

# The influence of website quality on purchasing decisions in Lazada e-commerce

Nur Suci Hikmah, Hera Febria Mavilinda\*, Iisnawati  
Fakultas Ekonomi, Universitas Sriwijaya, Indonesia

\* Corresponding Author (e-mail: [herafebria@fe.unsri.ac.id](mailto:herafebria@fe.unsri.ac.id))

## Abstract

The quick development of e-commerce has changed how consumers make purchases, and the quality of a website is a major factor in what people decide to buy online. The purpose of this research is to ascertain how purchase choices made in Lazada e-commerce are influenced by the quality aspects of websites, including usability, information quality, and service interaction quality. This study used a descriptive quantitative methodology. Purposive sampling was used in this research to choose 100 respondents depending on certain criteria. Questionnaires were used in the data collection method. The data analysis method used to test the effect of the three dimensions of website quality on purchasing decisions was multiple linear regression analysis. The results indicate that the usability variable has a partial effect on purchasing decisions. In contrast, the information quality variable and the service interaction variable have no partial effect on purchasing decisions in Lazada e-commerce. Furthermore, the usability, information quality, and service interaction variables in the website quality dimension simultaneously affect purchasing decisions in Lazada e-commerce, with the usability variable being the most dominant factor.

Keywords: Information Quality, Purchase Decision, Service Interaction, Usability

## Abstrak

Perkembangan pesat e-commerce telah mengubah cara konsumen melakukan pembelian, dan kualitas situs web merupakan faktor utama dalam keputusan untuk membeli secara online. Tujuan dari penelitian ini adalah untuk memastikan bagaimana pilihan pembelian yang dilakukan di e-commerce Lazada dipengaruhi oleh aspek kualitas situs web, termasuk kegunaan, kualitas informasi, dan kualitas interaksi layanan. Penelitian ini menggunakan metodologi deskriptif kuantitatif. Purposive sampling digunakan dalam penelitian ini untuk memilih 100 responden tergantung pada kriteria tertentu. Kuesioner digunakan dalam metode pengumpulan data. Metode analisis data yang digunakan untuk menguji pengaruh ketiga dimensi kualitas website terhadap keputusan pembelian adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa variabel kegunaan berpengaruh secara parsial terhadap keputusan pembelian, sedangkan variabel kualitas informasi dan variabel interaksi layanan tidak berpengaruh secara parsial terhadap keputusan pembelian. Selanjutnya variabel kegunaan, kualitas informasi, dan interaksi layanan pada dimensi kualitas website secara simultan mempengaruhi keputusan pembelian di e-commerce Lazada, dengan variabel kegunaan menjadi faktor yang paling dominan.

Kata kunci: Information Quality, Keputusan Pembelian, Service Interaction, Usability

How to cite: Hikmah, N. S., Mavilinda, H. F., & Iisnawati. (2024). The influence of website quality on purchasing decisions in Lazada e-commerce. *Journal of Management and Digital Business*, 4(2), 234–249. <https://doi.org/10.53088/jmdb.v4i2.994>

## 1. Introduction

Online shopping sites provide benefits to business people by providing them with adequate facilities to sell products (Soleha, 2021). E-commerce enables buyers to browse and purchase desired products based on factors like product choice, brand



reputation, trusted distributors, promotions/discounts, and their budget (Kotler & Armstrong, 2018). For Lazada, efforts to improve website usability, information quality, and service interaction quality like easy interfaces, complete product details, and support attract consumers and drive purchasing decisions in Indonesia's e-commerce landscape (Pujiani & Trisnowati, 2023).

Based on the data found, Lazada was ranked first with the highest number of visitors in 2018, and this can be seen from the report released by *Iprice Group* Related to the number of visitors *e-commerce* 2018 covered by *Liputan6.com* (Wardani, 2018). E-commerce visibility is depicted in the subsequent table according to visitor feedback:

Table 1. Number of E-Commerce Visitors 2018

E-Commerce	Visitors
Lazada	117 million
Tokopedia	116 million
Bukalapak	93 million
Blibli	45 million
Shopee	34.5 million

Source : Liputan6.com (Wardani, 2018)

Lazada faces competition, complaints about orders, refunds, defects, and slow service response, which causes a decrease in visitors. The following is a graph of the number of e-commerce visitors for 2018-2022 as follows:

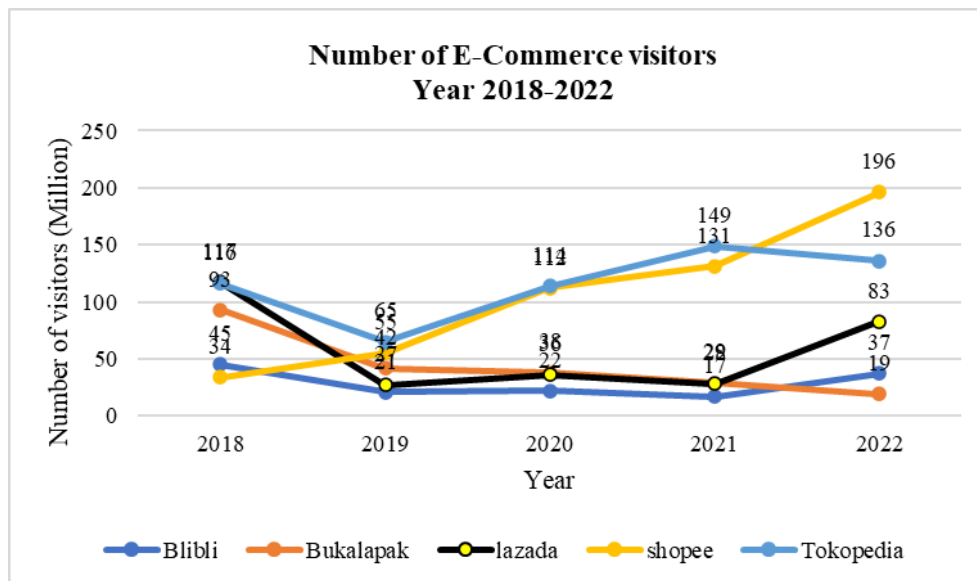


Figure 1. Number of E-Commerce Visitors in 2018-2022  
source: databox.com, data processed by researchers

The data shows Lazada's e-commerce from 2018-2022 has decreased the number of visitors (Audriene, 2018) despite a temporary increase in 2022-2023 to rank third. The presence of various companies' *e-commerce* indirectly causes the creation of competition *e-commerce*, which is very strict, so it requires business people *e-commerce* compete in improving quality *website* In order to make it easier for

consumers to see the products offered and then decide whether or not to buy the products offered (Kurniawan, 2019). The opinions and assessments of users about the online platform for doing business establish the quality of a website (Mavilinda & Nazaruddin, 2022). A quality *website* is very influential in purchasing decisions (Kurniawan, 2019).

Lazada faces declining visitors due to poor website quality, impacting purchase decisions influenced by usability, information, and interaction factors (A., Zeithaml, V.A. and Berry, 2018). To regain interest, Lazada should enhance these dimensions as purchase decisions involve determining interest in buying the most preferred product (Kotler & Armstrong, 2018).

According to YLKI (Indonesian Consumer Institute Foundation), in 2021, Lazada was ranked third as the most consumer complaints in *e-commerce* in Indonesia, with 11% of consumer complaints. In addition to Lazada, other *e-commerce* companies in Indonesia have also received many complaints from consumers. The following is a graph of the number of consumer complaints on *e-commerce* in Indonesia:

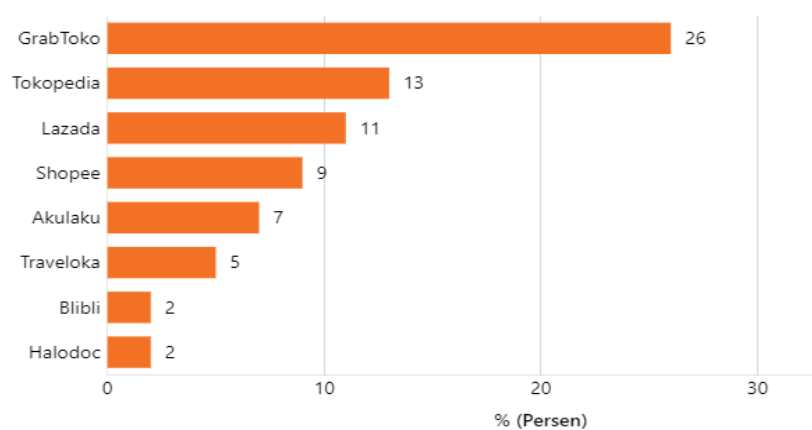


Figure 2. The Highest Number of Consumer Complaints  
Source: databooks.katadata.co.id written by (Pahlavi, 2022)

Various types of consumer complaints, such as goods not received with the number of complaints amounting to 29%, process Refund with 14% of total complaints and non-conforming goods amounting to 12% of total complaints and slow response Customer Service. This also happens because of weak website quality (website quality), which can influence the purchase decision of potential customers afterward on e-commerce Lazada. Website quality in the delivery of information conveyed to consumers has a positive and negative impact on the company. Website quality (website quality) can provide complete and more accurate product information and facilitate product search by Designing a website that is interesting to maintain customer loyalty and provide convenience for online consumers (Mavilinda & Nazaruddin, 2022) This is what underlies the relationship of website quality to consumer purchasing decisions. Mirza's (2021) study, which focuses on how website quality, trust, and word-of-mouth influence purchasing decisions, also provides positive research findings.

This research examines the effects of usability, information quality, and service interaction quality on consumers' decisions to purchase products on the Lazada e-commerce platform. Distinguishing it from prior research, it comprehensively discusses determinants of online purchase decisions, considering three independent variables influencing the relationship collectively. The selection of these three variables is based on their critical role in shaping the overall user experience in e-commerce, as highlighted by Zeithaml et al. (2013).

Usability addresses the ease of navigation and functionality of the website, which is crucial in an increasingly competitive online marketplace. Information quality focuses on the accuracy and relevance of product details, addressing the gap in trust that often exists in online transactions. Service interaction quality examines the human element in digital commerce, an aspect that has gained importance as consumers seek more personalized online experiences. By combining these three dimensions, this study aims to provide a more holistic understanding of the factors influencing online purchasing decisions, addressing a gap in existing literature that often focuses on these elements in isolation.

The novelty of this research lies in its application to the specific context of Lazada in Indonesia, a rapidly growing e-commerce market with unique consumer behaviors and preferences. This approach allows for a more nuanced examination of how these website quality factors interact and collectively impact consumer decision-making in a dynamic e-commerce environment.

## 2. Literature Review

### Website Quality

Website quality is an important concept, especially for e-commerce websites, as it contributes to meeting consumers' desired needs (Kotler & Armstrong, 2018). The concept of e-website quality refers to the standards and quality in presenting information, products or services online, including elements like loading speed, ease of navigation, and responsiveness across devices (Wisnuadhi et al., 2022). Zeithaml et al. (2013) identified three main dimensions for assessing website quality: 1) Usability - Ease of use of the website. 2) Information Quality - Accuracy and clarity of information provided. 3) Service Interaction Quality - Quality of service interactions on the website

Other researchers have highlighted the importance of content relevance and quality for building consumer trust as well as providing accurate, reliable information to build a positive reputation and loyalty (Supriadi & Yusuf, 2021). Measuring these dimensions of e-website quality is crucial, as stated by Zeithaml et al. (Zeithaml et al., 2013), for comprehensively assessing a website's quality.

### Purchasing Decision

Kotler and Armstrong (Kotler & Armstrong, 2018) suggest that the purchase decision is a determination and interest in buying the most preferred product compared to other products that suit the needs and desires of consumers. The decision-making process to buy a product is a form of action taken by consumers. Therefore, decision-making

is an alternative to choosing the product needed and desired. The dimensions of the purchase decision, according to Kotler and Armstrong (Kotler & Armstrong, 2018), are product selection, brand selection, reseller selection, time of purchase and number of purchases.

### **The Relationship of the Usability Dimension to Purchasing Decisions**

Usability is defined as the extent to which particular users can use a product to achieve specific goals with effectiveness, efficiency, and satisfaction in a specified context of use (Burman & Iqbal, 2019). Website usability can be evaluated through aspects like learnability, efficiency of use, memorability, minimal errors, and user satisfaction (Mirza et al., 2021). According to Ari et al. (2019) Website Usability has a significant influence on online product purchase decisions. Similarly, Indartini & Herawati (2023), found that usability has a positive and significant influence on the decision to purchase fashion products online. The better the usability of one website's e-commerce, the higher the consumer's interest in buying products through the aforementioned website. Based on this description, the hypotheses that can be taken in this study are H1: *Usability* has a significant effect on purchasing decisions.

### **The Relationship of Service Information Dimensions to Purchasing Decisions**

Service information is information that is available on a website and is useful for users to help with their activities, such as product information, transactions, orders, FAQs, customer service contacts, and others (Hendrawan et al., 2021). According to Indrawan et al. (2022), good service information allows potential customers to get sufficient information about the products/services offered. Previous research found that the availability of service information on websites has a positive effect on online consumer purchasing decisions (Pramudita & Agustia, 2020). Quality information services on e-commerce websites can be an important driver for consumers in making online purchasing decisions (Hendrawan et al., 2021). Based on this description, the following research hypotheses can be drawn: H2: *Service Information* has a significant effect on purchasing decisions.

### **The Relationship of the Service Interaction Dimension to Purchasing Decisions**

Service interaction refers to the interaction between consumers and a company's Customer Service through the website (Saputra et al., 2022). It involves ease of contacting Customer Service, fast responses, and satisfactory solutions. Previous studies found that service interaction on websites influences consumer purchase decisions. Zulfa & Hidayati (2018) Discovered better customer interaction with Customer Service Shopee in answering questions and solving problems, the higher consumer buying interest. Similarly, Chotimah (2019) Found that service interaction positively impacts purchase decisions on Shopee's mobile app. Therefore, quality service interaction is important for e-commerce companies to pay attention to for consumer confidence and higher digital sales conversions (Saputra et al., 2022). Based on the description above, the following research hypothesis can be drawn: H3: *Service Interaction* has a significant effect on purchasing decisions.

## The Relationship Between Website Quality Dimensions to Purchasing Decisions

Website quality comprises Usability, Service Information, and Service Interaction (Zeithaml et al., 2013). Previous studies found that all three dimensions positively influence online purchase decisions. Kartono & Halilah (2018) Stated that good usability, complete information, and quality service interaction on e-commerce websites contribute to the formation of consumer trust and loyalty, which ultimately drives purchasing decisions. Zeithaml et al. (Zeithaml et al., 2013) Suggested service interaction has the most dominant influence as direct interaction with responsive and solutive Customer Service can significantly increase consumer satisfaction and trust in an e-commerce brand. Thus, quality service interaction can be the main driver for consumers in deciding to purchase products or services digitally. Based on the description above, the following research hypothesis can be drawn: H4: *Usability, service information, and service interaction* simultaneously influence purchasing decisions.

The conceptual framework, based on the description of the relationship between variables and the development of the hypothesis above, can be seen in Figure 1 below.

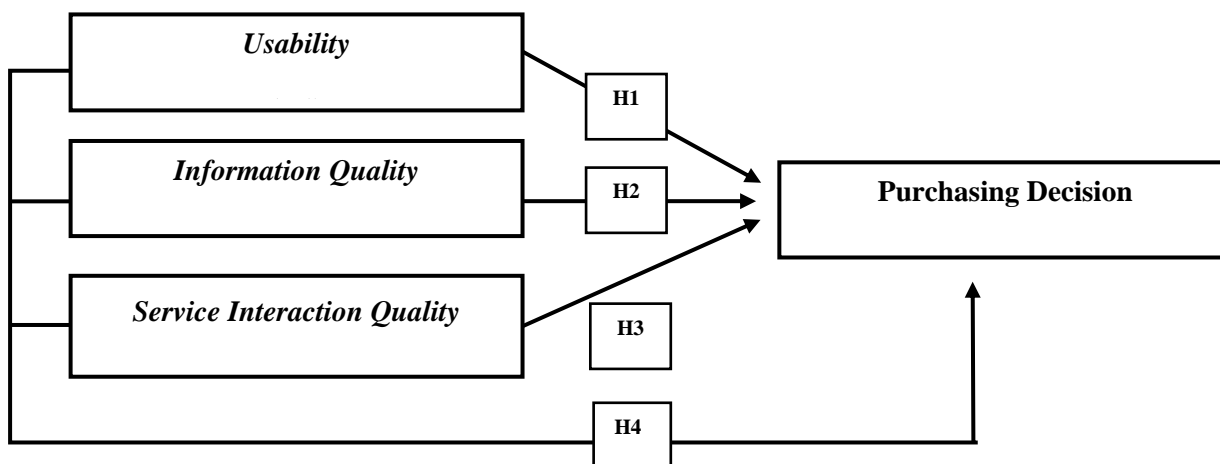


Figure 3. Conceptual Framework

### 3. Research Method

This research uses quantitative descriptive techniques with surveys to collect data from Lazada consumers. According to Sugiyono (2019), quantitative descriptive research involves describing current phenomena through statistical analysis. Respondent data was collected through a questionnaire that focused on website quality and purchasing decisions. The research population includes all consumers who have made transactions on the Lazada e-commerce platform. Sampling uses a purposive sampling technique by considering certain criteria.

To determine the number of samples in this study, the Lemeshow formula was used because the population was not known with certainty. This formula considers the desired level of confidence, proportion, and margin of error. Based on calculations using this formula, the results obtained were a minimum of 96.04 respondents. To improve the accuracy and validity of the study, the number of samples was rounded



up to 98 respondents. However, to anticipate the possibility of invalid data or incomplete responses, the researcher decided to take a sample of 100 respondents. This number of samples is expected to provide an adequate representation of the population and produce more robust and reliable research findings.

This research uses quantitative data obtained through valid measurements and numerical computation, which is suitable for statistical analysis. Accurate and reliable primary data sources are used, namely, information obtained or collected directly by researchers from the source, including through the results of field surveys, in-depth interviews and structured questionnaires conducted on selected respondents, namely Lazada e-commerce consumers.

Data was collected through a questionnaire with an ordinal measurement scale using a Likert scale, then transformed to an interval scale using a successive interval approach for statistical analysis. The SPSS version 26 application is used for data analysis, multiple linear regression, and classical assumption analysis. The instrument validity test was carried out by comparing the  $r$ -count and  $r$ -table values according to Sugiyono (2019). Meanwhile, the reliability test focuses on the Cronbach Alpha value, and if  $>0.70$ , it is considered reliable (Ghozali, 2021).

Classic assumption analysis includes testing for normality, multicollinearity, heteroscedasticity and linearity as statistical prerequisites in multiple linear regression analysis to ensure the regression model used is valid and reliable for predicting the relationship between independent and dependent variables. The research model is as follows

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

This study operationalizes two main variables: website quality as the independent variable and purchase decision as the dependent variable. Website quality is measured through three dimensions based on the concept of Zeithaml et al. (2013), namely usability ( $X_1$ ), information quality ( $X_2$ ), and service interaction quality ( $X_3$ ). Usability includes indicators of ease of navigation, ease of use, and system speed. Information quality is measured through indicators of accuracy, relevance, and completeness of information. Meanwhile, service interaction quality is assessed based on security, privacy, and responsiveness. All of these indicators are measured using a Likert scale to capture respondents' perceptions of the quality of the Lazada website.

The dependent variable of the purchase decision is operationalized using the concept of Kotler and Armstrong (2018), which includes five indicators: product choice, brand choice, distributor choice, purchase time, and purchase amount. These indicators are also measured using a Likert scale to assess the level of consumer purchase decisions on the Lazada e-commerce platform. With this comprehensive operationalization of variables, the study aims to analyze in depth how website quality influences consumer purchase decisions in the context of e-commerce, especially on the Lazada platform in Indonesia.

## 4. Results and Discussion

### 4.1. Results

The majority of respondents were women (71.0%) aged 17-25 (79.0%), high school educated (61.0%), and students (65.0%), reflecting Lazada's main users as young, tech-savvy digital natives. However, respondents varied in education and professional backgrounds. Lazada (45.9%) and Shopee (36.7%) dominate, with fashion products (44.3%) being the most purchased on Lazada.

Table 2. Respondent Profile

Characteristics		Freq.	%
Gender	Man	29	29.0
	Woman	71	71.0
Age	17 – 25	79	79.0
	26 – 35	17	17.0
	35 - 50	4	4.0
Recent Education	High School/Equivalent	61	61.0
	Diploma	8	8.0
	Bachelor	30	30.0
	Postgraduate	1	1.0
Work	Student	65	65.0
	Entrepreneur	24	24.0
	Employee	11	11.0
E-commerce used	Shopee	80	36.7
	Tokopedia	34	15.6
	Lazada	100	45.9
	Bukalapak	4	1.8
Frequently purchased products	Cosmetics	32	17.3
	<i>Fashion</i>	82	44.3
	Accessories	51	27.6
	food	20	10.8

### Instrument Test

The validation of the instrument in this study involved a comparison between the r-count (Corrected Item-Total Correlation) of each questionnaire item and the corresponding r-table value at a 5% significance level (0.05) with a degree of freedom of 98 (N-2, where N = 100). The following criteria were used to determine whether or not a questionnaire item was considered valid during the validity assessment. If the r-count value was higher than the r-table value ( $r\text{-count} > r\text{-table}$ ), it was considered valid. The outcomes of the questionnaire's validity assessment in this research are outlined in Table 3.

According to the table provided, when comparing the r-count to the r-table value, all items meet the validity criteria and are considered valid. Below are the outcomes of the reliability examination for each variable in the research:



Table 3. Validity Test Results

Variable	Indicator items	r-calculate	r-table	Information
<i>Usability</i> (X1)	X1.1	0.785	0.1966	Valid
	X1.2	0.817	0.1966	Valid
	X1.3	0.774	0.1966	Valid
<i>Information quality</i> (X2)	X2.1	0.860	0.1966	Valid
	X2.2	0.844	0.1966	Valid
	X3.3	0.780	0.1966	Valid
<i>Interactions Quality</i> (X3)	X3.1	0.824	0.1966	Valid
	X3.2	0.901	0.1966	Valid
	X3.3	0.776	0.1966	Valid
Purchase Decision (Y)	Y.1	0.731	0.1966	Valid
	Y.2	0.724	0.1966	Valid
	Y.3	0.757	0.1966	Valid
	Y.4	0.762	0.1966	Valid
	Y.5	0.590	0.1966	Valid

Table 4. Reliability Test Results

No.	Variable	<i>Cronbach's Alpha</i>	Conclusion
1.	<i>Usability</i>	0.701	Reliable
2.	<i>Information quality</i>	0.772	Reliable
3.	<i>Service interactions quality</i>	0.783	Reliable
4.	Purchasing Decision	0.755	Reliable

The Cronbach's Alpha values above 0.70 for Usability, Information quality, Service interactions quality, and Purchasing Decision indicate reliable, consistent research variables and measurement tools.

Table 5. Normality Test Results

	Unstandardized Residual
Test Statistics	0.077
Asymp. Sig. (2-tailed)	0.150

The Kolmogorov-Smirnov test indicated that the residual data met the normality assumption as the Asymp. Sig. value 0.150, which is greater than 0.05.

Table 6. Multicollinearity Test Results

Variable	<i>Tolerance</i>	<i>VIF</i>
<i>Usability</i> (X1)	0.595	1.681
<i>Information quality</i> (X2)	0.592	1.690
<i>Service interactions quality</i> (X3)	0.986	1.014

With tolerance levels  $> 0.10$  and  $VIF < 10$ , there were no indications of multicollinearity across the independent variables (usability, information quality, and service interaction quality).

Table 7. Heteroskedasticity Test Results

Type	Sig.
(Constant)	0.023
<i>Usability (X1)</i>	0.917
<i>Information quality (X2)</i>	0.849
<i>Service interactions quality (X3)</i>	0.561

The Glejser test showed that all independent variables (Usability, information quality, service interactions quality) had a significance of > 0.05, indicating no heteroskedasticity in the regression model.

Table 8. Linearity Test Results

No.	Variable	Deviation from Linearity	
		F	Sig.
1.	Usability (X1)	1.860	0.196
2.	Information quality (X2)	1.068	0.400
3.	Service interactions quality (X3)	0.957	0.528

Table 8 shows the findings of the linearity study between the dependent variables (quality of service interactions, information quality, and usability) and the autonomous variables. This test evaluates the Significance Deviation from the Linearity value. If this value exceeds 0.05, it indicates a linear relationship between the autonomous and reliant variables.

Table 9. Multiple Linear Regression Test Results

Model	Coefficient	t statistic	Sig.
(Constant)	8.135	3.919	0.000
Usability (X1)	0.512	2.926	0.004
Information quality (X2)	0.275	1.668	0.099
Service interactions quality (X3)	0.063	0.476	0.635
F statistic	9.881		
Sig. F	0.000		
R	0.486		
R square	0.236		

The findings from the analysis of multiple linear regression unveiled a consistent value (a) at 8.135. Additionally, the regression coefficients for the variables were determined as follows: 0.512 for Usability (X1), 0.275 for Information Quality (X2), and 0.063 for Service Interaction Quality (X3). Consequently, the multiple linear regression equation can be expressed as follows:

$$Y = 8.135 + 0.512 X1 + 0.275 X2 + 0.063 X3$$

The regression analysis revealed several important findings regarding the factors that influence purchase decisions. If there is no change in the factors of usability, information quality, and service interaction quality, the purchase decision will remain at the level of 8.135. However, an increase in each of these factors can improve the purchase decision, with usability having the largest impact (0.512), followed by information quality (0.275) and service interaction quality (0.063) (Table 9). The relationship between these three independent variables and purchase decisions is quite strong, with a correlation of 48.6%. Together, these three factors explain 23.6%

of the variation in purchase decisions, while other factors outside the model influence the remaining 76.4%.

The results of further statistical tests provide additional insights. The t-test shows that only the usability factor has a significant effect on purchase decisions, while information quality and service interaction quality do not show significant effects individually. Nevertheless, the F-test confirms that all three independent variables, when considered together, have a significant influence on purchasing decisions. These findings highlight the importance of considering multiple factors in understanding and influencing consumer purchasing decisions, with particular emphasis on the usability aspect of a product or service.

## **4.2. Discussion**

### **The Effect of Usability on Purchasing Decisions**

The findings from the hypothesis examination indicate the acceptance, or partial acceptance, of Hypothesis 1 (H1), suggesting a noteworthy impact of the Usability variable (X1) on purchasing behavior within the Lazada e-commerce platform. Usability is a crucial factor that influences consumer purchasing decisions in the context of e-commerce, especially on the Lazada platform. Theoretically, usability is closely related to the level of ease felt by consumers when interacting with a website or application. This concept includes aspects such as insightful navigation, ease of use of shopping features, and speed and smoothness of access.

Effective usability implementation on the Lazada platform can be seen from several aspects. First, a clear and consistent navigation structure allows users to navigate through various product categories easily. Second, an accurate and responsive search feature helps consumers find the desired products quickly. Third, a streamlined and intuitive checkout process reduces cart abandonment rates. Good usability on Lazada creates a pleasant and efficient shopping experience (Kurniawan, 2019). Consumers can easily compare products, read reviews, and make transactions without significant technical obstacles. This not only increases user satisfaction but also builds trust in the platform, which in turn encourages repeat purchase decisions.

It is important to note that in an increasingly competitive e-commerce landscape, usability is becoming a significant differentiator. Platforms with superior usability tend to have a competitive advantage, as modern consumers value efficiency and convenience in online shopping. Therefore, Lazada's investment in improving usability aspects not only results in improved short-term purchasing decisions but also contributes to customer loyalty and long-term business growth.

Other empirical studies have found that usability has a positive influence on consumer purchasing decisions, which is in line with the results of Rahmawati's study et al.,(2022) and Burman and Iqbal (Burman & Iqbal, 2019) It was discovered that the usability of e-commerce platforms significantly impacts consumers' purchasing decisions. Usability The bad can have an impact on frustration and consumer dissatisfaction, which ultimately lowers purchase conversions (Mirza et al., 2021).

Instead, Usability A good one makes it easier for consumers to find product information faster, understand information, and make purchase transactions without difficulty. Thus, consumers will feel satisfied and tend to make repurchases in the future.

This research confirms that usability is one of the important factors that e-commerce like Lazada must pay attention to in order to improve purchasing decisions. Usability has a direct impact on purchase decisions and repurchase interest. Lazada needs to continuously evaluate and improve its usability so that its website becomes more intuitive and comfortable for all customers with diverse backgrounds to use. A site that is easy to access, learn, and use can maximize purchasing decisions and provide a more positive online experience for consumers.

### **The Influence of Information Quality on Purchasing Decisions**

The findings of this research indicate that Hypothesis 2 (H2) was not supported. At the same time, H0 was accepted, suggesting that the variable Information Quality has only a partial impact on purchasing decisions on the Lazada e-commerce platform. These outcomes are consistent with Dapas' research et al. (2019), who discovered that purchase choices are not impacted by website quality, which focuses on information quality. Putra Research et al. (2020) Additionally, it claim that factors pertaining to information quality have no discernible impact on purchase choices.

Information quality, which includes aspects such as accuracy, depth and completeness of the information presented, is quite relevant in influencing consumer purchasing decisions. However, the results of this study indicate that there are still weaknesses in these aspects of the information presented on the Lazada website. As explained in the previous respondent's answer distribution analysis, a fairly high neutral proportion of the product information completeness indicator shows that the information on the Lazada website is still considered not fully able to meet the needs of consumer information comprehensively.

Individual consumer factors also contribute to influencing purchasing decisions. As explained by Lestari (2022), purchasing decisions are not entirely based on product information but also rely on environmental situations and influence factors, the company's marketing stimulus, and consumers' personal characteristics and motivations. Factors such as competitive pricing, promotions, a strong brand reputation, or satisfactory after-sales service can be more influential in purchasing than product specification information. This is especially true of products classified as FMCG (Fast Moving Consumer Goods), where consumers tend to be less critical of detailed product information. Therefore, in addition to improving the information system, Lazada's integrated marketing strategy must also be strengthened in order to drive consumer purchasing decisions further comprehensively.

### **The Effect of Service Interaction Quality on Purchasing Decisions**

The study's findings demonstrate that although Hypothesis 0 has been verified, Hypothesis 3 (H3) has been refuted. This indicates that, within the framework of Lazada's e-commerce, the variable of Service interaction quality is not statistically significant in partially influencing purchase decisions. The third hypothesis (H3) is

therefore rejected, indicating that the quality-of-service interactions influence purchase choices in a positive but statistically negligible way. Furthermore, the demographic profile of the majority of respondents reveals that they are predominantly young with limited income, with 79% aged between 17 and 25 years old and 65% being students. Customers from this group often still place a higher value on pricing when making judgments about what to buy rather than service quality. Additionally, this aligns with studies carried out by Supriadi and Yusuf (Supriadi & Yusuf, 2021), which state that in addition to the quality of service interactions, other factors are more dominant in influencing consumer purchasing decisions significantly, such as price, appearance, navigation and features *website* which determines more consumer decisions to make purchases online.

Service interaction quality is an important aspect of e-commerce, although its influence may not always be immediately visible in purchasing decisions. Theoretically, service interaction quality includes personal data security, adequate privacy policies, and responsive customer service. Parasuraman et al. (2005), in the E-S-QUAL model, emphasize that security and privacy are key dimensions in e-service quality.

In fact, Lazada has implemented various efforts to improve service interaction quality. They have implemented a sophisticated data security system and a comprehensive privacy policy in accordance with e-commerce industry standards. However, challenges remain, especially in customer service. Response speed, solution accuracy, and availability of various communication channels are still areas that require continuous improvement.

Although its impact on purchasing decisions may not be direct or immediately visible, good service interaction quality contributes to the formation of long-term customer trust and loyalty. According to Morgan and Hunt's (1994) theory of trust and commitment in relationship marketing, quality service interactions can build trust, which in turn drives customer commitment to the e-commerce platform.

Lazada, like other e-commerce platforms, needs to continue to invest in improving service interaction quality. It is not just about meeting current consumer expectations but also anticipating future needs in the ever-evolving e-commerce landscape. Improvements in these areas, while not immediately visible in sales figures, have the potential to create competitive differentiation and strengthen Lazada's position in an increasingly competitive market. Additionally, the findings of this study are consistent with earlier studies carried out by Chaidir *et al.*, (2023) and Fahmi *et al.*, (2022) This suggests that customer purchase choices are positively and marginally impacted by the quality of the website (quality of service interaction).

### **The Effect of Usability, Information Quality and Service Interaction Quality on Purchasing Decisions**

The research's F test results support Hypothesis (H4), which states that the characteristics of usability (X1), information quality (X2), and service interaction quality (X3) taken together have a substantial impact on purchasing decisions (Y). This finding is in line with previous research by Hendrawan et al. (2021). The conclusion drawn is

that when combined, the factors of website quality (including Usability, Information, and Interaction Quality) play a significant role in influencing purchasing choices. Usability, comprising physical evidence, reliability, responsiveness, assurance, and empathy, collectively enhance the decision-making process for purchasing fashion products on the Shopee Marketplace. Solihin and Zuhdi (Solihin & Zuhdi, 2021) The study likewise yielded comparable findings indicating that the variables of website quality, encompassing information quality, service interaction quality, and system quality collectively exert a substantial influence on consumers' purchasing decisions on e-commerce platforms.

According to Supriadi and Yusuf (Supriadi & Yusuf, 2021) Marketing stimuli from both internal and external companies, such as products, prices, distribution, promotions, and services, simultaneously influence consumers in making product purchase decisions. If the company is able to manage the marketing stimulus well, it will have a positive impact on increasing consumer interest and purchasing decisions. It can be concluded that improving the quality of e-commerce websites in terms of usability, information quality, and service interaction quality will simultaneously contribute positively in improving consumer purchasing decisions. Therefore, comprehensive management of these three aspects is very important for Lazada and other e-commerce to increase sales conversions.

## 5. Conclusion

The results of this study reveal several important conclusions regarding the factors that influence purchasing decisions on the Lazada e-commerce platform. The usability aspect, or ease of use, is proven to significantly influence consumer purchasing decisions. Meanwhile, information quality and service interaction quality also have a positive influence, although not statistically significant. Overall, the quality of the Lazada website, which includes all three aspects, has a positive and substantial impact on purchasing decisions, with usability emerging as the most dominant variable.

Based on these findings, improving the usability of the Lazada website is the main key to improving consumer purchasing decisions. However, it is also important not to ignore the aspects of information quality and service interaction quality, because all three work synergistically in creating a conducive environment for product purchasing decisions on Lazada.

However, this study has limitations, especially related to the finding that the influence of information quality and service quality, although positive, is not statistically significant. This opens up opportunities for further research that can explore additional variables such as price, promotional strategy, brand reputation, or post-purchase satisfaction. By including these variables, future research is expected to provide a more comprehensive understanding of the factors that influence purchasing decisions in the context of e-commerce, especially on the Lazada platform.

## References

A., Zeithaml, V.A.and Berry, L. L. (2018). Servqual: A Multiple Item Scale For



- Measuring Consumer Perceptions Of Service Quality. *Journal of Retailing*, 64(1), 12.
- Ari, L., Suhandiah, S., & Sulistiowati. (2019). Analisis Pengaruh Kualitas Website Terhadap Kepuasan Pengguna Berdasarkan Metode Webqual 4.0 Pada Website SMAN 2 Kota Mojokerto. *JSIKA*, 5(11), 1–14.
- Audriene, D. (2018). *YLKI: Lazada Nomor 1 Paling Banyak Dikeluhkan*. CNN Indonesia.
- Burman, F. A., & Iqbal, M. A. (2019). The Effect of Website Quality and Brand Image on Consumer Purchase Decisions with Trust as an Intervening Variable (Case Study at Bukalapak.com). *European Journal of Business and Management*, 11(28), 76–82. <https://doi.org/10.7176/ejbm/11-28-09>
- Chaidir, R., Muhandi, & Darmawijaya. (2023). Analisis Kualitas Web Sebagai Strategi Pemasaran Dalam Membangun Keputusan Pasien Untuk Menggunakan Layanan Rumah Sakit Melinda 2 Bandung. *Jurnal Riset Bisnis Dan Investasi*, 9(3), 161–170. <https://doi.org/10.35313/jrbi.v9i3.5710>
- Chotimah, N. (2019). Pengaruh Kualitas Website Dan Kepercayaan Terhadap Keputusan Pembelian Online Pada Aplikasi Mobile Shopee. *Jurnal Ilmiah Manajemen EMOR*, 3(1), 63–72. <https://doi.org/10.32529/jim.v3i1.335>
- Fahmi, S. N., Mulyaningsih, H. D., & Malik, M. (2022). Analisis Pengaruh Social Media Marketing terhadap Keputusan Pembelian Secara Online yang Dimoderasi Oleh Website Quality. *Bandung Conference Series: Business and Management*, 2(1), 792–796. <https://doi.org/10.29313/bcsbm.v2i1.2443>
- Hendrawan, K., Sriyanto, A., & Istikomah, K. (2021). Pengaruh Website, Promosi, Dan Kepercayaan Terhadap Keputusan Pembelian (Studi Pada Konsumen Iklan Baris Otomotif, PT. Olx Indonesia). *Jurnal Ekonomika Dan Manajemen*, 10(1). <https://doi.org/10.36080/jem.v10i1.1772>
- Indartini, M., & Herawati, N. R. (2023). Analisis Pengaruh Website Design Quality , E-Service Quality Dan Online Customer Review Terhadap Keputusan Pembelian Konsumen Pada E-Commerce Sociolla. *JAMER : Jurnal Ilmu – Ilmu Akuntansi Merdeka*, 4(1), 11–21. <https://doi.org/10.33319/jamer.v4i1.94>
- Indrawan, I. G. F., Negara, I. M. K., Agus, P., & Sagita, W. (2022). Analisis Pengaruh Kualitas Website Terhadap Pembelian Tiket Pada Fast Boat Bluewater Express Serangan, Bali. *Jurnal IPTA (Industri Perjalanan Wisata)*, 10(1), 67–75. <https://doi.org/10.24843/IPTA.2022.v10.i01.p07>
- Kartono, R. A., & Halilah, I. (2018). Pengaruh E-Trust Terhadap E-Loyalty (Studi Pada Seller Di Bukalapak). *Prosiding Industrial Research Workshop and National Seminar*, 10(1), 1204–1213. <https://doi.org/10.35313/irwns.v10i1.1463>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (Edisi 17). Pearson Edition.
- Kurniawan, R. (2019). Pengaruh Kualitas Website (Webqual 4.0) Terhadap Kepercayaan Dan Dampaknya Pada Keputusan Pembelian Pada Website E-Commerce. *Brawijaya Knowledge Garden*, 1–139.
- Mavilinda, H. F., & Nazaruddin, A. (2022). Analisis Website Quality, Customer Satisfaction dan Repurchase Intention pada Bisnis E-Commerce di Indonesia. *Jurnal Bisnis Dan Manajemen*, 9(1), 130–141. <https://doi.org/10.26905/jbm.v9i1.7455>

- Mirza, M., Djumarno, & Permana, D. (2021). the Effect of Website Quality and Electronic Word of Mouth on Trust To Encourage Product Purchase Decision Through Berry Benka (Case Study: Berry Benka Consumer). *Dinasti International Journal of Digital Business Management*, 2(3), 450–459. <https://doi.org/10.31933/dijdbm.v2i3.825>
- Pahlevi, R. (2022). *GrabToko, Perusahaan E-Commerce dengan Pengaduan Konsumen Terbanyak*. Databoks.Katadata.Co.Id.
- Pramudita, A. S., & Agustia, R. E. (2020). E-Service Quality dan E-Promotion Terhadap Keputusan Pembelian Konsumen pada Website Traveloka.com Aditia. *COMPETITIVE*, 15(2), 105–114. <https://doi.org/10.36618/competitive.v15i2.961>
- Pujiani, D., & Trisnowati, J. (2023). Analisis Pengaruh Kualitas Pelayanan, Produk, Harga Dan Citra Merek Terhadap Keputusan Pembelian Pada Marketplace Lazada Di Karanganyar. *Ekonomi Bisnis Dan Kewirausahaan*, 12(1), 20–27.
- Rahmawati, R., Jatmiko, R. D., & Sa'diyah, C. (2022). The Effect of Brand Ambassador, Website Quality, and E-WOM on Purchase Decision in Shopee E-commerce. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship Vol.*, 12(1), 218–233. <https://doi.org/10.30588/jmp.v12i1.1023>
- Saputra, R. G., Santoso, A., & Sugianto, L. O. (2022). Pengaruh Kepercayaan , E-Service Quality , Dan Information Quality Terhadap Keputusan Pembelian Online. *Bussman Journal : Indonesian Journal of Business and Management*, 2(3), 541–551. <https://doi.org/10.53363/buss.v2i3.78>
- Soleha, S. (2021). *Pengaruh Electronic Word Of Mouth (E-WOM) Dan Kepercayaan Terhadap Keputusan Pembelian Pada Market Place Lazada (Survei Masyarakat Di Kota Bandung)*. Sekolah Tinggi Ilmu Ekonomi STAN – Indonesia Mandiri.
- Solihin, S., & Zuhdi, S. (2021). Pengaruh Kualitas Website dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Konsumen Online Shop Eigerindostore. com. *Jurnal Informatika Kesatuan*, 1(1). <https://doi.org/10.37641/jikes.v1i1.403>
- Sugiyono. (2019). *Metode Penelitian Manajemen*. Alfabeta.
- Supriadi, B., & Yusuf, A. (2021). Pengaruh Website Quality Dan E-Satisfaction Terhadap E-Loyalty Pada Website Pssi.Org. *COSTING:Journal of Economic, Business and Accounting*, 4(2), 635–644. <https://doi.org/10.31539/costing.v4i2.1720>
- Wardani, A. S. (2018). *Ini 5 e-commerce Paling Top di Indonesia Versi iPrice, Siapa Saja?* Liputan6.Com.
- Wisnuadhi, B., Maspupah, A., Wulan, S. R., Sholahuddin, M. R., & Dwi, S. (2022). Studi Komparatif Fungsionalitas , Performance dan User experience pada Website Geopark. *Journal of Information System Research (JOSH)*, 3(4), 579–589. <https://doi.org/10.47065/josh.v3i4.1879>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2013). *Services Marketing: Integrating Customer Focus Across the Firm* (6th ed). Mc.Graw-Hill.
- Zulfa, L., & Hidayati, R. (2018). Analisis Pengaruh Persepsi Risiko, Kualitas Situs Web, Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Konsumen E-Commerce Shopee Di Kota Semarang. *Diponegoro Journal of Management*, 7(3), 1–11.