

## The Effect of Website Quality, Sales Promotion and Social Media on Purchase Decisions on Lazada E-Commerce Sites

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### Abstract

*This study aims to determine the effect of website quality, sales promotion, and social media on purchasing decisions on the Lazada e-commerce site. This type of research is explanatory research with a quantitative approach. The sampling technique used is accidental sampling. The number of samples used was 100 respondents. Respondents in this study were all Lazada consumers who had purchased at Lazada during the last 1 year. The source of data in this study is primary data obtained from distributing questionnaires through Lazada's social media. The data analysis technique used is multiple linear regression analysis. Data processing was performed with SPSS 26.0. The results of this study indicate that partially website quality, sales promotion, and social media have a positive and significant effect on purchasing decisions on the Lazada site. The dominant variable in influencing purchasing decisions is website quality.*

**Keywords:** *website quality, sales promotion, social media, purchasing decisions.*

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas *website*, promosi penjualan dan media sosial terhadap keputusan pembelian pada situs *e-commerce* Lazada. Jenis penelitian ini adalah *explanatory research* dengan pendekatan kuantitatif. Teknik penentuan sampel yang digunakan adalah *accidental sampling*. Jumlah sampel yang digunakan sebanyak 100 responden. Responden dalam penelitian ini adalah seluruh konsumen Lazada yang pernah melakukan pembelian di Lazada selama 1 tahun terakhir. Sumber data dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner melalui media sosial Lazada. Teknik analisis data yang digunakan yaitu analisis regresi linear berganda. Proses pengolahan data dilakukan dengan SPSS 26.0. Hasil penelitian ini menunjukkan bahwa secara parsial kualitas *website*, promosi penjualan dan media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian pada situs Lazada. Variabel yang dominan dalam mempengaruhi keputusan pembelian adalah kualitas *website*.

Kata kunci: kualitas *website*, promosi penjualan, media sosial, keputusan pembelian.

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## INTRODUCTION

The existence of the internet tends to change people's lifestyles. Many people are switching from conventional shopping to online shopping, especially during the COVID-19 pandemic. Restrictions on community activities during the COVID-19 pandemic have led to changes in consumer shopping habits. The survey results of the Indonesian Internet Service Providers Association (APJII) for the period 2019 to the second quarter of 2020 noted that the number of internet users in Indonesia increased by 8.9% to 73.7% of the population. This proves that most people in Indonesia have used the internet. Seeing this phenomenon is used as an opportunity for business people to use the internet in marketing their products. One way that is done by business actors is by opening an online store on online buying and selling sites such as e-commerce. Seeing the number of e-commerce sites that have sprung up, making the competition between e-commerce sites even higher. This requires business actors who have online stores or e-commerce site providers to pay attention to the factors that influence online purchasing decisions so that companies can survive and continue to grow amid intense competition. appropriate to increase consumer interest in making purchasing decisions on the site. Here's a map of the competition for the top 5 e-commerce sites based on the number of monthly website visits:

**Table 1.** E-commerce Competition Map in Q1 2019-Q2 2020 (Based on Number of Monthly Web Visitors)

Quarter	Number of Website Visits				
	Shopee	Tokopedia	Bukalapak	Lazada	Blibli
Q1 2019	74,995,300	137,200,900	115,256,600	52,044,500	32,597,200
Q2 2019	90,705,300	140,414,500	89,765,800	49,620,200	38,453,000
Q3 2019	55,964,700	65,953,400	42,874,100	27,995,900	21,395,600
Q4 2019	72,973,300	67,900,000	39,263,300	28,383,300	26,863,300
Q1 2020	71,533,300	69,800,000	37,633,300	24,400,000	17,600,000
Q2 2020	93,440,300	86,103,300	35,288,100	22,021,800	18,307,500

Source: Iprice (2020)

In table 1 shows the competition that occurs among the top 5 e-commerce sites starting from the 1st quarter of 2019 to the 2nd quarter of 2020. In 2017 Lazada became the most popular site and the most visited by consumers, but in the 2nd quarter of 2020 Lazada experienced a decrease in website visits that brought Lazada to occupy the 4th position after Shopee, Tokopedia, and Bukalapak. Consumer purchasing decisions become an important factor that determines the success and existence of a company. The better the quality of a website will affect consumer interest in visiting a site and making purchases on the site. One of the complaints that consumers often complain about is the quality of the Lazada website is related to site security. Some consumers complain about the review feature and also the display of images on the Lazada site. Previous research conducted by Zulfa and Hidayati (2018) stated that website quality has a positive and significant effect on purchasing decisions.

Sales promotion consists of various incentive tools, most of which are short-term in nature, used to encourage consumers to speed up the buying process or to increase the number of sales (Familmaleki et al., 2015). Lazada has held various interesting sales promotion programs regularly, however, consumer interest in the Lazada site is still experiencing ups and downs besides that, there are several complaints submitted by consumers regarding promotions held by Lazada. These consumer complaints include flash sales, an error that occurred when claiming vouchers and when they

were about to checkout goods. Previous research conducted by Safitri and Patrikha (2020) stated that sales promotion partially had a positive and significant effect on purchasing decisions.

Social media allows consumers to share information about Lazada, provide recommendations and reviews about their experiences when making purchases on the Lazada site with other consumers. Consumers who share their positive experiences on social media will have an impact on the interest of other consumers to make purchasing decisions on the Lazada site. Previous research conducted by Anwar and Aprillia (2018) stated that social media has a significant influence on purchasing decisions. Based on the phenomena described above, researchers are interested in researching with the title "The Effect of Website Quality, Sales Promotion and Social Media on Purchase Decisions on the Lazada E-commerce Site". The formulation of the problem in this study the first is whether the quality of the website influence purchase decisions on the site e-commerce Lazada, secondly whether sales promotion influence purchase decisions on the site e-commerce Lazada, the third is social media influence on purchase decisions on the site e- Lazada commerce and the last variable which is dominant in influencing purchasing decisions on the Lazada e-commerce site. The purpose of this study was to determine the effect of website quality, sales promotion, and social media on purchasing decisions on the Lazada e-commerce site and to determine the dominant variables in influencing purchasing decisions on the Lazada e-commerce site.

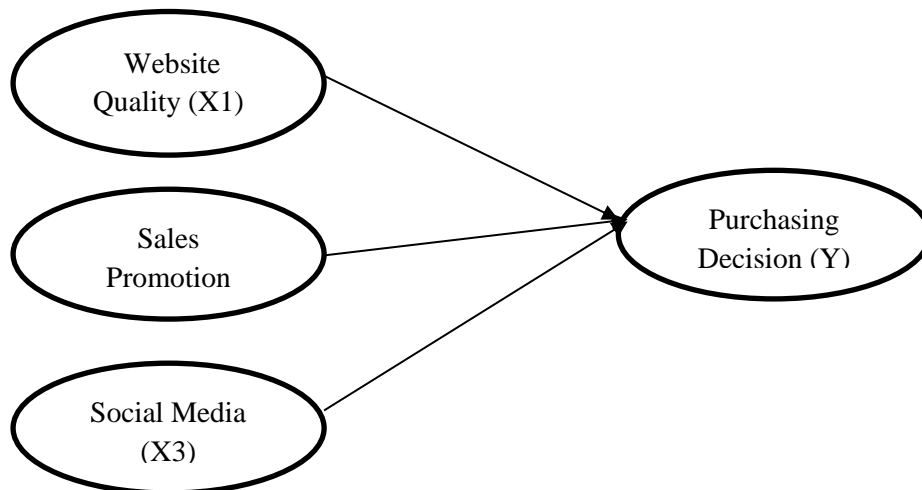
## LITERATURE REVIEW

E-commerce refers to the companies that provide the site, which sit us that facilitate the transactions or the sale of products and services are done online (Kotler and Keller, 2009). E-commerce allows two-way communication between merchants and consumers as well as between consumers (Laudon and Traver, 2014). According to Laudon and Traver (2014), the types of e-commerce are grouped into 6, namely B2C, B2B, C2C, social e-commerce, mobile e-commerce, and local e-commerce. Technology Acceptance Model (TAM), introduced by Davis (1986) is an adaptation of the Theory of Reasoned Action (TRA) which is specifically made to model user acceptance of information systems (Davis et al., 1989). Perceived usefulness (perceived usefulness) and ease of use (perceived ease of use) into the basic determinant in the use of the system. People tend to choose to use or not to use an application as long as they believe that using the application will help them to do their job better.

According to Kotler and Armstrong (2012), the purchasing decision process consists of five stages, namely need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. There are many reasons consumers shop online, including convenience shopping, easier to compare products and prices, easier to find products online than in stores, consumers can save time, reducing transaction costs, and so on (Laudon and Traver, 2014). Perceived website quality is a consumer's overall perception of how well a website functions and looks, especially when compared to other sites (Lowry et al., 2008). Website Quality is a measurement method using the instrument to assess the quality of the website is based on the perception of the end-user. WebQual has undergone several developments starting from WebQual 1.0 to WebQual 4.0. WebQual 4.0 is structured based on three dimensions, namely usability, information quality, and service interaction quality (Barnes and Vidgen, 2002). Sales promotion is a direct invitation using various controllable incentives to encourage consumers to buy products quickly and increase the number of goods purchased by consumers. Sales promotion helps companies to get new consumers, influence consumers to try new products and persuade them to buy in bulk, attack promotions more than competitors, encourage impulse buying, and provide better cooperation with retailers (Tjiptono,

2008). Many tools can be used to achieve sales promotion objectives, including consumer promotion, trade promotion, and business promotion (Kotler and Armstrong, 2008).

There are three types of social media, namely online communities and forums, blogs, and social networks (Kotler and Keller, 2012). There are five most common goals of marketing media, namely relationship building, brand building, publicity, promotion, and market research (Gunelius, 2011). Social media provides an opportunity for marketers to interact more closely with consumers. Social media offers a more individualized, personal, and two-way form of communication. One of the most important aspects of social media from a marketer's perspective is building and maintaining feedback (Priansa, 2017). Erdini and Susilo (2015) in their research show that website quality and promotion have a significant effect on consumer attitudes and decisions. Website quality is the largest significant variable in influencing consumer attitudes and decisions to use UseeTV.com. Safitri and Patrikha (2020) in their research show that company image and sales promotion partially have a positive and significant effect on purchasing decisions for beauty products in the online marketplace. Anwar and Aprillia (2018) in their research show that trust and social media have a significant influence on purchasing decisions. So the framework in this study can be described as follows:



**Figure 1.** Research Framework

In an online business, the website becomes the first point of contact between companies and consumers, so a website needs to design its website well to give a good first impression to influence consumer buying behavior. A quality website will create convenience for consumers in visiting the site which will then encourage them to make a purchase decision. Attractive sales promotions will make consumers steady to make purchases on a site. Consumers will have an interest in the short-term offers provided by Lazada such as discounts, flash sales, shopping vouchers, and so on, which then will encourage them to make purchasing decisions immediately. Before making a purchase decision, consumers look for various information related to products and services on social media. Consumers tend to look for information that they trust more by asking for advice from their closest people or others through social media, besides that, consumers use social media to share reviews about their experiences when shopping at Lazada. Positive reviews submitted by consumers through social media will influence other consumers to be interested in deciding to shop at Lazada. Therefore, the hypotheses proposed are:

**H1:** The quality of the website has a positive and significant effect on purchasing decisions

**H2:** Sales promotion has a positive and significant effect on purchasing decisions

**H3:** Social media has a positive and significant effect on purchasing decisions

**H4:** Website quality is dominant in influencing purchasing decisions.

## RESEARCH METHODS

This type of research is explanatory research with a quantitative approach. The population in this study were all users of the Lazada e-commerce site who had made purchases on the Lazada e-commerce site during the past year. The sample used in this study was 100 respondents. The sampling technique in this study used accidental sampling. The source of data in this study is primary data obtained by distributing questionnaires to respondents through Lazada's social media. The measurement scale used is the Likert scale. The data analysis technique used is multiple linear regression analysis. The data that has been obtained is processed using SPSS 26.0.

## RESEARCH RESULTS AND DISCUSSION

To find out whether a statement item is valid or not, by looking at the calculated r-value in the Corrected item-total Correlation column and then comparing it with r tables, if the calculated r-value > r table then the statement in each item is declared valid and vice versa. The value of r table at a significance of 5% or 0.05 with a total of  $n = 100$ , obtained r table of 0.195. The results of the validity test can be seen in Table 2 as follows:

**Table 2.** Validity Test Results

Variable	Items	r count	r table
Website Quality	X1.1	0.703	0.195
	X1.2	0.688	
	X1.3	0.672	
	X1.4	0.661	
	X1.5	0.645	
	X1.6	0.591	
	X1.7	0.619	
Sales promotion	X2.1	0.335	0.195
	X2.2	0.461	
	X2.3	0.562	
	X2.4	0.422	
Social media	X3.1	0.451	0.195
	X3.2	0.596	
	X3.3	0.534	
	X3.4	0.609	
	X3.5	0.480	
Buying decision	Y.1	0.444	0.195
	Y.2	0.644	
	Y.3	0.565	
	Y.4	0.436	

Based on table 2 shows that the calculated r-value of all instruments is greater than the r table value, so it can be concluded that all website quality instruments, sales promotions, social media, and purchasing decisions used in this study are declared valid or can be said that statement item can measure variables. Website quality, sales promotion, social media, and purchasing decisions. The reliability test is used to measure the consistency of the questionnaire, if the Cronbach Alpha value is > 0.6 then the items submitted can be said to be reliable, and vice versa. The results of the reliability test can be seen in Table 3 as follows:

**Table 3.** Reliability Test

Variable	Cronbach Alpha	Alpha Coefficient
Website Quality	0.875	0.6
Sales promotion	0.662	0.6
Social media	0.763	0.6
Buying decision	0.724	0.6

The results of the reliability test in table 3 above show that all statements of each variable in this study are declared reliable or reliable because they have a Cronbach Alpha value greater than 0.6 so it can be concluded that all instruments in this research questionnaire can be said to be consistent as a data collection tool. In this study, to determine whether the data is normally distributed or not, by using the Kolmogorov-Smirnov test, if the significance value is  $> 0.05$  then the data is said to be normally distributed, and vice versa. Based on the results of normality testing in this study, the Asymp value was obtained. Signature. (2-tailed) of 0.200 which means  $> 0.05$  so it can be concluded that the variables of website quality, sales promotion, and social media can be declared normally distributed and can meet the assumption of normality. To find out whether a regression model has symptoms of multicollinearity, it can be seen through Tolerance Value and VIF (Variance Inflation Factor). If the Tolerance value is  $> 0.1$ , then there is no multicollinearity, as well as the VIF value  $< 10$ , then there is no multicollinearity. The results of the multicollinearity test can be seen in Table 4 below:

**Table 4.** Multicollinearity Test Results

Independent Variable	Tolerance	VIF
Website Quality (X1)	0.661	1.514
Sales Promotion (X2)	0.588	1,702
Social Media (X3)	0.632	1,581

Based on table 4 above, it is known that all independent variables in this study have a Tolerance value  $> 0.1$  and a Variance Inflation Factor value  $< 10$ , meaning that there is no multicollinearity. In this study, the Glejser test was used to determine the symptoms of heteroscedasticity, with the criteria that if the significance value was  $< 0.05$ , it could be said that heteroscedasticity occurred. The results of the glejser test show that the significance value of each variable is greater than 0.05. The website quality variable with a value of 0.132  $> 0.05$ , the sales promotion variable with a value of 0.869  $> 0.05$  and the social media variable 0.602  $> 0.05$ , it can be concluded that there is no heteroscedasticity.

A good regression model is a regression that is free from autocorrelation. Durbin-Watson (DW-Test) is used to determine the presence or absence of autocorrelation symptoms. The results of the autocorrelation test in this study obtained the Durbin-Watson value of 1.958. It is known in the Durbin-Watson table for  $k = 3$  and  $n = 100$ , the lower limit value (dl) is 1.613 and the upper limit value (du) is 1.736, while the 4-dl value is 2.387 and for 4-du is 2.264. These results indicate that the regression model does not experience autocorrelation because of the value of  $du < d < 4-du$  or  $1.736 < 1.958 <$



2.264. The results of the calculation of the coefficient of determination using SPSS 26 are shown in table 5 below:

**Table 5.** Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,673 <sup>a</sup>	0.453	0.436	1,969

It is known that the coefficient of determination (R Square) is 0.453. This value shows that the ability of the independent variables, namely website quality (X1), sales promotion (X2), and social media (X3) in explaining the dependent variable, namely purchasing decisions (Y) is 45.3%, while the remaining 54.7% is explained by other variables not included in this study. The contribution of the influence of the independent variables on the dependent variable in this study is relatively low so it is necessary to add other independent variables that can explain the dependent variable.

**Table 6.** Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,773	1.513		,511	,611
	Website Quality	,208	0.055	,348	3,752	,000
	Sales promotion	,258	,102	,249	2,525	0.013
	Social media	,193	,086	,212	2,234	0.028

Based on table 6, the regression model equation is as follows:

$$Y = 0,773 + 0,208X_1 + 0,258X_2 + 0,193X_3 \quad (1)$$

The constant value ( $\alpha$ ) is 0.773 and has an insignificant value of 0.611. Any value on an insignificant constant will be considered 0. That is, if the variables of website quality (X1), sales promotion (X2), and social media (X3) are constant or 0 then there is no purchase decision in other words if the Lazada website is not of high quality, sales promotions are not attractive and social media is not interactive, so consumers are not sure to decide to buy at Lazada. The quality of the website has a regression coefficient value of 0.208 and a significance value of 0.000, meaning that the quality of the website has a positive effect on purchasing decisions. Sales promotion has a regression coefficient value of 0.258 and a significance value of 0.013. Social media has a regression coefficient value of 0.193 and a significance value of 0.028.

The t-test was used to determine the effect of the independent variables (website quality, sales promotion, and social media) on the dependent variable (purchase decisions) partially. The results of the tests carried out show that there is a positive and significant influence between the website quality variables (X1) on purchasing decisions (Y). It is proved by the comparison of the value and value ( $3.752 > 1.985$ ) and from the significance value ( $0.000 < 0.05$ ), the first hypothesis is accepted. The results of the tests conducted indicate that there is a positive and significant influence between the sales promotion variables (X2) on purchasing decisions (Y). It is proven by the comparison of the value and value ( $2.525 > 1.985$ ) and from the significance value ( $0.013 < 0.05$ ) then the second hypothesis is accepted. The results of the tests conducted indicate that there is a positive and significant

influence between social media variables (X3) on purchasing decisions (Y). It is proved by the comparison of the value and value and the significance value ( $0.028 < 0.05$ ) then the third hypothesis is accepted.

The dominant test is used to see which independent variables have the most influence on the dependent variable compared to several other independent variables. The dominant test can be known by looking at the value of the largest beta coefficient. It is known that the website quality variable (X1) has a beta coefficient value greater than the beta coefficient value for the sales promotion variable (X2) and the social media variable (X3), namely  $0.348 > 0.249 > 0.212$ . So it can be concluded that the fourth hypothesis is accepted, which states that the quality of the website is dominant in influencing purchasing decisions on the Lazada e-commerce site.

Based on the results of data analysis that has been carried out using multiple linear regression analysis, it can be seen that the website quality variable has a positive and significant effect on purchasing decisions on the Lazada e-commerce site, meaning that the more quality the Lazada website, the more stable consumers are in deciding to shop on the Lazada site. Website quality means that the website can function properly. The results of this study are by research conducted by Zulfa and Hidayati (2018) which states that website quality has a significant effect on purchasing decisions. The website is too slow, can not be navigated, or is not safe enough to be a negative impact on consumers' willingness to try or buy products from the website (Katawetawaraks and Wang, 2011). It can be seen that the sales promotion variable has a positive and significant effect on purchasing decisions on the Lazada e-commerce site. This shows that the more attractive the sales promotion, the more determined consumers are in deciding to purchase on the Lazada e-commerce site. The results of this study are by research conducted by Safitri and Patrikha (2020) which states that sales promotions affect purchasing decisions. It can be seen that social media variables have a positive and significant effect on purchasing decisions. This shows that the more interactive Lazada's social media is, the more stable consumer purchasing decisions on the Lazada site are. The results of this study are by and support previous research conducted by Anwar and Aprillia (2018) which stated that social media affected purchasing decisions. Based on the results of the tests that have been carried out, it shows that the quality of the website is the dominant variable in influencing purchasing decisions. This can be seen from the comparison of the largest beta coefficient values, so it can be concluded that consumers will make purchasing decisions if the Lazada website is of high quality.

## CONCLUSIONS

Based on the results of data analysis related to the influence of website quality, sales promotion, and social media on purchasing decisions, the following conclusions can be drawn: 1) Website quality has a significant effect on consumer purchasing decisions on the Lazada site. 2) Sales promotion has a significant effect on consumer purchasing decisions on the Lazada site. 3) Social media has a significant effect on consumer purchasing decisions on the Lazada site. 4) It is known that of the three independent variables contained in this study, website quality is the dominant variable in influencing purchasing decisions.

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