# The Influence of Promotion, E-Wom and Trust on Purchasing Decisions on E-Commerce Lazada in Batam City

Original Article

## Shellen[1*], Alice Erni Husein[2]

[1,2]Faculty of Social Sciences & Humanities, Universitas Putera Batam, Indonesia
Email: [1] pb210910064@upbatam.ac.id, [2] alice.husein@puterabatam.ac.id

## Abstract

The primary objective of this investigation is to examine how promotion, electronic word of mouth (e-WOM), and trust impact buying choices on Lazada e-commerce in Batam City. This quantitative study used a replication approach and statistical methods to analyse primary data obtained from 100 participants through online questionnaires, sampled using non-probability techniques based on specific criteria. Utilising the SPSS application, the data was analysed to determine the impact of the independent variables on the dependent variable. The results indicated that promotion, e-WOM, and trust individually have a favourable and significant effect on buying decisions. Furthermore, these three factors collectively have a notable impact on purchasing decisions on Lazada e-commerce. The outcomes suggest that successful promotional strategies, positive feedback from consumers, and consumer trust are critical factors influencing purchasing decisions on e-commerce platforms. Based on these results, researchers suggest that Lazada increase the frequency of promotional campaigns such as Harbolnas or flash sales, provide incentives for consumers to leave product reviews, and strengthen consumer trust through guarantees of product authenticity and transparency of payment security systems. This strategy is expected to strengthen consumer trust and increase purchasing decisions on the Lazada platform.

**Keywords**: E-WOM, Promotion, Trust, Purchase Decision, E-commerce.

## 1. Introduction

Accelerated technological advances have directly contributed to the globalisation that has created the current world situation. The impact of globalisation, where time and distance barriers have been eliminated, and work efficiency can be further improved. All of the above situations are a process towards a better future life.

In the era of the transformation of the Industrial Revolution 4.0 towards the rise of digital industry and smart infrastructure, the positive impact of globalisation is an increase in dependence on the use of technology or technological development (Yong et al., 2020). The rise of internet technology due to fast-paced technological advancements has revolutionised daily life, simplifying tasks for people. Global technological advancements have greatly altered the requirements of society, with internet users increasing steadily worldwide. Indonesia is no exception to this trend.

A study carried out by APJII in 2024 revealed a rise in the number of people using internet services each year. The advancement of technology and the internet has led to transformations in various areas of life including healthcare, education, finance, and shopping habits, altering lifestyles. One aspect of this lifestyle change involves the shift towards online shopping, also referred to as electronic commerce or e-commerce. E-commerce involves the

exchange of goods and services using electronic devices connected online. E-commerce makes buying and selling more convenient by eliminating the need for physical meetings between buyers and sellers. This shift in shopping methods greatly benefits consumers by allowing them to shop from multiple online stores anytime they want.

According to the media under Good News from Indonesia (Goodstats), Indonesia is the fourth highest user country in the world after the United States, India, and China. The existence of e-commerce in Indonesia was pioneered by a site called Bhineka.com in 1999. Although Bhineka.com focused on selling electronic products, its presence helped introduce the concept of e-commerce to the Indonesian people. E-commerce platforms experienced rapid growth in 2007-2015 where various e-commerce platforms such as Tokopedia, Lazada, Shopee, Bukalapak and others began to enter the Indonesian market. Many of these large and well-known e-commerce platforms offer attractive services and products to consumers (Wardhana, 2024).

Tokopedia was founded in 2009 and is one of the e-commerce sites founded by Indonesian citizens with the vision of creating a platform that facilitates online buying and selling transactions for the people of Indonesia. The ease of use of the Tokopedia platform application allows users to sell or buy products easily and efficiently. Furthermore, in 2012, Lazada entered the Indonesian market as part of the Lazada group expansion. The presence of Lazada brought changes in the e- commerce industry by introducing an online shopping model with an efficient logistics system (Lazada Logistics). Thus, the Lazada application features are at the level above the Tokopedia application. A few years later, in 2015, Shopee operated in Indonesia and managed to dominate the e-commerce market quickly. It makes Lazada's existence is left behind as seen in graph 1.3 - E-commerce Site Visitors in Indonesia.

Data contained in Solopos Tekno, 2024 shows that Lazada e-commerce ranks third as a visited site as of February 2024 where there is a difference in the number of visitors of more than 100 million people compared to Shopee and Tokopedia. Having strong competitors like Shopee and Tokopedia, Lazada needs to make improvements to attract more consumers. This situation is of interest to conduct research and the selection of Lazada as a research subject with the object of research in the form of Batam City.

Batam City is the only technology-based city established by B. J Habibie in 1971 based on Presidential Decree No. 74 Year 1971. Geographically, Batam City is strategically located on the international trade route and only 20 km away from Singapore (BP BATAM, 2024). The development of Batam City is expected to be the locomotive of national development and the centre of high-tech industrial estate development, so that from the economic sector point of view it is expected to compete with neighbouring countries (BP BATAM, 2024). Batam City has a role in supporting the development of the industrial sector and e-commerce in Indonesia. One of the e-commerce used in Batam City is Lazada e-commerce.

Lazada is an e-commerce company built by three brothers named Marc Samwer, Oliver Samwer, and Alexander Samwer in 2012 before e-commerce platforms were crowded. Lazada operates its sites in various Southeast Asian countries such as Indonesia, Malaysia, Philippines, Vietnam and Thailand (Heizar, 2023).

When it was first established, Lazada operated under Rocket Internet, a company owned by the Samwer brothers. In 2014, Alibaba Group acquired a majority stake in Lazada, making the company part of the Alibaba group of companies. This acquisition accelerated Lazada's growth in Southeast Asia and expanded its coverage to the wider region. Alibaba is known to have invested USD 1 billion into Lazada, which increased Lazada's valuation to USD 1.5 billion. Through this acquisition, Alibaba managed to obtain majority ownership in Lazada (Heizar, 2023). Intense rivalry between e-commerce businesses necessitates that business owners

focus on advertising, electronic word-of-mouth, and building trust, all of which can impact consumers' choices when shopping on Lazada's e-commerce platform in Batam City.

The process of making a purchase involves individuals identifying their issues, researching specific products or brands, and determining if any of these options can effectively address their concerns, ultimately resulting in a decision to buy (Puirih et al., 2020), where the success of a buying and selling transaction is influenced by purchasing decisions. Consumers generally look for information about e-commerce that will be used before making online purchases.

As an e-commerce company, Lazada has the ability to create a decision to shop to every consumer. In addition, Lazada can do various ways so that consumers choose to use Lazada e-commerce compared to other e-commerce. If a consumer tends to decide not to make a purchase, it is important to research so that purchasing decisions for Lazada e-commerce can be further improved. Purchasing decisions can be influenced by several factors including promotions, e- WOM, and trust owned by consumers.

Promotion involves activities conducted by companies to educate, convince, and jog consumers' memory on products with the goal of boosting sales (Zen & Lestari, 2022) by attracting interest in swapping goods (Deshinta & Suyanto, 2020). By conducting promotions, Lazada e-commerce can influence purchasing decisions according to the needs and desires of consumers. However, in carrying out promotions, there are several challenges faced by Lazada e- commerce. The challenge in question is in the form of intense competition with competitors from other platforms such as Shopee and Tokopedia. This requires Lazada to choose a creative, innovative, and significantly different promotional strategy in order to attract consumer attention. Diverse target audiences make the right approach difficult and high promotional costs are a concern as the costs for advertising and price cuts must be offset by increased sales.

The next factor that influences purchasing decisions is electronic word of mouth (e-WOM). Technological developments have changed word of mouth where marketing no longer needs to be done face-to-face, but via the internet. E-WOM has become an important part of marketing because e-WOM is able to influence the purchasing decisions of potential consumers. Consumers can convey various reviews of a product that has been received to other consumers through the platform provided. Usually, potential consumers trust the reviews left by previous consumers to assess the product more than advertisements.

On the Play Store, several consumers leaving unsatisfied ratings and reviews of Lazada e-commerce. These ratings and reviews can affect the level of purchasing decisions of future consumers. When consumers see a bad review, consumers have the potential to choose to use another e-commerce platform.

Trust is an element that must be built in order to maintain the existence of an e-commerce in the market. Trust is built when there is courage to take risks on the actions of other parties (Badir & Andjarwati, 2020). Trust here refers to consumer confidence in the quality of products sold, confidence in the security of transactions, confidence in the seller to be responsible for delivering products according to consumer desires. Based on complaints from Lazada e- commerce users, it shows that many users make complaints because of the shortcomings of Lazada e-commerce. These complaints can reduce Lazada e-commerce consumers.

Given these challenges facing Lazada in Batam City's competitive e-commerce landscape, understanding how promotion, e-WOM, and trust influence purchasing decisions becomes crucial for business sustainability. While Lazada's position as a pioneer in Southeast Asian e-commerce is well-established, its current third-place ranking in Indonesia's market highlights the need for strategic improvements. The unique characteristics of Batam City as a

technology-based hub, combined with its strategic location near Singapore, make it an ideal setting for examining consumer behavior in digital markets. Therefore, this study seeks to unravel the link between promotional strategies, electronic word-of-mouth, and consumer trust in shaping purchasing decisions on the Lazada platform, potentially offering valuable insights for e-commerce development in technologically advanced urban areas like Batam City.

## 2. Literature Review

### 2.1. Promotion

According to Cay and Irnawati (2020), promotion involves conveying the positive aspects of products or services to potential customers in order to stimulate purchases. Deshinta and Suyanto (2020) define promotion as a marketing tactic used to inform, persuade, and remind consumers about products in order to boost sales by generating interest in making purchases.

Promotion is an activity of introducing product benefits, additional benefits, low prices and the rest to consumers and potential consumers (Indri & Afriapollo, 2021). There is also an understanding of promotion according to Cahya and Prabowo (2023) is a form of activity in introducing products to consumers so that they can know the advantages of the product, in the form of understanding, talking about and attracting consumers to have an interest in the product being promoted, so that the company can make sales related to the product being pursued (Ulfah & Yulianita, 2024).

### 2.2. e-WOM

Based on Paundra et al. (2024) electronic word of mouth (e-WOM) is an online communication tool to disseminate or inform activities, announcements about goods and services in order to be introduced to the entire public who previously did not know. Meanwhile, according to Sulton et al. (2023) e-WOM is an activity carried out by individuals to help other users, improve online images and achieve social benefits through digital connections.

The definition of e-WOM according to Annisawati et al. (2023) is advertising that utilises online platforms such as social media to reach a target audience. Also according to Apriastuti et al. (2022) e-WOM refers to comments made by current, potential, or past customers regarding a product or business, which can be accessed by individuals or organizations via online platforms.

### 2.3. Trust

According to Fakhrudin and Aminuddin (2022), consumer trust can be described as the readiness of one individual to take on the uncertainty of another individual's actions, with the belief that the trusted party will carry out important tasks for the trusting individual without the need for constant monitoring or control. According to Aziz et al. (2022) trust is a willingness of a person to give his trust to another person with fully understood risks.

According to Hendayana and Sari (2021) trust is dependence on certain people or objects and dependence on the characteristics, abilities, strength, and integrity of individuals. Meanwhile, based on Andriyani et al. (2022) trust is an expectation held by consumers when a company can provide satisfaction regarding good products and services.

## 2.4. Purchase Decision

According to Gunarsih et al. (2021), when making a purchase, it is important to consider all available options for addressing the issue at hand. It is crucial to evaluate each option in a structured and impartial manner, taking into account the respective benefits and drawbacks of each option. The definition of purchasing decisions according to Devi and Fadli (2023) is an attitude, an activity, and an action that can be considered by consumers in making decisions from many choices to buy goods or services offered with the aim of meeting consumer needs and desires.

According to Sari (2020) consumers make purchasing choices when they become aware of a product and opt to make a purchase. Meanwhile, the definition of purchasing decisions according to Puirih et al. (2020) making buying choices involves consumers identifying issues, researching specific products or brands, and determining if each option can offer a solution to their problems, ultimately resulting in a decision to make a purchase.

## 2.5. Hypothesis Development

### 2.5.1. The Effect of E-WOM on Purchasing Decisions

E-WOM plays a critical role in shaping consumers' choices. It operates by allowing individuals to share their thoughts and experiences in online forums, such as Lazada's review column. These reviews serve as valuable insights for future shoppers looking to make informed purchasing decisions.

Based on the results of research by Inayati et al. (2022), it was discovered that electronic word-of-mouth has a partly positive and impactful influence on buying decisions at the Lazada Indonesia Marketplace. This is confirmed by a noteworthy statistic of 0.001, which falls below 0.05. Simply put, positive reviews on the product page can greatly affect consumer decisions.

### 2.5.2. The Effect of Trust on Purchasing Decisions

Trust is a significant factor in shaping the choices consumers make when buying products. If a consumer trusts a brand or company, they are more certain that the product or service will fulfil their requirements and desires, which in turn lowers the perceived risks associated with the purchase, such as concerns about quality or disappointment. This trust encourages consumers to make decisions more quickly and choose products from trusted brands. In addition, strong trust increases loyalty, making consumers more likely to make repeat purchases and recommend products to others.

The results of research conducted by Badir and Andjarwati (2020) shows that trust plays a crucial role in influencing purchasing decisions. Higher levels of user trust can motivate individuals to go ahead with their purchases. The statistical value of 0.000, below the threshold of 0.05, indicates a robust correlation between trust and purchasing behaviours.

The influence of promotion, e-WOM, and trust on purchasing decisions is significant. Promotions, through discounts, special offers and advertisements, can grab consumers' attention and encourage them to make an immediate purchase by creating a sense of urgency and increasing the perceived value of the product. E-WOM, which includes online reviews and recommendations on social media, influences purchase decisions by providing information and experiences from others who have used the product, thus building trust and influencing product perceptions. Meanwhile, trust in the brand or company reduces the sense of risk and increases consumers' confidence that the product will fulfil their expectations. These three factors work in tandem to influence purchasing decisions, with promotions attracting attention, e-WOM shaping opinions, and trust ensuring a steadier decision. In accordance

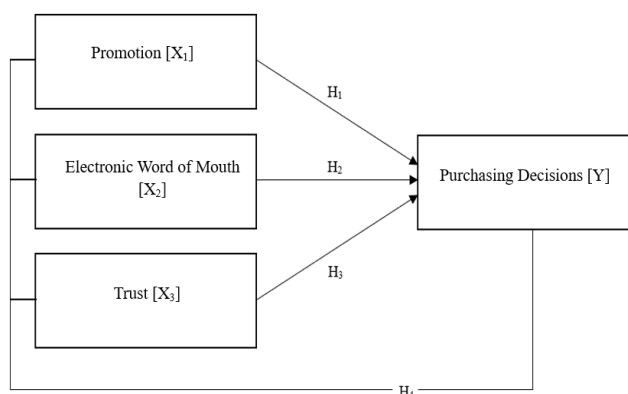with the framework that has been described, the authors can summarise the framework in the following diagram:



**Figure 1. Research Framework**
Source: Researcher (2024)

From the framework above, we can highlight the hypothesis that:

H1:     Promotion has a positive and significant effect on purchasing decisions.

H2:     E-WOM has a positive and significant effect on purchasing decisions.

H3:     Trust has a positive and significant effect on purchasing decisions.

H4:     Promotion, E-WOM, and trust have a positive and significant effect on purchasing decisions.


# 3.    Methods

## 3.1.  Type of Research

This research process is carried out by means of data that has been collected will be processed and expressed in numerical form and analysed using statistical techniques.

## 3.2.  Research Characteristics

The research being undertaken focuses on replication. What sets apart this research from earlier studies is mainly in terms of when, where, and what is being studied by the researchers.

## 3.3.  Population and Sample

The population of this research is Lazada e-commerce users in Batam Kota District, Batam City with an unknown number of users. To determine the number of samples needed, researchers will use the Lemeshow formula. From the calculation results, the minimum sample that must be collected by researchers to conduct this research is 96.04 respondents. By rounding the results, the total sample required by the researcher is 100 respondents.

## 3.4.  Sampling Technique

This research will involve the use of non-probability sampling methods. Non-probability sampling is a data collection approach used to select participants based on specific criteria that align with the research requirements. The following are some criteria for determining respondents so that the samples taken are in accordance with the research needs, including:

1.    Respondents aged 15 years and above

2.    Respondents are active users of Lazada e-commerce and have made transactions using Lazada e-commerce.

### 3.5. Data Source

The data source is the place where you can access the data. According to Sugiyono (2019), in this research, data was collected from two main sources: primary sources and secondary sources. The sources of data for this study are described below.

1. Primary data refers to information that is gathered firsthand by those conducting research. In the case of this research project, primary data was acquired by distributing surveys to participants.

2. Secondary data refers to pre-existing information obtained from external sources. In the present investigation, secondary data was gathered from various literature sources, including relevant books and journals, to support the research being conducted.

### 3.6. Data Collection Methods

The data collection method is one of the essential procedures in research because data collection aims to obtain information so that the objectives of the research can be achieved. The method chosen to collect data in this study is to distribute questionnaires containing a series of questions in the hope that respondents can provide good and honest responses. The distribution of questionnaires will be carried out online through the WhatsApp and Instagram applications in the form of links to google form. The questionnaire that will be distributed is designed using a Likert scale where each question has a score or value that represents the answer of the respondent (Varidah et al., 2022).

### 3.7. Data Analysis Method

Data analysis methodology is utilised to draw a conclusion. The author opted for a quantitative approach in devising this thesis proposition. The gathered data will undergo processing via the SPSS software in order to demonstrate the impact of the independent variable on the dependent variable. Through data processing, researchers can verify the validity of the formulated hypothesis. The analysis primarily revolves around quantitative or statistical analysis.

## 4. Results and Discussion

### 4.1. Research Results

### 4.1.1. Description of Respondent Characteristics

The information about the participants was gathered through a survey conducted in Batam City, involving 100 people who completed questionnaires. The main focus of the initial analysis was on understanding the profile of the respondents. By analysing the data collected from the questionnaires, specific characteristics such as gender, age group, occupation, and frequency of purchases were identified. The analysis revealed a detailed overview of the demographics and preferences of the population under study. From the questionnaires distributed, the data on the age-related characteristics of the respondents is as follows:

**Table 2. Respondent Based on Age**

| Age | Frequency | Percentage |
|---|---|---|
| 16 - 19 | 9 | 9% |
| 20 - 22 | 25 | 25% |
| 23 - 26 | 48 | 48% |
| 27 - 30 | 11 | 11% |
| > 30 | 7 | 7% |
| Total | 100 | 100% |

The data collected from the questionnaires that were handed out depicts the characteristics of respondents categorised by gender:

**Table 3. Respondent Based on Gender**

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 39 | 39% |
| Women | 61 | 61% |
| Total | 100 | 100% |

In the data displayed in Table 3, it can be observed that there are more female respondents than male respondents, with females making up 61% of the total and males 39%. The information regarding the respondents' occupation was collected from the questionnaires that were handed out:

**Table 4. Respondent Based on Occupation**

| Jobs | Frequency | Percentage |
|------|-----------|------------|
| Student | 27 | 27% |
| Private Employee | 45 | 45% |
| Public Servant | 9 | 9% |
| More | 19 | 19% |
| Total | 100 | 100% |

From the surveys that have been handed out, the information collected pertains to the demographic features of participants using the product for a period of one month.

**Table 5. Respondent Based on Usage Period**

| Usage for 1 Month | Frequency | Percentage |
|-------------------|-----------|------------|
| 1 - 3 in 1 month | 44 | 44% |
| 4 - 6 in 1 month | 49 | 49% |
| 7- 9 in 1 month | 5 | 5% |
| > 10 in 1 month | 2 | 2% |
| Total | 100 | 100% |

### 4.1.2. Validity Test Results

The results of the validity test show that the eWOM (X2) variable has an R (statistic) value higher than the R table value, indicating that it is suitable for measurement. Similarly, the Trust variable (X3) also has an R (statistic) value greater than the R table value, making it feasible for measurement. Lastly, the Purchase Decision Variable (Y) has an R (statistic) value that exceeds the R table value, demonstrating its suitability for measurement as well.

### 4.1.3. Reliability Test Results

The findings from the analysis conducted using SPSS version 30 revealed that there are 6 statements associated with the Promotion variable (X1). The Cronbach's Alpha value for the Promotion variable (X1) was 0.758, indicating that it surpassed the threshold of 0.60 for all items. With a value exceeding 0.60 (0.758> 0.6), it can be inferred that the question construct within the item is reliable. In the case of the eWOM variable (X2), the Cronbach's Alpha value was 0.730, surpassing the 0.60 limit for all items as well. This suggests that the question construct within the item is also reliable.

Upon analysis using SPSS version 30, it was identified that there are 6 statements linked to the Trust variable (X3). The output data processing results for the Trust variable (X3) were as follows. The Cronbach's Alpha value for the Trust variable (X3) was found to be 0.772, exceeding the 0.60 limit for all items. With a value greater than 0.60 (0.772> 0.6), it can be deduced that the construct of the question within the item is reliable. Similarly, the Cronbach's Alpha value for the Purchasing Decision variable (Y) was also 0.772, surpassing the 0.60 limit for all items. This indicates that the construct of the question within the item is deemed reliable.

### 4.1.4. Classical Assumption Test
1) Normality Test Results

Histograms, PP multiple regression plot graphs, and One Sample Kolmogorov-Smirnov Test are all utilized for testing normality. Figure 2 displays the outcomes of normality testing carried out with a histogram.
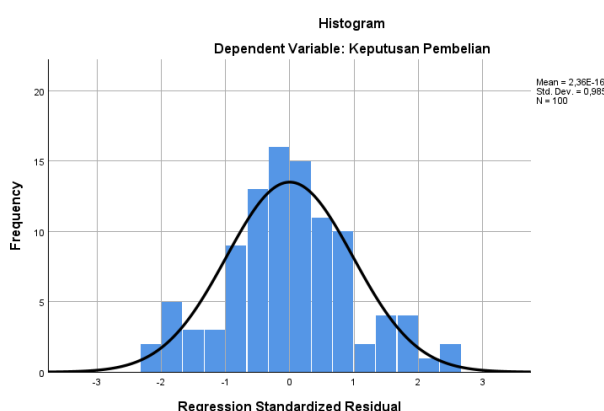


**Figure 2. Normality Test Results**

Figure 2 displays a curve resembling a bell shape, with the majority of the lines conforming to this curve, suggesting the data tested is distributed normally. The outcomes of the normality test conducted via the PP standard regression plot are outlined below.
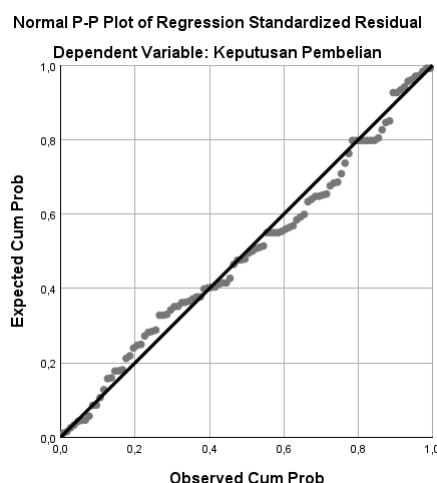


**Figure 2. Regression Analysis Results**
Source: SPSS Data Processing 30, 2025

In Figure 3, it can be observed that the data points are scattered along the diagonal line, suggesting that the data under investigation follows a normal distribution. Along with

analysing histograms and PP multiple regression plot graphs, the study also employed the One Sample Kolmogorov-Smirnov Test method to reinforce the data. The outcomes of this test can be seen in table 4.

**Table 6. One Sample Kolmogorov-Smirnov Test Result**

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardised Residual |
| N | | 100 |
| Normal Parameters[a,b] | Mean | ,0000000 |
| | Std. Deviation | 2,81590103 |
| | Absolute | ,065 |
| | Positive | ,064 |
| | Negative | -,065 |
| Test Statistic | | ,065 |
| Asymp. Sig. (2-tailed) | | ,200[c,d] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

Source: SPSS Data Processing 30, 2025

The SPSS output in table 6 indicates the findings of the normality test conducted with the One Sample Kolmogorov-Smirnov Test. The Asymp. Sig. (2-tailed) value is ,200, which exceeds the test criterion of 0.05. This suggests that the sample data is derived from a population that follows a normal distribution.

2) Multicollinearity Test Results

The multicollinearity check is carried out to assess if there are any issues with collinearity among the research variables in the regression model. If the VIF value is less than 10, it indicates that there are no signs of multicollinearity. The VIF value from the SPSS output is evaluated to test for multicollinearity.

**Table 7. Multicollinearity Test Results**

| Coefficients[a] | | Collinearity Statistics | |
|---|---|---|---|
| Model | | Tolerance | VIF |
| 1 | Promotion | ,493 | 2,027 |
| | e-WOM | ,625 | 1,599 |
| | Trust | ,523 | 1,912 |
| a. Dependent Variable: Purchase Decision | | | |

Source: SPSS 30 Data Processing, 2025

Based on the information presented in Table 7, it is evident that the VIF values of the three variables are all below 10. This suggests that there is no issue of multicollinearity among the independent variables, allowing the study to proceed.

3) Heteroscedasticity Test Results

The heteroscedasticity test is carried out to see if there is a difference in variance among the residuals of different observations in a regression model.
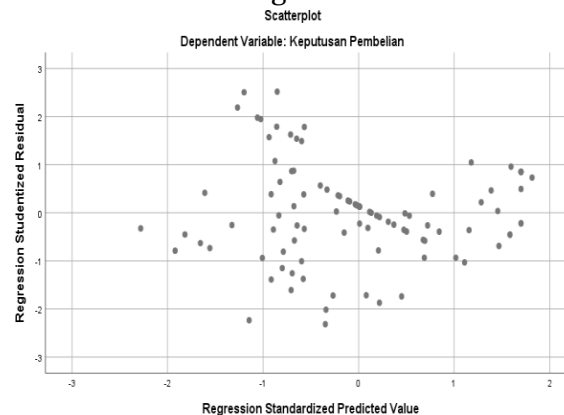


**Figure 3. Heteroscedasticity test**
Source: SPSS Data Processing 30, 2025

The image above shows points that are scattered irregularly and do not follow a specific pattern like a wave or straight line, indicating the absence of heteroscedasticity in this regression model.

## 4.1.5. Influence Test
1) Multiple Linear Regression Analysis Results

**Table 8. Results of multiple linear regression analysis**

| | Model | Unstandardised Coefficients | | Standardised Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,800 | 2,588 | | 1,082 | ,282 |
| | Promotion | ,358 | ,125 | ,288 | 2,865 | ,005 |
| | e-WOM | ,307 | ,118 | ,233 | 2,608 | ,011 |
| | Trust | ,340 | ,103 | ,323 | 3,311 | ,001 |
| a. Dependent Variable: Purchase Decision | | | | | | |

According to the data in table 7, the equation for multiple linear regression can be expressed as: Y = 2.800 + 0.358 X1 + 0.307 X2 +0.340 X3. Let's now provide a breakdown of this equation.
1. The constant of 2,800 states that if there is no increase in the value of variable X, then the value of the Purchase Decision is 2800.
2. The Promotion regression coefficient is 0.358, which means that Promotion provides an increase in score of 0.358 to the Purchasing Decision every time there is an increase due to Promotion.
3. The e-WOM regression coefficient is 0.307, which means that e-WOM provides a score increase of 0.307 to the Purchasing Decision every time there is an increase due to e-WOM.
4. The Trust regression coefficient is 0.340, which means that Trust provides an increase in score of 0.340 to the Purchasing Decision every time there is an increase due to Trust.

2) Coefficient of Determination (R²) Test

Table 8 exhibits the findings from the coefficient of determination testing carried out with the SPSS version 30 software analytics tool.

**Table 9. Coefficient of Determination Results**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,723ᵃ | ,522 | ,508 | 2,85956 |
| a. Predictors: (Constant), Trust, e-WOM, Promotion | | | | |
| b. Dependent Variable: Purchase Decision | | | | |

It can be seen that the amount of Adjusted R Square is 0.522 = 52.2%. This means that the effect of independent variables in the form of Promotion (X1), e-WOM (X1), Trust (X1) on the dependent variable in the form of Purchasing Decisions (Y) is 52.2% and 47.8% is influenced by other variables.

3) T-test

**Table 10. T-test results**

| Coefficientsᵃ | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardised Coefficients | | Standardised Coefficients | T | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2,800 | 2,588 | | 1,082 | ,282 |
| Promotion | ,358 | ,125 | ,288 | 2,865 | ,005 |
| e-WOM | ,307 | ,118 | ,233 | 2,608 | ,011 |
| Trust | ,340 | ,103 | ,323 | 3,311 | ,001 |
| a. Dependent Variable: Purchase Decision | | | | | |

Source: SPSS Ver 30 Data Processing, 2025

The purpose of conducting the T test analysis is to demonstrate the impact of each individual factor on the end result. Within this study, the t table value of 1.66 was utilised, with the rstatistic value being determined through the SPSS ver 30 software as indicated in table 4.X. This study delves into the influence of Promotion (X1), eWOM (X2) and Trust (X3) on consumers' Purchasing Decisions (Y) is presented as follows:

1. The t value calculated for the Promotion variable (X1) is 2.865, exceeding the critical t value. Additionally, the obtained significance level of 0.005, nearing the threshold of 0.05, indicates that the Promotion variable (X1) has a substantial and favourable impact on Purchasing Decisions (Y) within the Lazada E-Commerce platform.

2. The calculated t value of the electronic word-of-mouth (eWOM) variable (X2) is 2.608, surpassing the t table value. Additionally, the significance value of 0.011 falls below the 0.05 threshold, indicating a significant and positive impact of the eWOM variable (X2) on Purchasing Decisions (Y) in the Lazada E-Commerce platform.

3. The calculated t value for the Trust variable (X3) is 3.311, which exceeds the t table value. Additionally, the significance value obtained is 0.001, falling within the 0.05 limit. Therefore, it can be concluded that the Trust variable (X3) has a strong and significant impact on Purchasing Decisions (Y) on Lazada E-Commerce.

4) F- Test

**Table 11. F Test Results**

| ANOVAᵃ | | | | | |
|---|---|---|---|---|---|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 858,789 | 3 | 286,263 | 35,008 | ,000ᵇ |
| Residuals | 785,001 | 96 | 8,177 | | |
| Total | 1643,790 | 99 | | | |
| a. Dependent Variable: Purchase Decision | | | | | |
| b. Predictors: (Constant), Trust, e-WOM, Promotion | | | | | |

The purpose of the F test analysis is to determine if the combined impact of the independent variables influences the dependent variable significantly. The F table value employed in this research stands at 3.09. As illustrated in table 4.X, the F statistic value is recorded at 35.008, with a significance level of 0.000, falling below the threshold of 0.05. These findings suggest that the independent variables, namely Promotion, eWOM, and Trust, play a crucial role in shaping consumer purchasing choices.

## 4.2. Discussion

### 4.2.1. The Effect of Promotion on Purchasing Decisions

The data in table 4.X reveals that the Promotion factor (X1) is positively linked to the Purchasing Decision factor (Y), as evidenced by the calculated t value of 2.865 surpassing the t table value. Further support for this correlation can be found in the significance value of Promotion (X1), which is recorded as 0.005, falling below the threshold of 0.05. As a result, H1 is deemed valid, indicating that the Promotion factor (X1) has a positive and notable impact on Purchasing Decisions (Y) within Lazada E-Commerce.

The confirmation of a positive and noteworthy impact of the Promotion factor (X1) implies that the more successful and appealing the promotional efforts undertaken by Lazada E-Commerce (including discounts, advertisements, special offers, or loyalty schemes), the higher the likelihood of consumers making purchases. Additionally, consumers are more inclined to make purchases when they perceive added benefits from promotions.

The results of this study are in line with previous research conducted by (Ernawati et al. (2021) and Deshinta and Suyanto (2020) which proves that Promotion (X1) has a positive and significant influence on Purchasing Decisions (Y).

### 4.2.2. The Effect of E-Wom on Purchasing Decisions

The results presented in table 4.X demonstrate a strong correlation between the eWOM variable (X2) and the Purchasing Decision variable (Y). The calculated t value of 2.608 exceeds the threshold value. Additionally, the significance level of eWOM (X2) is 0.011, indicating a statistically significant relationship with Purchasing Decisions (Y) on Lazada E-Commerce. As a result, H2 is deemed valid, highlighting the positive impact of eWOM on consumer behaviour in the online marketplace.

The positive and significant influence of the eWOM variable (X2) suggests that an increasing number of consumers are actively sharing reviews and recommendations about sellers and products. They are not only recommending these sellers and products to others, but also encouraging them to engage in transactions and share their experiences on the e-commerce platform. These interactions serve to enhance consumer interest and ultimately drive purchasing decisions on Lazada.

The results of this study are in line with previous research conducted by Badir and Andjarwati (2020) and Annisawati et al. (2023) which proves that eWOM (X2) has a positive and significant influence on Purchasing Decisions (Y).

### 4.2.3. The Effect of Trust on Purchasing Decisions

The findings presented in table 4.X indicate that there is a favourable association between the Trust factor (X3) and the Purchasing Decision element (Y). The calculated t value of 3.311 surpasses the t table value. Additionally, the significance value for Trust (X3) is 0.001, which is below the threshold of 0.05. As a result, H 3 is deemed valid, suggesting that Trust (X3) plays a constructive and noteworthy role in influencing Purchasing Decisions (Y) on Lazada E-Commerce platform.

The proof of a positive and significant effect of the Trust variable (X3) means that many potential customers are willing to believe that the seller will not cheat them, are willing to trust the product received in accordance with what was purchased, are willing to take the role of reducing uncertainty from other consumers and are willing to believe that the service provided is reliable. It is from these activities that increase consumer confidence so that they want to make purchasing decisions on Lazada e-commerce.

The results of this study are in line with previous research conducted by Sembiring and Setyani (2024) and Badir and Andjarwati (2020) which proves that Trust (X3) has a positive and significant influence on Purchasing Decisions (Y).

### 4.2.4. The Effect of Promotion, eWOM, Trust on Purchasing Decisions

According to the findings from the data analysis presented in table 4.X, it is evident that the F statistic exceeds the F table value, and the significance level is below 0.05. These results mean that H 4 is accepted, where the Promotion (X1), eWOM (X2), and Trust (X3) variables simultaneously affect the Purchasing Decision (Y) variable in Lazada e-commerce.

The results of data processing indicate that by paying attention to Promotion (X1), eWOM (X2), and Trust (X3) as a whole, Lazada e-commerce can increase the effectiveness of marketing strategies that will bring in many consumers. The impact on Lazada e-commerce is being able to convince potential consumers to shop online using Lazada e-commerce shopping where Lazada e-commerce will experience an increase in profits.

The test results indicate that the independent variables in the form of Promotion (X1), eWOM (X2), and Trust (X3) have a significant influence on the dependent variable Purchasing Decision (Y). the results of this test are expected to strengthen and develop the theory from previous studies and contribute to companies and researchers afterwards. The results of this study are a valuable evaluation for the company to improve performance in the aspects of promotion, eWOM, and trust. First, to improve the promotion aspect, the company improves the promotion strategy by conducting events and tailored to the needs, type of product, or specific campaigns that it wants to run so that it can attract new consumers and maintain existing consumers. Second, to improve the eWOM aspect, companies can encourage active customers to spread positive reviews online and increase Lazada's name in the market. Thirdly, to improve the trust aspect, companies can increase transparency both in terms of product details, ratings and reviews as well as verifying honest sellers. With effective promotion, positive eWOM and strong trust, it is expected to bring a significant positive impact to the purchase decision to the maximum.

# 5. Conclusion

Given the findings and conversations highlighted in the preceding section, we can infer the following outcomes.

1. Promotion (X1) has a positive and significant effect on Purchasing Decisions (Y) in Lazada e-commerce. Evidence of this can be seen in the tstatistic value of 2.865 which is greater than the ttable value of 1.66 with a significance level smaller than 0.05, which is 0.005.

2. eWOM (X2) has a positive and significant effect on Purchasing Decisions (Y) in Lazada e-commerce. Evidence of this can be seen in the tstatistic value of 2.608 which is greater than the ttable value of 1.66 with a significance level smaller than 0.05, which is 0.011.

3. Trust (X3) has a positive and significant effect on Purchasing Decisions (Y) in Lazada e-commerce. Evidence of this can be seen in the tstatistic value of 3.311 which is greater than the ttable value of 1.66 with a significance level smaller than 0.05, which is 0.001.

4. Promotion (X1), eWOM (X2), Trust (X3) simultaneously have a positive and significant effect on Purchasing Decisions (Y) in Lazada e-commerce. Evidence of this can be seen in the tstatistic value of 35.008 greater than the ttable value of 3.09 with a significance level smaller than 0.05, which is 0.000.

Based on the research results, Lazada's e-commerce purchasing decision process is very good. The researcher suggested that Lazada e-commerce to use promotions to encourage customers to provide positive reviews (e-WOM), which in turn increases other consumers' trust in Lazada. One way is to conduct campaigns involving customer reviews or user content on social media, combined with special discounts for products recommended by other consumers. Researchers advise Lazada e-commerce to pay attention to the promotional aspect in several ways such as offering bundle deals or free shipping promotions to increase added value for customers. and increase the frequency of major campaigns such as Harbolnas, 11.11, or 12.12, with additional flash sales to attract more consumers. Researchers suggest Lazada e-commerce to pay attention to the eWOM aspect in several ways such as incentivising customers to leave product reviews, for example reward points or discount coupons after they leave a review and providing a question and answer feature on the Lazada platform, so that consumers can share experiences and product recommendations. The researcher suggests that Lazada e-commerce should pay attention to the aspect of trust in several ways such as offering authenticity guarantees for certain categories, such as electronics or fashion, so that consumers feel safe when shopping and strengthening the payment system with the latest security technology to protect customer data, and communicating steps with transparency in order to generate a sense of trust from consumers.

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