

**ANALYSIS OF SHOPEE LIVE DISCOUNT VOUCHERS AND SALES PROMOTIONS ON IMPULSE BUYING AT MADAM GIE THROUGH CONTENT MARKETING AS A MEDIATING VARIABLE
(A STUDY ON GEN Z SHOPEE USERS IN SUKABUMI CITY)**

Irma Hermawati¹, R. Deni Muhammad Danial², Kokom Komariah³

^{1, 2, 3} Program Studi Administrasi Bisnis, Fakultas Ilmu Sosial, Universitas Muhammadiyah Sukabumi

¹ hermawtiirma02@ummi.ac.id, ² rdmdanial043@ummi.ac.id,

³ ko2mpuspa@ummi.ac.id

Abstract

The development of digital technology and the increasing popularity of live streaming features on e-commerce platforms have driven significant changes in consumer behavior, especially Generation Z. Shopee, the marketplace most widely used by Gen Z in Indonesia, provides the Shopee Live feature that combines discount promotions with real-time interactive content. One local brand actively utilizing this feature is Madam Gie. This study aims to analyze the influence of discount vouchers and sales promotions on impulse buying behavior of Gen Z Shopee users in Sukabumi City, with content marketing as a mediating variable. This study uses a quantitative approach with the Partial Least Square (PLS)-based Structural Equation Modeling (SEM) analysis method. Data were collected from 200 respondents who are Shopee users and have shopped at least once in the last three months. The results show that discount vouchers and sales promotions have a positive and significant influence on impulse buying. In addition, content marketing is proven to significantly mediate this relationship, and strengthen the impact of promotions on impulsive buying decisions.

Keywords: Discount Vouchers, Sales Promotion, Impulse Buying, Content Marketing

Abstrak

Perkembangan teknologi digital dan meningkatnya popularitas fitur live streaming di platform e-commerce telah mendorong perubahan signifikan dalam perilaku konsumen, terutama Generasi Z. Shopee sebagai marketplace yang paling banyak digunakan oleh Gen Z di Indonesia menyediakan fitur Shopee Live yang menggabungkan promosi diskon dengan konten interaktif secara real-time. Salah satu brand lokal yang aktif memanfaatkan fitur ini adalah Madam Gie. Penelitian ini bertujuan untuk menganalisis pengaruh voucher diskon dan sales promotion terhadap perilaku impulse buying Gen Z pengguna Shopee di Kota Sukabumi, dengan content marketing sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS). Data dikumpulkan dari 200 responden yang merupakan pengguna Shopee dan telah berbelanja minimal satu kali dalam tiga bulan terakhir. Hasil penelitian menunjukkan bahwa voucher diskon dan sales promotion memiliki pengaruh positif dan signifikan terhadap impulse buying. Selain itu, content marketing terbukti memediasi hubungan tersebut secara signifikan, dan memperkuat dampak promosi terhadap keputusan pembelian impulsif.

Kata Kunci: Voucher Diskon, Sales Promotion, Impulse Buying, Content Marketing



© Author(s) 2025

This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

INTRODUCTION

Rapidly evolving smartphone technology has enabled people to meet their daily needs and make it possible to purchase goods online without leaving home. Technology has many positive effects on humans. One such positive impact is the ease of shopping due to the existence of marketplaces. One popular marketplace in Indonesia is Shopee, founded in 2015. Shopee is an online marketplace application that offers a wide variety of products for everyday needs. Shopee also utilizes its features and promotions to obtain products at the best prices.

A March 2024 Populix poll showed that Shopee is the favorite e-commerce platform among Generation Z and Millennials. Seventy-six percent of Gen Z and 60 percent of Millennials chose Shopee, with female users dominating both groups: 86 percent Gen Z and 72 percent Millennial (<https://databoks.katadata.co.id>, 2024). Generation Z is a significant contributor to the impulse buying trend in Indonesia. This group includes individuals born between 1997 and 2012, aged 12 to 27. They are accustomed to the convenience and speed of online transactions, making them more susceptible to making unplanned purchases, known as impulse buying.¹ Impulsive buying behavior is usually triggered by seemingly trivial factors, such as sales promotions or vouchers.² A discount voucher is a direct price reduction during a specified time period. Sales promotion is a marketing strategy used to encourage sales of products or services by providing incentives or special offers to consumers.³

Madam Gie is a local cosmetic brand owned by Gisella Anastasia that focuses on affordable prices. This brand is known for actively using the Shopee e-commerce platform to sell its products, including through live streaming promotions on Shopee. Although Madame Gie has a 4.3% market share, its position still lags behind other local brands such as Wardah (10.5%), Make Over (6.9%), and Hanasui (5.4%) (<https://databoks.katadata.co.id>, 2024). One factor that may contribute to this gap is the effectiveness of promotional strategies in encouraging impulse buying on e-commerce platforms like Shopee. Brands with a larger market share are likely to have optimized their live shopping strategies with more engaging content, such as product demonstrations, direct interaction with audiences, and the use of influencers or KOLs (Key Opinion Leaders) to build credibility.

¹ Sukma IP and Siregar S, "Pengaruh Sales Promotion Dan Live Streaming Shopping Terhadap Impulse Buying (Studi Pada Generasi Z Pengguna Shopee Di Kabupaten Bekasi)," *INNOVATIVE: Journal Of Social Science Research* 4, no. 3 (2024): 11426–39.

² Yessica Ayalia et al., "Pengaruh Promosi Voucher Diskon Live Shopping Shopee Skintific official store Terhadap Perilaku Impulse Buying Followers," *Jurnal Ilmu Komunikasi Network Media* 7, no. 2 (2024): 94–99, <https://doi.org/10.46576/jnm.v7i2.4643>.

³ Saqofa Nabilah Aini, "Peran Minat Beli Dalam Memediasi Hubungan Flash Sale Dan Voucher Diskon Terhadap Keputusan Pembelian Produk Fashion Di Marketplace Shopee," *ISTIKHLAF: Jurnal Ekonomi, Perbankan Dan Manajemen Syariah* 6, no. 2 (2024): 55–72, <https://doi.org/10.51311/istikhlaf.v6i2.657>.

Changes in consumer shopping patterns are increasingly evident, especially among Gen Z. In Sukabumi, for example, discount vouchers offered by sellers on Shopee Live have a significant impact on impulse buying decisions. This phenomenon indicates that more users are turning to Shopee Live as their primary platform for online shopping, indicating that the combination of promotions and engaging content is a key factor in shaping shopping preferences.

Previous research has focused largely on the effects of discount promotions on impulse buying in general, but little has explored how combining promotional strategies with content marketing can strengthen the long-term impact of these promotions. One concrete example is the local beauty brand, Madam Gie. Despite actively utilizing Shopee Live and offering various attractive promotions, Madam Gie still faces challenges in retaining customers after the live session ends. This contrasts with several other local brands that have successfully built customer loyalty through more targeted and interactive content marketing strategies. Previous research has shown that discount promotions, including discount vouchers, can increase impulsive purchasing behavior, particularly in the e-commerce context.

Based on research by Yessica Ayalia et al., it was found that discount voucher promotions contributed 32.9% to followers' impulsive behavior and had a significant influence. Furthermore, research by Afni Melati Safira and Muhafidhah Novie showed that live streaming had a positive and significant effect on impulse buying through the mediation of consumer shopping motivation. However, sales promotions did not have a significant direct effect on impulse buying. Research by Rafika Athiyah Kurniawan and Rusdi Hidayat Nugroho showed that content marketing and flash sales had a positive and significant influence on impulse buying, while live streaming had a negative and insignificant influence.

However, while content marketing is often associated with a positive impact on impulse buying, not all content marketing strategies deliver optimal results. Content marketing that is unfocused or solely focused on promotions without building strong engagement with the audience can negatively impact customer loyalty. Content that is repetitive, lacking in information, or simply highlights discounts without building a compelling story can lead customers to be attracted solely to the low price and not to the product's value or quality. As a result, while impulse buying may increase in the short term, brands lacking a content marketing strategy face challenges in retaining customers after the promotional period ends.

This gap suggests that while content marketing can encourage impulse buying, an ineffective approach can lead customers to switch to competitors offering more engaging and educational shopping experiences. Therefore, further research is needed on how content marketing strategies are not only attractive in the short term but also capable of maintaining long-term customer loyalty.

By considering the importance of discount vouchers and sales promotions in influencing consumer behavior towards Gen Z in Sukabumi City, and based on the background explanation and several differences in the results of previous studies above, the researcher will examine the analysis of the influence of Shopee Live discount vouchers and sales promotions on impulse buying at Madam Gie through content marketing as a mediating variable on Gen Z Shopee users in Sukabumi. Furthermore, this study aims to analyze the influence of discount vouchers in Shopee Live and sales promotions on impulse buying behavior, also analyze the influence of content marketing on impulse buying behavior, and analyze whether content marketing mediates the positive influence of discount vouchers and sales promotions on impulse buying among Gen Z consumers who use Shopee in Sukabumi.

LITERATURE REVIEW

Marketing Management and Consumer Behavior

Marketing management is the work that involves planning, implementing, and monitoring an organization's marketing activities to achieve organizational goals in an effective and efficient manner, including organizing, directing, and coordinating. Marketing itself is a process in which companies engage customers, build strong customer relationships, and create customer relationships, as well as create customer value to capture value from repeat customers. Consumer behavior is the study of how people, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their wants and needs.⁴ Furthermore, Fitri and Basri⁵ states that consumer behavior can be defined as the behavior shown by individuals who search for, purchase, use, evaluate, and spend on goods and services that are expected to meet their daily needs.

Impulse Buying

Consumer behavior encompasses all actions directly involved in obtaining, consuming, and disposing of goods and services. It also includes the decision-making and follow-up processes. There are four dimensions to impulse buying: spontaneity, emotional involvement, lack of consideration, and response to external stimuli.⁶

⁴ Wayan Ardani, *Pengaruh Digital Marketing Terhadap Perilaku Konsumen*, 2 (2022).

⁵ Nuri Annisa Fitri and Hisbullah Basri, *Pengaruh Gaya Hidup Terhadap Perilaku Konsumen Pada Generasi Milenial Di Era Pandemi Covid-19 Dengan Pengetahuan Ekonomi Sebagai Variabel Moderasi*, 9, no. 2 (2021): 183–92.

⁶ Michael Hasim and Retno Budi Lestari, *Pengaruh Potongan Harga, Motivasi Belanja Hedonis, E-WOM Dan*, 12, no. 1 (2023): 59–69.

Voucher Discount

A discount is a marketing strategy that offers customers price reductions to increase sales and attract new customers. The dimensions of a discount include four factors: the amount of the discount, the duration of the discount, the type of product receiving the discount, and the variety of products included in the discount.

Sales Promotion

Sales promotion is an important element in marketing campaigns, consisting of a collection of incentives, mostly short-term, designed to encourage faster purchase of products or services by consumers. The dimensions of sales promotion include five things: frequency of promotion, quality of promotion, quantity of promotion, timing of promotion, and suitability of promotion targets.

Content Marketing

Content marketing is a marketing strategy for distributing, planning, and creating engaging content with the goal of attracting targets and encouraging them to become customers of a company. Content marketing has four dimensions that have high credibility: reader cognition, persuasion, decision-making, and factors.⁷

HYPOTHESIS DEVELOPMENT

Research by Yessica Ayalia et al. concluded that discount vouchers have no significant effect on impulse buying behavior. This finding differs from research by Vivi Juli Pratiwi et al., which found that discount vouchers have a positive and significant effect on impulse buying behavior. This also aligns with research by Arie Citra Mardiana and Daris Hikmah, which found that discount vouchers have a positive effect on impulse buying behavior.

Furthermore, research by Nita Hernita et al., concluded that sales promotions have a positive and significant effect on impulse buying behavior. This finding aligns with research by Reni Suci Wahyuni and Harini Abrilia Setyawati, which also stated that sales promotions have a positive and significant effect on impulse buying behavior. This finding also aligns with research by Gloria Sepang et al., which found that sales promotions have a significant effect on impulse buying. All of these results differ from research by Seli Fujianti, which stated that sales promotions have no significant effect on impulse buying.

⁷ Recha Noorridha Fachmy and Mas Rasmini, *Decisions Title Pengaruh Content Marketing Pada Instagram Pegipegi Terhadap Keputusan Pembelian*, 4, no. 5 (2023): 7552–60.

Furthermore, research by Regita Putri Meydila and Ida Bagus Cempena found that content marketing significantly influences impulse buying. This finding aligns with research by Vina Ilhamna Sari and Veni Rafida, which found that content marketing influences impulse buying.

Based on these studies, the following hypotheses were developed:

- H1 : There is a positive and significant influence of discount vouchers on impulse buying.
- H2 : There is a positive and significant influence of sales promotion on impulse buying.
- H3 : There is a positive and significant influence of discount vouchers on content marketing.
- H4 : There is a positive and significant influence of sales promotion on content marketing.
- H5 : There is a positive and significant influence of content marketing on impulse buying.
- H6 : There is a positive and significant influence of discount vouchers on impulse buying through content marketing.
- H7 : There is a positive and significant influence of sales promotion on impulse buying through content marketing.

The following Figure 1 is the hypothetical framework in this study.

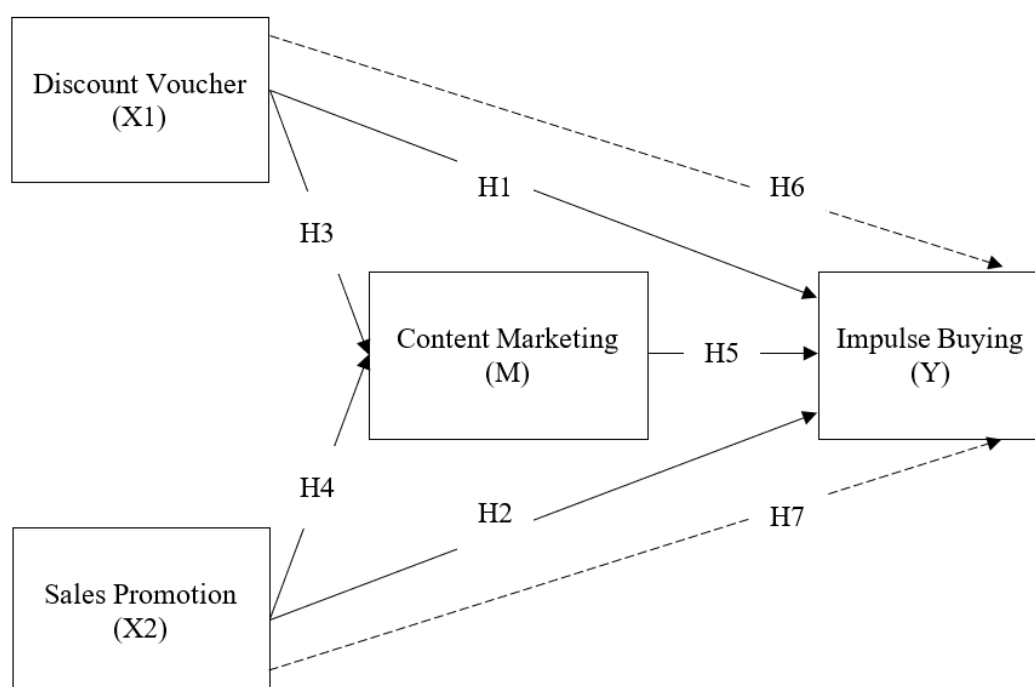


Figure 1. Research Hypothesis Framework

Source: Processed by researchers, 2025

RESEARCH METHODS

This research is a quantitative study with a descriptive and associative approach that uses four variables. Two independent variables are discount vouchers (X1) and sales promotions (X2). The dependent variable is impulse buying (Y) and the mediating variable is content marketing (Xmed). The population in this study is Gen Z Shopee users in Sukabumi City, totaling 93,381 people. Sampling in this study used a probability sampling method with a proportional random sampling technique, resulting in 200 Gen Z Shopee user respondents who had shopped at least once in the last three months. Data collection techniques in this study used observation and questionnaires. Non-participant observation to observe discount vouchers, sales promotions and content marketing on impulse buying on the Madam Gie brand, while questionnaires were distributed via Google Form to Gen Z Shopee users in Sukabumi City.

The data analysis technique used in this study is Structural Equation Modeling (SEM) using the Partial Least Square (PLS) method. SEM-PLS has two stages, namely outer model evaluation and inner model evaluation. The outer model evaluation includes validity tests using convergent validity and discriminant validity, as well as reliability tests using composite reliability and Cronbach's alpha. The inner model evaluation includes R-Square (R^2), effect size (F-Square), prediction relevance (Q-Square), and hypothesis testing.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

The following Table 1 shows the characteristics of respondents in this study.

Table 1. Respondent Profile Based on Age

Category	Subcategory	Number of Respondents	Percentage
Gender	Man	12	6%
	Woman	188	94%
	Total	200	100%
Age (years)	13-17	7	3.2%
	18-21	92	46%
	22-25	95	47.5%
	26-28	6	2.8%
	Total	200	100%

Source: Processed by researchers, 2025

Based on Table 1, it can be seen that the majority of respondents in this study were women, with a total of 188 people, equivalent to 94% of the total respondents. This data indicates that the Madam Gie cosmetic brand is predominantly used by women among Gen Z in Sukabumi City. Meanwhile, in terms of age range, respondents aged 22-25 years old dominated (47.5%), and respondents aged 18-21 years old (46%).

Evaluation of Measurement Model (Outer Model)

Outer model evaluation is the initial stage in research testing that uses the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. This evaluation aims to determine the relationship between constructs and indicator variables through validity and reliability tests. The results of the validity tests are shown in Tables 2 and 3, while the results of the reliability tests are presented in Table 4.

Table 2. Loading Factors Value Results

Variables	Dimensions	Loading Factor	Indicator	Loading Factor	Decision
Discount Voucher	The size of the discount	0.861	X1.1.1	0.921	Valid
			X1.1.2	0.894	Valid
			X1.1.3	0.872	Valid
	Discount Period	0.914	X1.2.1	0.848	Valid
			X1.2.2	0.803	Valid
			X1.2.3	0.912	Valid
	Types of Products That Get Discounts	0.917	X1.3.1	0.877	Valid
			X1.3.2	0.835	Valid
			X1.3.3	0.844	Valid
Sales Promotion	Promotion Frequency	0.913	X2.1.1	0.864	Valid
			X2.1.2	0.840	Valid
			X2.1.3	0.907	Valid
	Promotion Quality	0.964	X2.2.1	0.954	Valid
			X2.2.2	0.928	Valid
			X2.2.3	0.832	Valid
	Promotion Quantity	0.940	X2.3.1	0.884	Valid
			X2.3.2	0.941	Valid
			X2.3.3	0.813	Valid
	Promotion Time	0.970	X2.4.1	0.905	Valid

Variables	Dimensions	Loading Factor	Indicator	Loading Factor	Decision
Content Marketing	Promotion Target Suitability	0.960	X2.4.2	0.950	Valid
			X2.4.3	0.822	Valid
			X2.5.1	0.841	Valid
			X2.5.2	0.902	Valid
			X2.5.3	0.825	Valid
	Reader Cognition	0.929	M.1.1	0.866	Valid
			M.1.2	0.837	Valid
			M.1.3	0.814	Valid
	Persuasion	0.917	M.2.1	0.771	Valid
			M.2.2	0.849	Valid
			M.2.3	0.820	Valid
	Decision Making	0.895	M.3.1	0.926	Valid
			M.3.2	0.835	Valid
			M.3.3	0.913	Valid
Impulse Buying	Spontaneity	0.929	M.4.1	0.794	Valid
			M.4.2	0.803	Valid
			M.4.3	0.811	Valid
	Emotional Involvement	0.889	Y.1.1	0.827	Valid
			Y.1.2	0.830	Valid
			Y.1.3	0.826	Valid
	Lack of Consideration	0.890	Y.2.1	0.834	Valid
			Y.2.2	0.810	Valid
			Y.2.3	0.802	Valid
	Reaction to Stimulus	0.911	Y.3.1	0.818	Valid
			Y.3.2	0.903	Valid
			Y.3.3	0.827	Valid
			Y.4.1	0.865	Valid
			Y.4.2	0.825	Valid
			Y.4.3	0.853	Valid

Source: Processed by researchers, 2025

As seen in Table 2 above, the convergent validity test shows that all indicators for each variable have values > 0.70 . Therefore, it can be concluded that the data is valid and suitable for use in further research.

Table 3. AVE Analysis Results

Variables	AVE	Test Results
Discount Voucher	0.605	Valid
Sales Promotion	0.701	Valid
Content Marketing	0.592	Valid
Impulse Buying	0.571	Valid

Source: Processed by researchers, 2025

Based on Table 3, all tested variables—discount vouchers, sales promotions, content marketing, and impulse buying—had values greater than 0.50. This indicates that all latent variables met convergent validity requirements and were classified as good.

Table 4. Reliability Test Results

Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Test Results
Discount Voucher	0.918	0.919	Reliable
Sales Promotion	0.969	0.971	Reliable
Content Marketing	0.937	0.938	Reliable
Impulse Buying	0.931	0.932	Reliable

Source: Processed by researchers, 2025

Based on the test results in Table 4, all tested variables have Cronbach's alpha and composite reliability values greater than 0.70 so that all tested variables are declared reliable and each indicator is able to represent its own variable.

Structural Model Evaluation (Inner Model)

Evaluation of the structural model (inner model) is the second stage in the research test that applies the use of the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. This evaluation aims to predict the causal relationship or cause-and-effect relationship between variables through the R^2 value (coefficient of determination), effect size (F-Square), and predictive relevance Q^2 . The R^2 value (coefficient of determination) is presented in Table 5, while the effect size (F-Square) value can be seen in Table 6, and the predictive relevance Q^2 value is presented in Table 7.

Table 5. Values *R-Square* (R2) and *R-Square* (R2) Adjusted

Variables	R Square	Adjusted R Square	Criteria
Content Marketing	0.541	0.536	Currently
Impulse Buying	0.594	0.588	Currently

Source: Processed by researchers, 2025

Based on Table 5, the R2 value is 0.541. This means that 54.1% of the variation in the content marketing variable can be explained by variations in two independent variables, namely discount vouchers and sales promotions, while the remaining 45.9% is influenced by other variables outside this study. For the impulse buying variable, the R2 value is 0.594. This means that 59.4% of the variation in the impulse buying variable can be explained by variations in three independent variables, namely discount vouchers, sales promotions, and content marketing, while the remaining 40.6% is influenced by other variables outside this study.

Table 6. F-Square Value

	Impulse Buying	Content Marketing
Discount Voucher	0.082	0.167
Sales Promotion	0.127	0.440
Content Marketing	0.141	

Source: Processed by researchers, 2025

Based on Table 6, information was obtained that discount vouchers, sales promotions, and content marketing had values between 0.002 and 0.15. This means that these three variables have a small effect on impulse buying. Meanwhile, discount vouchers had a value of 0.167 on content marketing. This value is between 0.15 and 0.25, meaning that this variable has a moderate effect on content marketing. Meanwhile, sales promotions had a value of 0.440, a value > 0.35, indicating that the variable has a high effect on content marketing.

Table 7. Predicted Q² Values

Variables	Q² Predict	Test Results
Content Marketing	0.310	Big
Impulse Buying	0.333	Big

Source: Processed by researchers, 2025

According to the data in Table 7, it can be seen that the content marketing variable has a Q² value of 0.310 or 31%, while for impulse buying it has a Q² value of 0.333 or 33.3%, which means that the value is greater than 0. Thus, both variables show predictive relevance.

Hypothesis Testing of Direct and Indirect Effects

The significance of the path coefficients was evaluated using t-statistics and probability values, with a p-value <0.05 as the significance threshold. The bootstrapping method was applied to analyze the direct, indirect, and total effects in the model, with a t-statistic value >1.96 as a significant indicator. If the research test results meet all these requirements, then a hypothesis is considered "acceptable." Furthermore, the results of the direct and indirect effect hypothesis tests can be seen in Table 8.

Table 8. Hypothesis Test Results

Hypothesis	Variables	Original Sample (O)	T count	P- Value	Information
Direct Influence					
1	The Influence of Discount Vouchers on Impulse Buying	0.228	2,191	0.029	Acceptable
2	The Influence of Sales Promotion on Impulse Buying	0.315	3,880	0.000	Acceptable
3	The Influence of Discount Vouchers on Content Marketing	0.320	3,544	0.000	Acceptable
4	The Influence of Sales Promotion on Content Marketing	0.520	6,517	0.000	Acceptable
5	The Influence of Content Marketing on Impulse Buying	0.353	3,582	0.000	Acceptable
Indirect Influence					
6	The Influence of Discount Vouchers on Impulse Buying through Content Marketing	0.113	2,370	0.018	Acceptable
7	The Influence of Sales Promotion on Impulse	0.184	3,027	0.003	Acceptable

Hypothesis	Variables	Original Sample (O)	T count	P- Value	Information
	Buying through Content Marketing				

Source: Processed by researchers, 2025

Influence Summary Matrix

To facilitate analysis of the influence between latent variables, the final values of all influences are collected in a single matrix. Table 9 summarizes the influence between variables in this study.

Table 9. Summary Matrix of Influence

Path	T Statistics	P Value	Direct Influence	Indirect Influence	Total Influence
The Influence of Discount Vouchers on Impulse Buying	2,191	0.029	0.228	0.029	0.228
The Influence of Sales Promotion on Impulse Buying	3,880	0.000	0.315	0.000	0.315
The Influence of Discount Vouchers on Content Marketing	3,544	0.000	0.320	0.000	0.320
The Influence of Sales Promotion on Content Marketing	6,517	0.000	0.520	0.000	0.520
The Influence of Content Marketing on Impulse Buying	3,582	0.000	0.353	0.000	0.353
The Influence of Discount Vouchers on Impulse Buying through Content Marketing	2,370	0.018	0.320	0.113	0.433

Path	T Statistics	P Value	Direct Influence	Indirect Influence	Total Influence
The Influence of Sales Promotion on Impulse Buying through Content Marketing	3,027	0.003	0.520	0.184	0.704

Source: Processed by researchers, 2025

Table 9 shows that the sales promotion variable has the greatest total influence on impulse buying through content marketing, followed by sales promotion on content marketing, and discount vouchers on impulse buying through content marketing. This indicates that content marketing plays a significant role as a mediating variable in increasing impulse buying.

Discussion

The Influence of Discount Vouchers on Impulse Buying

Based on the hypothesis testing as seen in Tables 8 and 9, the t-statistic of discount vouchers on impulse buying yields a t-statistic of 2.191, which is greater than 1.96, and a p-value of 0.029, which is less than 0.05. This test indicates that discount vouchers have a significant effect on impulse buying. Furthermore, the original sample value was 0.228, indicating that discount vouchers have a positive effect on impulse buying. This is in line with research by Rina Ariyani which states that discount vouchers have a positive effect on impulse buying. However, this finding is not in line with research by Rina Ariyani. Listiawan and Rusdianto⁸ which states that the voucher discounts do not have a positive effect on impulse buying.

The Influence of Sales Promotion on Impulse Buying

Based on the hypothesis testing as seen in Tables 8 and 9, the t-statistics of sales promotion on impulse buying yielded a 3.880, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This test indicates that sales promotion has a significant effect on impulse buying. Furthermore, the original sample value was 0.315, indicating that sales promotion has a positive effect on impulse buying. This is in line with research. Ratnasari et al.,⁹ which states that

⁸ Avita Agustin Listiawan and R Yuniardi Rusdianto, *Pengaruh Hedonic Shopping Motivation, Shopping Lifestyle, Dan Discount Voucher Terhadap Impulse Buying (Studi Kasus Pada Pengguna E-Commerce Lazada Di Surabaya)*, 7 (2024): 8279–84.

⁹ Aprilia Dewi Ratnasari et al., “Pengaruh Karakteristik Produk dan Sales Promotion terhadap Impulse Buying pada Generasi Z (Studi pada Pengguna Shopee),” *Jurnal Ilmu Administrasi Bisnis* 11, no. 3 (2022): 576–86, <https://doi.org/10.14710/jiab.2022.35022>.

sales promotion has a positive effect on impulse buying. However, this is not in line with research Fadilah¹⁰ which states that sales promotions do not have a positive effect on impulse buying.

The Influence of Discount Vouchers on Content Marketing

Based on the hypothesis testing, as seen in Tables 8 and 9, the effect of discount vouchers on content marketing yields a t-statistic of 3.544, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This test indicates that discount vouchers have a significant effect on content marketing. Furthermore, the original sample value was 0.320, indicating that discount vouchers have a positive effect on content marketing. This aligns with research by Putri and Santosa which states that price discounts as part of a promotional strategy have a significant influence on content marketing and purchasing decisions. Offering discounts encourages brands to create promotional content that is more engaging and relevant to consumers.

The Influence of Sales Promotion on Content Marketing

Based on the hypothesis testing, as seen in Tables 8 and 9, sales promotion on content marketing yields a t-statistic of 6.517, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This test indicates that sales promotion has a significant effect on content marketing. Furthermore, the original sample value was 0.520, indicating that sales promotion has a positive effect on content marketing. This is in line with Rahmawati's (2021) research, which concluded that sales promotion significantly influences content marketing, as discounts and special offers are effective content materials in reaching consumers on digital platforms like Shopee and TikTok Shop.

The Influence of Content Marketing on Impulse Buying

Based on the hypothesis testing as seen in Tables 8 and 9, the t-statistic of content marketing on impulse buying yields a t-statistic of 3.582, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This test indicates that content marketing has a significant effect on impulse buying. Furthermore, the original sample value was 0.353, indicating that content marketing has a positive effect on impulse buying. This is in line with research Indriawan and Santoso¹¹ which states that content marketing has a positive effect on impulse buying. However,

¹⁰ Khusnul Fadilah and Sapari Sapari, "Pengaruh Penerapan Sistem E-Billing, E-Filing, Dan Sanksi Perpajakan Terhadap Kepatuhan Wajib Pajak," *Jurnal Ilmu Dan Riset Akuntansi (JIRA)* 9, no. 5 (2020), <https://jurnalmahasiswa.stiesia.ac.id/index.php/jira/article/view/2886>.

¹¹ Jurnal Ekombis Review et al., *Pengaruh Sales Promotion, Content Marketing, Dan Shopping Lifestyle Content Creator Tiktok Terhadap Keputusan Impulse Buying Pada E-Commerce Shopee*, 11, no. 1 (2023): 905–14.

this finding is not in line with research Kharisma et al.,¹² which states that content marketing does not have a positive effect on impulse buying.

The Influence of Discount Vouchers on Impulse Buying through Content Marketing

Based on the hypothesis testing as seen in Tables 8 and 9, the effect of discount vouchers on impulse buying through content marketing yields a t-statistic of 2.370, which is greater than 1.96, and a p-value of 0.018, which is less than 0.05. This test indicates that discount vouchers have a significant effect on impulse buying through content marketing. Therefore, it can be concluded that the content marketing variable is able to mediate the effect of discount vouchers on impulse buying.

The Influence of Sales Promotion on Impulse Buying through Content Marketing

Based on the hypothesis testing as seen in Tables 8 and 9, the effect of sales promotion on impulse buying through content marketing yields a t-statistic of 3.027, which is greater than 1.96, and a p-value of 0.003, which is less than 0.05. This test indicates that sales promotion has a significant effect on impulse buying through content marketing. Therefore, it can be concluded that the content marketing variable is able to mediate the influence of sales promotion on impulse buying.

CONCLUSION and SUGGESTIONS

Conclusion

Based on the analysis of Generation Z Shopee users in Sukabumi City, several conclusions were drawn regarding the influence of Shopee Live discount vouchers and sales promotions on impulse buying for the Madam Gie brand, with content marketing as a mediating variable. First, discount vouchers have a positive and significant effect on impulse buying. Second, sales promotions have a positive and significant effect on impulse buying. Third, discount vouchers have a positive effect on content marketing. Fourth, sales promotions have a significant effect on content marketing. Fifth, content marketing has a significant effect on impulse buying. Sixth, content marketing mediates the effect of discount vouchers on impulse buying. Seventh, content marketing mediates the effect of sales promotions on impulse buying.

¹² Puja Kharisma et al., *Pengaruh Sales Promotion, Content Marketing, Dan Shopping Lifestyle Terhadap Keputusan Impulse Buying Pada e-Commerce*, 20, no. 3 (2024): 658–70.

Suggestion

Based on the research findings, several recommendations can be made. First, for further research, it is recommended to develop and apply new theories relevant to digital marketing developments, particularly in the context of impulse buying and content marketing strategies. Second, for the Madam Gie brand and other beauty brands, it is recommended to continue to improve the effectiveness of discount vouchers and sales promotions by packaging them in attractive content marketing strategies that suit the audience's communication style, such as through Shopee Live, Instagram Live, and storytelling content. Third, businesses in the cosmetics sector are expected to understand that impulse buying decisions are heavily influenced by how promotions are delivered. Therefore, promotions must be supported by creative visual content, relatable language, and approaches that build emotional interactions with consumers.

BIBLIOGRAPHY

- Aini, Saqofa Nabilah. "Peran Minat Beli Dalam Memediasi Hubungan Flash Sale Dan Voucher Diskon Terhadap Keputusan Pembelian Produk Fashion Di Marketplace Shopee." *ISTIKHLAF: Jurnal Ekonomi, Perbankan Dan Manajemen Syariah* 6, no. 2 (2024): 55–72. <https://doi.org/10.51311/istikhlaf.v6i2.657>.
- Ardani, Wayan. *Pengaruh Digital Marketing Terhadap Perilaku Konsumen*. 2 (2022).
- Ayalia, Yessica, Firdaus Yuni Dharta, and Rastri Kusumaningrum. "Pengaruh Promosi Voucher Diskon Live Shopping Shopee Skintific official store Terhadap Perilaku Impulse Buying Followers." *Jurnal Ilmu Komunikasi Network Media* 7, no. 2 (2024): 94–99. <https://doi.org/10.46576/jnm.v7i2.4643>.
- Fachmy, Recha Noorridha, and Mas Rasmini. *Decisions Title Pengaruh Content Marketing Pada Instagram Pegipegi Terhadap Keputusan Pembelian*. 4, no. 5 (2023): 7552–60.
- Fadilah, Khusnul, and Sapari Sapari. "Pengaruh Penerapan Sistem E-Billing, E-Filing, Dan Sanksi Perpajakan Terhadap Kepatuhan Wajib Pajak." *Jurnal Ilmu Dan Riset Akuntansi (JIRA)* 9, no. 5 (2020). <https://jurnalmahasiswa.stiesia.ac.id/index.php/jira/article/view/2886>.
- Fitri, Nuri Annisa, and Hisbullah Basri. *Pengaruh Gaya Hidup Terhadap Perilaku Konsumen Pada Generasi Milenial Di Era Pandemi Covid-19 Dengan Pengetahuan Ekonomi Sebagai Variabel Moderasi*. 9, no. 2 (2021): 183–92.
- Hasim, Michael, and Retno Budi Lestari. *Pengaruh Potongan Harga, Motivasi Belanja Hedonis, E-WOM Dan*. 12, no. 1 (2023): 59–69.
- Kharisma, Puja, Zul Ihsan, and Eka Putra. *Pengaruh Sales Promotion, Content Marketing, Dan Shopping Lifestyle Terhadap Keputusan Impulse Buying Pada e-Commerce*. 20, no. 3 (2024): 658–70.
- Listiawan, Avita Agustin, and R Yuniardi Rusdianto. *Pengaruh Hedonic Shopping Motivation, Shopping Lifestyle, Dan Discount Voucher Terhadap Impulse Buying (Studi Kasus Pada Pengguna E-Commerce Lazada Di Surabaya)*. 7 (2024): 8279–84.
- Ratnasari, Aprilia Dewi, Reni Shinta Dewi, and Apriatni Endang Prihatini. "Pengaruh Karakteristik Produk dan Sales Promotion terhadap Impulse Buying pada Generasi Z (Studi pada

Irma Hermawati, R. Deni Muhammad Danial, Kokom Komariah: Analysis of Shopee Live Discount Vouchers and Sales Promotions on Impulse Buying at Madam Gie Through Content Marketing as a Mediating Variable (A Study on Gen Z Shopee Users in Sukabumi City)

Pengguna Shopee).” *Jurnal Ilmu Administrasi Bisnis* 11, no. 3 (2022): 576–86. <https://doi.org/10.14710/jiab.2022.35022>.

Review, Jurnal Ekombis, Bagas Mahendra Indriawan, and Ignatius Hari Santoso. *Pengaruh Sales Promotion, Content Marketing, Dan Shopping Lifestyle Content Creator Tiktok Terhadap Keputusan Impulse Buying Pada E-Commerce Shopee*. 11, no. 1 (2023): 905–14.

Sukma IP, and Siregar S. “Pengaruh Sales Promotion Dan Live Streaming Shopping Terhadap Impulse Buying (Studi Pada Generasi Z Pengguna Shopee Di Kabupaten Bekasi).” *INNOVATIVE: Journal Of Social Science Research* 4, no. 3 (2024): 11426–39.