


The Effect of Live Selling and the Double Date Campaign on Sales of Annaira Collection Gamis on Shopee

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Article Info	ABSTRACT
<p>Keywords: Live Selling, Twin-Date Campaign, Gamis Sales, Digital Marketing Strategy, E-commerce, Annaira Collection.</p>	<p>This study aims to analyze the effect of live selling and the double date campaign on sales of Annaira Collection gamis on the Shopee platform. The Muslim clothing industry in Indonesia has shown significant growth, driven by an increasing Muslim population, sharia lifestyle trends, and the development of digital technology that is changing consumer behavior (Ministry of Industry, 2021; Kotler & Keller, 2016; Thomson Reuters, 2020). The live selling strategy allows real-time interaction between sellers and consumers, increasing trust and emotional engagement (Kaplan & Haenlein, 2010; Chen & Lin, 2018), while the double date campaign offers limited promotional incentives that drive purchase interest and transaction volume (Kotler & Armstrong, 2018; Zhang et al., 2020). This study uses a quantitative approach with an explanatory research method and a sample of 100 consumers selected through purposive sampling (Sugiyono, 2019; Sekaran, 2016). Data were collected through a Likert-based questionnaire and analyzed using multiple linear regression to test the partial and simultaneous effects of both promotional strategies. The results showed that live selling and the twin-date campaign each had a positive and significant effect on gamis sales, and together, these two strategies explained 92% of the sales variation. These findings underscore the importance of creative and integrated digital promotional strategies to improve sales performance of Muslim fashion products in the e-commerce era.</p>
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INTRODUCTION

The Muslim clothing industry in Indonesia has shown rapid growth in recent years. The Ministry of Industry of the Republic of Indonesia (2021) stated that the Muslim fashion subsector makes a significant contribution to the domestic creative industry, driven by the growing Muslim population and the trend of sharia lifestyles. Indonesia is even known as one of the world's centers of Muslim fashion due to its large domestic market and wide variety of designs. Kotler and Keller (2016) state that the fashion industry is a high-involvement product category, making visual aspects, interaction, and consumer experience crucial factors in purchasing decisions. Digital marketing strategies such as live selling and promotional campaigns are relevant for gamis products, which rely on visual trust and interpersonal interaction.

Globally, Thomson Reuters (2020) noted that Muslim fashion consumption has reached over US\$270 billion and is expected to continue to grow, with Indonesia among the top three countries with the highest consumption. This represents a significant opportunity for local businesses to compete and innovate in Muslim fashion products, including gamis. The growth of the gamis industry in Indonesia is driven by cultural and religious values, as well as the adoption of digital technology and changes in consumer behavior. The success of businesses like Annaira Collection in increasing sales through Shopee is greatly influenced by the effectiveness of their digital marketing strategies. Therefore, this study examines the influence of live selling and double-date campaigns on sales performance in the Indonesian gamis industry.

The development of digital technology and the internet has transformed marketing practices and consumer behavior, with consumers now actively shopping through e-commerce. Kotler and Keller (2016) explain that digital marketing utilizes internet-based technology to reach, influence, and retain customers more efficiently. One innovation that is rapidly developing in Indonesia is live selling, which involves selling through interactive video broadcasts. Kaplan and Haenlein (2010) state that live streaming marketing enables in-depth two-way communication between sellers and buyers, increasing trust and emotional engagement. Chen and Lin (2018) add that live interaction has a positive impact on purchase intention because it creates a sense of authenticity and a closer social connection with the seller.

In addition to live selling, campaigns on special dates or double-dates, such as 9.9, 10.10, 11.11, and 12.12, are important strategies for increasing online sales. Kotler and Armstrong (2018) stated that promotions with temporary incentives, such as discounts, vouchers, or cashback, can increase purchase intention and transaction volume. Zhang et al. (2020) found that date-specific campaigns can attract more visitors, increase transaction volume, and create customer loyalty through high perceived value. These two strategies complement each other to drive sales in e-commerce. The Stimulus-Organism-Response (S-O-R) theory by Mehrabian and Russell (1974) explains that digital promotions (stimulus) such as live selling and double-date campaigns influence the psychological state of consumers (organisms), including interest, trust, and perceived value, which then drives purchases (response). This opinion is reinforced by Ajzen (1991) through the Theory of Planned Behavior, which emphasizes that attitudes toward behavior, subjective norms, and perceived control influence purchasing decisions.

In the context of Annaira Collection, promotions through Shopee Live and participation in the "double date" campaign aim to increase sales and expand the market. Through Shopee Live's interactive features, products are displayed directly to consumers, while campaigns such as 11.11 and 12.12 increase visitor numbers and offer significant discounts. Research by Wijaya and Santoso (2022) shows that live streaming has a positive impact on purchasing decisions by increasing trust and buying impulse, while Putri and Rahman (2021) found that the "double date" campaign significantly increases e-commerce sales because consumers delay purchases until major promotions. However, empirical research on the combined effect of live selling and the "double date" campaign on sales of Muslim fashion products,

particularly gamis, in MSMEs like Annaira Collection, is still limited. This study was conducted to quantitatively measure the contribution of these two digital marketing strategies to increasing sales and provide recommendations for efficient strategies for Muslim fashion businesses in the e-commerce era.

This study aims to: (1) Analyze the effect of live selling on sales of Annaira Collection gamis on Shopee. (2) Analyze the effect of the "double date" campaign on sales of Annaira Collection gamis on Shopee. (3) To analyze the effect of a combination of live selling and a simultaneous "double date" campaign on sales of Annaira Collection gamis on Shopee.

Hypothesis

H1: Live selling has a positive and significant effect on gamis sales on Shopee.

H2: The "double date" campaign has a positive and significant effect on gamis sales on Shopee.

H3: Live selling and the "double date" campaign simultaneously have a positive and significant effect on gamis sales on Shopee.

METHOD

This research method focuses on the digital marketing strategy implemented by Annaira Collection, a Muslim women's fashion brand that markets gamis products through the Shopee e-commerce platform. The research object was chosen because of its active digital promotional activities, particularly through live selling and the "double date" campaign. Live selling allows sellers to interact in real time with consumers, display product details, and offer special discounts during the session. Meanwhile, participation in the "double date" campaign increases store exposure through substantial discounts and promotions from Shopee. These activities are relevant for measuring the impact of digital promotional strategies on online gamis sales.

The type of data used in this study is quantitative, in the form of numerical data that can be calculated and analyzed statistically to assess the relationship between variables, in accordance with the research objective of measuring the influence of live selling and the "double date" campaign on gamis sales (Sugiyono, 2020). Primary data was obtained through a Google Form-based questionnaire distributed to consumers, while secondary data came from sales reports, scientific literature, journals, books, and official information from Shopee and the Annaira Collection e-commerce account.

The research approach used quantitative methods with an associative approach using explanatory research. This method was chosen to explain the causal relationship between the independent variables (live selling and the "double date" campaign) and the dependent variable (gaftan sales). This approach allows researchers to provide an empirical explanation of the influence of digital promotional strategies on increasing sales, allowing for clear measurement of the effectiveness of e-commerce-based marketing strategies.

The research was conducted at Annaira Collection, a Muslim fashion MSME that actively markets its products through social media and e-commerce platforms, from December 2024 to March 2025. The study population consisted of all consumers who had purchased gamis products from Annaira Collection through live selling or the "double date" campaign

(Sugiyono, 2019). The sample was drawn using purposive sampling, selecting respondents deemed capable of providing relevant information. The criteria were consumers who had watched live selling and purchased gamis products during the "double date" campaign (Sekaran, 2016). The sample size was 100 respondents, which was deemed sufficient to describe consumer behavior and responses to the digital promotional strategy.

Data collection was conducted using an online questionnaire based on a five-point Likert scale, structured based on the indicators of live selling, the twin-date campaign, and gamis sales, adapted from the theory of Kotler and Keller (2016). This technique was chosen because it aligns with the characteristics of quantitative research, which requires numerical data for statistical analysis. According to Sugiyono (2019) and Sekaran & Bougie (2016), questionnaires are an efficient method for obtaining data from a broad population in a relatively short time. Secondary data was obtained from supporting literature such as books, scientific journals, e-commerce reports, and official Shopee publications.

The research variables consisted of two independent variables: live selling and the twin-date campaign, and one dependent variable: gamis sales. Live selling was measured based on frequency, duration, number of viewers, and interactive consumer responses. The twin-date campaign was measured through discount size, promotional intensity, the attractiveness of cashback or voucher programs, and increased traffic during the promotional period. Gamis sales were measured based on purchase frequency, number of products purchased, repeat purchase intensity, and increased purchasing decisions after the promotion.

Data analysis was conducted quantitatively using SPSS version 25 software. Instrument testing was conducted to ensure the validity and reliability of the questionnaire, where validity was measured by comparing the correlation of statement items with the measured variables (Ghozali, 2021), and reliability was considered good if the Cronbach's Alpha value ≥ 0.70 (Nunnally, 1978 in Ghozali, 2021). Classical assumption tests were conducted to ensure the regression model met the Best Linear Unbiased Estimator (BLUE) requirements, including tests for normality, multicollinearity, and heteroscedasticity. Multiple linear regression analysis was used to test the simultaneous and partial effects between independent and dependent variables. The t-test was conducted to determine the partial effect of each independent variable, the F-test was used to determine the simultaneous effect, and the coefficient of determination (R^2) was used to measure how much variation in gamis sales could be explained by the live selling and twin-date campaign variables.

RESULTS AND DISCUSSION

Research Data Description

This research was conducted at Annaira Collection, a Muslim fashion MSME that markets its products through the Shopee e-commerce platform. The study focused on the influence of Live Selling (X_1) and the Twin Date Campaign (X_2) on Gamis sales (Y) from December 2024 to March 2025.

The data used consisted of two sources:

1. Primary data obtained through questionnaires distributed to 100 respondents who were active Annaira Collection customers on Shopee.

2. Secondary data obtained from sales reports in the Shopee Seller Center.

Each variable was measured using a Likert scale (1–5), with four indicators for each variable. The average score indicates that respondents had a positive perception of the Live Selling activity and the Twin Date Campaign, indicating that both strategies were considered attractive and influential in gamis purchasing decisions.

Table 1. Statistical Description of Research Variables

Variables	N	Mean	Standard Deviation
Live Selling (X ₁)	104	17,12	3,763
Double Date Campaign (X ₂)	104	17,28	3,784
Sales (Y)	104	17,01	3,748

A relatively high mean value indicates that respondents tended to agree or strongly agree with the statements in the questionnaire.

Research Instrument Test

Validity Test

A validity test was conducted to measure the extent to which the statement items represented the research variables. Based on the results of the Pearson correlation test, all items in variables X₁, X₂, and Y had a calculated r value > 0.30 and a significance level < 0.05, thus all items were declared valid.

Reliability Test

A reliability test was used to determine the consistency of the measuring instrument in measuring the same construct, using the Cronbach's Alpha method.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Item Total	Description
Live Selling (X ₁)	0,788	4	Reliable
Double Date Campaign (X ₂)	0,766	4	Reliable
Sales (Y)	0,808	4	Reliable

All Cronbach's Alpha values were >0.70, thus concluding that this research instrument is reliable and consistent (Ghozali, 2018).

Classical Assumption Test

Normality Test

Multicollinearity Test

The multicollinearity test was conducted to ensure there was no high correlation between the independent variables.

Table 3. Multicollinearity Test Results

Variables	Tolerance	VIF	Description
Live Selling (X ₁)	0,128	7,8	No multicollinearity occurs
Dual-Date Campaign (X ₂)	0,128	7,8	No multicollinearity occurs

A tolerance value > 0.10 and a VIF < 10 indicate that there is no multicollinearity between the independent variables (Gujarati and Porter, 2009).

Heteroscedasticity Test

The heteroscedasticity test was conducted by regressing the absolute residual values.

Table 4. Heteroscedasticity Test Results

Variables	Sig.	Variables
Live Selling (X ₁)	0,191	Live Selling (X ₁)
Dual-Date Campaign (X ₂)	0,408	Dual-Date Campaign (X ₂)

Since the significance value is >0.05, it can be concluded that there are no symptoms of heteroscedasticity, so the regression model meets the Best Linear Unbiased Estimator (BLUE) assumptions.

Multiple Linear Regression Analysis

Regression Equation

The results of the multiple linear regression test are presented in the following table.

Table 5. Results of the Multiple Linear Regression Analysis

Variables	Coefficient B	Std. Error	t-count	Sig.	Description
(Constant)	0,370	0,500	0,741	0,460	Not significant
Live Selling (X ₁)	0,598	0,078	7,635	0,000	Significant
Dual-Date Campaign (X ₂)	0,371	0,078	4,761	0,000	Significant

Based on these results, the regression equation is obtained:

$$Y = 0,370 + 0,598X_1 + 0,371X_2$$

This equation indicates that increasing live selling activities and the double-date campaign will increase sales of Annaira Collection robes.

t-Test (Partial)

F-Test (Simultaneous)

Table 6. F-Test Results (Simultaneous)

Source of Variation	df	F-count	Sig.
Regression	2	581,424	0,000
Residuals	101	-	-

Since the significance value is 0.000 < 0.05, the Live Selling and Double Date Campaign variables simultaneously have a significant effect on Annaira Collection Gamis sales.

Coefficient of Determination (R²)

Table 7. Coefficient of Determination Results

Model	R	R ²	Adjusted R ²	Std. Error
1	0,959	0,920	0,919	1,070

The R² value of 0.920 indicates that 92% of the sales variation can be explained by the Live Selling and Double Date Campaign variables. The remaining 8% is explained by other factors such as price, product quality, and customer loyalty.

Discussion of Research Findings

The analysis shows that Live Selling (X_1) and the Double Date Campaign (X_2) had a positive and significant impact on sales of Annaira Collection gamis on Shopee. This finding supports the theory of Kotler and Keller (2016) that interactive promotional strategies can build trust and increase consumer purchasing interest. Furthermore, these results align with Chen and Hsu (2020), who stated that time-limited promotions can create a sense of urgency and trigger impulse purchases.

Live selling activities enable two-way interactions that increase emotional engagement and consumer trust, while the Double Date Campaign creates an urgency effect that encourages consumers to make immediate purchases. The synergy between the two resulted in a significant increase in sales ($R^2 = 0.920$).

Managerial Implications

Based on the research results, managerial implications that can be implemented by Annaira Collection include:

1. **Optimizing Live Selling**
Increase the frequency, duration, and quality of live streaming sessions by featuring communicative hosts and engaging product visualizations.
2. **Active Participation in the Twin Date Campaign**
Annaira Collection is advised to actively participate in major events like 11.11 and 12.12 with promotional strategies such as tiered discounts and exclusive vouchers.
3. **Integration of Digital Promotion Strategies**
Combine live selling and campaigns with creative content on social media to strengthen brand engagement.
4. **Regular Performance Evaluation**
Conduct performance evaluations for each campaign to assess the effectiveness of promotions in increasing sales.

Thus, this study confirms that digital promotional strategies based on direct interaction (live selling) and event momentum (twin date campaigns) are important factors in increasing sales performance of Muslim fashion products in the e-commerce era.

CONCLUSION

Based on the data analysis and discussion conducted in the study entitled "The Effect of Live Selling and the Double Date Campaign on Sales of Annaira Collection Gamis on Shopee," the following conclusions were drawn: Live selling has a positive and significant effect on sales of Annaira Collection gamis on Shopee. The t-test results show a Sig. value of $0.000 < 0.05$ with a regression coefficient of 0.598. This means that the more frequent and interactive live selling activities are, the higher the sales level achieved. Live streaming activities can increase trust, strengthen social relationships between sellers and buyers, and demonstrate product authenticity in real time. These findings support the theory of Kotler and Keller (2016) that interactive promotions can improve consumer trust and purchasing decisions. The Double Date Campaign has a positive and significant effect on sales of Annaira Collection gamis on Shopee. The t-test results show a Sig. value of $0.000 < 0.05$ with a regression coefficient of

0.371. This indicates that promotions conducted during double-date events such as 9.9, 10.10, 11.11, and 12.12 are effective in increasing purchase interest and encouraging impulse purchases. Consumers tend to respond positively to large discounts, vouchers, and limited-time offers, as confirmed by Chen and Hsu (2020) regarding the effect of urgency on digital purchasing behavior. Simultaneously, Live Selling and Double-date Campaigns significantly influenced sales of Annaira Collection robes. The F-test yielded a Sig. value of $0.000 < 0.05$, with a coefficient of determination (R^2) of 0.920. This means that 92% of the sales variation can be explained by these two variables. This demonstrates that the combination of interactive strategies (live selling) and promotional momentum (double-date campaigns) has a synergistic effect in driving sales on e-commerce platforms. Overall, this study shows that the implementation of creative and planned digital promotion strategies, especially live selling and campaigns, plays an important role in improving the sales performance of Muslim fashion products in the digital era..

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