in Jambi City. Two statistical tests were employed: the *t*-test and the *F*-test. The *t*-test was used to assess the partial effect of each independent variable on the dependent variable, whereas the *F*-test was used to examine the simultaneous effect of the independent variables on the dependent variable.

a. Partial t-Test

The partial *t*-test was conducted to determine whether each independent variable had a statistically significant relationship with the dependent variable at a significance level of 0.05. The critical *t*-value was determined using 97 degrees of freedom, calculated from a sample of 100 respondents and two independent variables. At a two-tailed significance level of 0.05, the critical *t*-value was 1.984. The partial *t*-test results are presented in Table 7.

Table 7. Partial t-Test Results

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t	Sig.
Constant	3.179	1.003	—	3.171	0.002
Double-Date Promotion (X1)	0.814	0.109	0.669	7.482	0.000
Customer Satisfaction (X2)	0.167	0.073	0.204	2.283	0.025

Dependent variable: Repurchase Decision (Y).

Based on Table 7, the partial effects of the independent variables on repurchase decisions can be interpreted as follows.

1. Effect of Double-Date Promotion on Repurchase Decisions

The double-date promotion variable (X1) obtained a calculated *t*-value of 7.482, which was greater than the critical *t*-value of 1.984. The significance value was reported as 0.000 in the SPSS output, which should be presented as ($p < 0.001$). Since the calculated *t*-value exceeded the critical value and the significance level was below 0.05, the null hypothesis H01 was rejected and the alternative hypothesis Ha1 was supported. These results indicate that double-date promotion had a positive and statistically significant relationship with repurchase decisions among Millennials using Shopee in Jambi City. Therefore, the first hypothesis was supported.

2. Effect of Customer Satisfaction on Repurchase Decisions

The customer satisfaction variable (X2) obtained a calculated *t*-value of 2.283, which was greater than the critical *t*-value of 1.984. The significance value was 0.025, which was below the 0.05 threshold. Accordingly, the null hypothesis H02 was rejected and the alternative hypothesis Ha2 was supported. These results indicate that customer satisfaction had a positive and statistically significant relationship with repurchase decisions among Millennials using Shopee in Jambi City. Therefore, the second hypothesis was supported.

Simultaneous F-Test

The simultaneous F-test was conducted to determine whether double-date promotion and customer satisfaction jointly had a statistically significant relationship with repurchase decisions. The test was performed at a significance level of 0.05. The decision criteria were as follows:

1. If the calculated F-value is greater than the critical F-value F_{table} , or if the significance value is less than 0.05, the null hypothesis H_0 is rejected and the alternative hypothesis H_a is supported.
2. If the calculated F-value is less than the critical F-value, or if the significance value is greater than 0.05, the null hypothesis is not rejected and the alternative hypothesis is not supported.

The critical F-value was determined using a numerator degree of freedom of 2 and a denominator degree of freedom of 97, based on a sample of 100 respondents and two independent variables. At a significance level of 0.05, the critical F-value was 3.09. The simultaneous F-test results are presented in Table 8.

Table 8. Simultaneous F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	304.124	2	152.062	114.888	0.000
Residual	128.386	97	1.324	—	—
Total	432.510	99	—	—	—

Dependent variable: Repurchase Decision (Y).

Predictors: Constant, Customer Satisfaction (X2), and Double-Date Promotion (X1).

Based on Table 8, the calculated F-value was 114.888, with a significance value reported as 0.000 in the SPSS output. Since the calculated F-value was greater than the critical F-value ($114.888 > 3.09$) and the significance level was below 0.05 ($p < 0.001$), the null hypothesis was rejected and the alternative hypothesis was supported. These results indicate that double-date promotion and customer satisfaction jointly had a statistically significant relationship with repurchase decisions among Millennials using Shopee in Jambi City. Therefore, the simultaneous hypothesis was supported. This finding demonstrates that the two independent variables, when considered together in the regression model, significantly explained variation in repurchase decisions.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to assess how well the regression model explained the variance in the dependent variable. The R^2 value ranges from 0 to 1. A value closer to 1 indicates that the independent variables explain a larger proportion of the variance in the dependent variable. In this study, the coefficient of determination was examined using the R Square and Adjusted R Square values obtained from IBM SPSS Statistics 26.

Table 9. Coefficient of Determination (R^2) Results

Model Summary Measure	Value
R Square	0.703
Adjusted R Square	0.697
Standard Error of the Estimate	1.15046

Based on Table 9, the R Square value was 0.703, indicating that double-date promotion (X1) and customer satisfaction (X2) jointly explained 70.3% of the variance in repurchase decisions (Y) among Millennials using Shopee in Jambi City. The remaining 29.7% of the variance was associated with other factors not included in the regression model. The Adjusted R Square value was 0.697, indicating that the model explained 69.7% of the variance in repurchase decisions after adjustment for the number of independent variables and the sample size. The remaining 30.3% was attributable to factors outside the model and unexplained variation. Meanwhile, the Standard Error of the Estimate was 1.15046. This value represents the estimated standard deviation of the residuals, reflecting the typical difference between the observed repurchase decision scores and those predicted by the regression model. It should not be interpreted as a prediction error of 11.50%, because the standard error is expressed in the units of the dependent variable rather than as a percentage. Overall, the coefficient of determination indicates that the regression model had substantial explanatory power within this sample, with double-date promotion and customer satisfaction jointly accounting for 70.3% of the observed variance in repurchase decisions.

Discussion

The Effect of Double-Date Promotion (X1) on Repurchase Decisions (Y) on Shopee among Millennials in Jambi City

Based on the research findings, double-date promotion was found to have a positive and statistically significant effect on repurchase decisions among Millennials in Jambi City. This indicates that the more attractive the double-date promotions offered by Shopee, the greater the tendency of consumers to make repeat purchases through the platform. Promotions offered during double-date events can serve as an important attraction for consumers to shop again because they provide direct, perceived benefits.

Descriptive statistical results indicate that respondents generally evaluated double-date promotions favorably, as reflected in the majority of respondents selecting “agree” and “strongly agree” for the double-date promotion indicators. In marketing theory, promotion is one of the elements of the marketing mix that aims to inform, persuade, and remind consumers about the products or services offered by a company. Through double-date promotions, Shopee provides various incentives that can enhance consumers’ perceived value of the products they intend to purchase. The *Theory of Planned Behavior* also explains that human behavior is influenced by behavioral intention. Double-date promotions offering benefits such as discounts and cashback can foster positive consumer attitudes toward shopping on Shopee. These findings are consistent with the research conducted by (Nosaly et al., 2024). Their t-test results showed a calculated t-value of 2.787, which was greater than the critical t-value of 1.984, with a significance value below 0.05 $p = 0.006$. These findings indicate that double-date promotion had a statistically significant partial effect on repurchase decisions.

The Effect of Customer Satisfaction (X2) on Repurchase Decisions (Y) on Shopee among Millennials in Jambi City

Based on the research findings, customer satisfaction was found to have a positive and statistically significant effect on repurchase decisions among Millennials in Jambi City. This result indicates that the higher the level of satisfaction consumers experience after purchasing through Shopee, the greater the likelihood that they will make repeat purchases through the platform. This finding is also supported by the *Theory of Planned Behavior* (TPB), which explains that positive attitudes developed through satisfying shopping experiences can strengthen consumers’ intentions to make purchases. The higher the level of satisfaction experienced by consumers, the greater their tendency to decide to repurchase. According to marketing theory, customer satisfaction refers to the feelings of pleasure or disappointment that arise when consumers compare a product’s or service’s performance with their expectations. These findings are consistent with the research conducted by (Kurnia & Ratnawili, 2024). Their t-test results reported a calculated t-value of 4.568, which was greater than the critical t-value of 1.998, with a significance value below 0.05 $p = 0.023$. Accordingly, the null hypothesis was rejected and the alternative hypothesis was accepted, indicating a positive and statistically significant effect.

The Simultaneous Effect of Double-Date Promotion (X1) and Customer Satisfaction (X2) on Repurchase Decisions (Y) on Shopee among Millennials in Jambi City

Based on the research findings, double-date promotion and customer satisfaction jointly had a positive and statistically significant effect on repurchase decisions among Millennials in Jambi City. This indicates that consumers’ decisions to make repeat purchases on Shopee are not influenced by a single factor alone but may result from the combination of promotional attractiveness and satisfying shopping experiences. These findings are also consistent with the *Theory of Planned Behavior*. Double-date promotions can foster positive attitudes by creating the perception that consumers will obtain benefits from their transactions, while customer satisfaction can reinforce positive attitudes based on previous shopping experiences. Together, these factors can strengthen consumers’ intentions to make repeat purchases. Thus, repurchase decisions can be understood as the outcome of a consumer decision-making process that considers both the benefits of promotions and evaluations of previous shopping experiences. According to (Kotler & Keller, 2016) promotion refers to activities undertaken by companies to communicate product benefits and persuade consumers to make purchases. Through double-date promotional programs, companies seek to create greater appeal and encourage consumers to complete transactions during promotional periods. Customer satisfaction is also an important factor influencing consumers’ repurchase

decisions. From an Islamic perspective, promotional activities are permissible provided that they are conducted honestly and transparently and do not involve deception (*gharar*) or manipulation. Customer satisfaction is also important in Islamic teachings because it reflects business operators' responsibility to provide consumers with the best possible service [4]. Customer satisfaction is associated with the feelings of pleasure or disappointment that consumers experience after comparing the performance of a product or service with their expectations. The greater the alignment between consumers' expectations and the performance they receive, the higher their level of satisfaction is likely to be.

4. CONCLUSION

Based on the results of the research on the effects of double-date promotion and customer satisfaction on repurchase decisions among Millennials using Shopee in Jambi City, the following conclusions can be drawn.

- a. Double-date promotion has a positive and statistically significant effect on repurchase decisions. The findings indicate that double-date promotional programs offered by Shopee can encourage consumers to make repeat purchases. Promotional incentives, such as price discounts, shopping vouchers, cashback, and free shipping, provide additional perceived value and increase the attractiveness of shopping on the platform.
- b. Customer satisfaction has a positive and statistically significant effect on repurchase decisions. The findings indicate that higher levels of customer satisfaction are associated with a greater likelihood of consumers making repeat purchases. Satisfying shopping experiences can strengthen consumers' willingness to return to Shopee for future transactions.
- c. Double-date promotion and customer satisfaction jointly have a positive and statistically significant effect on repurchase decisions. The simultaneous test results demonstrate that both variables significantly contribute to explaining repurchase decisions among Millennials in Jambi City. The combination of attractive promotional strategies and satisfactory customer experiences plays an important role in influencing consumers' decisions to make repeat purchases. The coefficient of determination ($R^2 = 0.703$) further indicates that the two independent variables jointly explain 70.3% of the variance in repurchase decisions, while the remaining 29.7% is associated with factors outside the model.

Overall, these findings highlight the importance of combining effective promotional strategies with efforts to maintain customer satisfaction to encourage repurchase decisions among Millennials using Shopee in Jambi City.

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