

# THE INFLUENCE OF PRICE, USER EASE AND TRUST ON CONSUMER BUYING INTEREST ON THE E-COMMERCE PLATFORM ON THE LAZADA SITE IN LHOKSEUMAWE CITY

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## Abstract

*This research aims to analyze the influence of price, user convenience, and trust on consumer interest in using the Lazada E-commerce platform in Lhokseumawe City. In the increasingly developing digital era, E-commerce has become one of the primary choices for consumers to purchase goods and services. Factors such as competitive prices, ease of use, and consumer trust level are substantial aspects that influence consumer interest. The research method used is a survey with a quantitative approach, and collected through questionnaires distributed to Lazada consumers in Lhokseumawe City. The research sample was taken using a purposive sampling technique, with 100 respondents, and the data analysis uses multiple linear regression to see the influence of each independent variable on the dependent variable. The research results show that the three variables, namely price, user-friendliness, and trust, positively and significantly influence consumer interest in using the Lazada platform. Of these three variables, consumer trust in the platform has the most dominant influence compared to other variables. It shows that, in the context of E-commerce, consumer trust is a key factor that platform providers should pay attention to increase consumer interest. It concludes that to increase consumer interest in Lhokseumawe City, Lazada should continue to maintain competitive prices, improve easy and comfortable user experience, and build and maintain consumer trust through various effective strategies. This research can contribute to developing marketing strategies and improving service quality on the Lazada E-commerce platform.*

**Keywords:** *Price, User-Friendliness, Trust, Consumer Interest, E-Commerce, Lazada, Lhokseumawe.*

## 1. Introduction

Technological advances and the increasingly rapid flow of information have made Indonesian society more open to global knowledge. In this modern era, technological developments have shifted consumer behavior from direct purchases in stores to online purchases (Fauzi et al., 2023). According to data from the Indonesian Internet Service Providers Association (APJII), online shopping in Indonesia continues to grow and increase. The number of internet users in Indonesia reached 221 million people in the 2023-2024 period, an increase of around 1.4% compared to the previous period (APJII, 2024).

Using an online- based platform makes operational activities easier, such as receiving orders and serving customers. Both manufacturers and customers can take advantage of the service features available on the E-Commerce platform to order products or services. They can also interact via the chat feature or exchange opinions and ask questions in the comments column which is generally available on various online- based platforms (Sudaryono et al., 2020). The existence of online- based services makes it easier for customers to fulfill their needs. Various E- Commerce such as Lazada, Shopee, Bukalapak, Tokopedia, and Blibli offer services through online applications that facilitate buying and selling products. This service can be utilized by customers, producers and the general public (Sigit, 2020). This proves that in the modern era, the use and utilization of online -based platforms with various optional features has shifted several activities

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that were previously carried out manually, such as buying clothes, cosmetics, food, drinks, and ordering transportation tickets, hotels and temporary accommodation. . All these activities can now be done from home or anywhere and anytime as long as there is an internet connection. In conclusion, in this modern era, using online -based services to consume products or services has become an important need for anyone, because it makes daily activities easier and saves time. One of the popular E-Commerce in Indonesia is Lazada. Launched in 2012 by Rocket Internet and Pierre Poignant, Lazada is the number one online shopping and selling destination in Southeast Asia, present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. As a pioneer of the E-Commerce ecosystem in Southeast Asia, Lazada through its marketplace platform supported by various unique marketing services, data and other services has helped more than 135,000 local and international sellers and 3,000 brands to serve 560 million consumers in the region. With more than 300 million SKUs available, Lazada offers a variety of products in various categories, from electronics to household necessities, toys, fashion, sports equipment and daily necessities. To provide a pleasant online shopping experience, Lazada offers various payment methods, including Cash-On-Delivery (COD), comprehensive customer service, and easy return services through Lazada's first and last mile delivery services and more than 100 logistics partners.

The majority of Lazada Group shares are owned by Alibaba Group Holding Limited (NYSE: BABA). The presence of E-Commerce makes it easier for consumers to make purchases. One example is Lazada. Consumers don't need to come directly to the shop, they just need to visit the target site and choose the goods or services they need. Therefore, Lazada needs to increase consumer interest by paying attention to the image, color, sound, shape, service and availability of the product they are looking for to encourage purchasing decisions and interest in purchasing a product. In Indonesia, there are several other E-Commerce such as Shopee, Tokopedia, Blibli, and Bukalapak.

Lazada is one of the most popular E-Commerce in Indonesia which is in great demand by consumers. However, recently Lazada has received bad reviews from consumers due to cases of fraud, ranging from fraudulent methods, counterfeit goods, misuse of personal data, to account break-ins. This causes consumers to prefer other marketplaces, so that their buying interest in Lazada decreases. Currently, Lazada is in third place after Shopee and Tokopedia. This competition is interesting to discuss because it is directly related to consumers. What factors influence consumer purchasing interest and purchasing decisions through one marketplace compared to another is an important topic to explore (cerdaskerja.grid.id, 2022).

Online shopping behavior of consumers who use Lazada is very important, considering the increasingly rapid growth and development of E - Commerce . Increasingly tight competition with other marketplaces can influence consumers' online shopping behavior , especially regarding their interest in purchasing using Lazada. Purchase interest is one component of consumer attitudes towards consuming a product (Febriansyah, 2018). E-Commerce Company Lazada aims to create high buying interest among consumers, with various strategies to differentiate itself from other marketplaces. Purchase interest is part of post-purchase behavior, which influences purchasing decisions at Lazada. Therefore, research into the factors that increase consumer buying interest on Lazada is very important. After making a purchase, consumers will evaluate whether the product purchased meets expectations or disappoints, so that the marketing task does not only end when the transaction occurs (Efendi, 2021). Purchase intention can be influenced by factors such as price, ease of use, and trust felt by consumers.

Price plays a crucial role in E-Commerce and greatly influences consumer buying interest. Consumers tend to compare prices before making a purchase, and a price that is too high or too low can dampen their interest. Therefore, competitive prices that match the value of products and services are important factors in increasing customer satisfaction. However, problems arise at Lazada regarding unreasonable prices, fictitious transactions, price comparisons that are not in line with market prices, and various other forms of fraud that can harm users. Ease of use is the consumer's belief that using a technology will be effortless. The easier it is for consumers to use

online applications , this will influence consumers' buying interest in the products offered. In the world of E-Commerce , trust is a crucial factor that must be built by business people. According to Wiyata et al. (2020), trust in online buying and selling transactions can encourage consumer interest in making online purchases at Lazada. Consumer trust in E-Commerce businesses is a key factor that influences their decisions in conducting online transactions. This trust includes consumers' confidence that the seller will meet their expectations, and can motivate them to continue and complete an online transaction . At Lazada, as in other marketplaces, there is often a lack of trust, for example goods not matching those ordered, less secure consumer data management, and suboptimal transaction execution.

Trust is the main component in the decision to buy and sell online (Vongurai et al., 2018). Not all customers feel comfortable making online transactions, only those who have sufficient trust are willing to do so. Trust occurs when one party believes in the integrity and commitment of another party. Therefore, to trust a brand or service, customers must see the positive qualities of the product or service. In the city of Lhokseumawe, the majority of people already use online shopping platforms to meet personal needs or to run a business buying and selling products or services online . For example, many people buy goods from suppliers and resell them through marketplaces such as Shopee, Tokopedia, Lazada, and Bukalapak. Based on research and interviews with Lazada users in the city of Lhokseumawe, it can be said that its use is quite significant and has fulfilled the research respondents.

Based on research results, people in the city of Lhokseumawe use Lazada for shopping because the goods sold on this platform often have affordable prices, and the purchasing process is practical and easy. Apart from that, the many attractive promos are also a special attraction. On the other hand, there are also people who use Lazada as a platform for doing business, either by selling products or opening an online shop . One of the great advantages is the possibility to open a shop for free without registration fees or other costs, as well as market products to hundreds of potential customers with low or even 0% commission fees. Other interesting features include free shipping programs, cashback, discounts and various other promos. Based on the results of this research, the public is the main respondent in research conducted regarding the use of Lazada. Based on the problems or phenomena above, the author tries to find out more about how price, ease of use and trust influence consumer buying interest on the E-Commerce platform on the Lazada site in the city of Lhokseumawe. Therefore, the author is interested in conducting research with the title "**The Influence of Price, User Ease and Trust on Consumer Purchase Interest on the E-Commerce Platform on the Lazada Site in Lhokseumawe City**"

## 2. IMPLEMENTATION METHOD

This research was conducted in Lhokseumawe City which consists of 4 sub-districts of Banda Sakti, Muara Dua, Muara Satu, and Blang Mangat. The object of this research study is consumers who use Lazada in Lhokseumawe City. The sampling technique used in this research uses the formula Heir et al., (2021) because the population size in this study is unknown or very large. This formula involves adding up all the indicators from all the variables used and multiplying the result by 5 to 10 (Hair et al., 2019) . Therefore, the sample size was calculated using the formula Heir et al. In this research, the researcher determined the number of samples to be 100 samples (20 (number of indicators) x 5 (ratio) = 100 samples . The technique used in this research is multiple linear regression analysis with a method aimed at determining the influence of independent variables consisting of the influence of price, user convenience and trust in the dependent variable, namely consumer buying interest on the E-Commerce platform on the Lazada site in the city of Lhokseumawe. This analysis was processed using SPSS version 22 software. The regression equation in this research is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

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**3. RESULTS AND DISCUSSION**

**3.1 Results**

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictor or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of the partial regression analysis in this study are presented in the following table:

**Table of Multiple Leniar Regression Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,512	1,760		,291	,772
Price	,507	,098	,485	5,148	,000
User Ease	,225	,090	,187	2,501	,014
Trust	,211	,067	,260	3,167	,002

Source: Research Results, Data Processed 2024

Based on table 4.15 above, the following multiple linear regression equation is obtained:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 0.512 + 0.507X_1 + 0.225X_2 + 0.211X_3 + e$$

From this equation it can be interpreted as follows:

1. Constanta (a) = 0.512, meaning that the influence of price, ease of use and trust is 0, so purchasing decisions have increased by 0.512.
2. The price influence regression coefficient (X<sub>1</sub>) of 0.507 states that an increase in the coefficient of the price influence variable (X<sub>1</sub>) by 1 unit will cause purchasing interest decisions to increase by 0.507.
3. The regression coefficient for ease of use (X<sub>2</sub>) of 0.225 states that an increase in the coefficient of the variable ease of use (X<sub>2</sub>) by 1 unit will cause the decision to purchase interest to increase by 0.225 .
4. The trust regression coefficient (X<sub>3</sub>) of 0.211 states that an increase in the trust variable coefficient (X<sub>3</sub>) of 1 unit will cause purchasing interest decisions to increase by 0.211.

The F test measures goodness of fit, namely the accuracy of the regression sample in the actual assessment value. If the significant value of F < 0.05, then the regression model can be used to predict the independent variable. The F test also shows whether all the independent or independent variables included in the model have a joint influence on the dependent variable. The F test has a significance of 0.05 (Ghozali, 2016). In this research, the simultaneous test (f test) can be seen in Table 4.17 below:

ANOVA <sup>a</sup>						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1 Regression	331.115	3	110,372	53,896	,000 <sup>b</sup>	
Residual	196,595	96	2,048			
Total	527,710	99				

a. Dependent Variable: Purchase Interest

Source: Research Results, Data Processed 2024

Based on simultaneous testing in the table above, a calculated F value of 53.896 can be obtained with a significance of 0.000. Therefore, the calculated F value (53.896) > F table (2.70)

and the resulting significance value is 0.000 and this value is much smaller than  $\alpha = (0.05)$ . So it can be concluded that H4 is accepted. This means that the price influence variables (X1), User Ease (X2) and trust (X3) simultaneously have a significant effect on the purchase interest variable (Y).

Correlation and Determination Coefficient				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,792 <sup>a</sup>	,627	,616	1,431

a. Predictors: (Constant), Trust, User Friendliness, Price

Source: Research Results, Data Processed 2024.

Based on the table above, it is known that the correlation coefficient (R) value is 0.792, indicating that there is a fairly strong relationship between the independent variable and the dependent variable of 79.2%. the remaining 20.8%. The R<sup>2</sup> value is 0.627, this shows that the influence of the independent variables, namely the influence of price, ease of use and trust, on buying interest on the E-Commerce platform on the Lazada site is 62.7% while the remaining 37.3% is explained by other variables outside this research. Multiple linear regression analysis was used in this research with the aim of determining the influence of price, user friendliness and trust on consumer buying interest on the E-Commerce platform on the Lazada site in the city of Lhokseumawe. Based on research findings, the multiple linear regression equation obtained is as follows:

$$Y = 0.512 + 0.507 (X_1) + 0.225 (X_2) + 0.211 (X_3)$$

From this equation it can be interpreted as follows:

1. Constanta (a) = 0.512, meaning that the influence of price, ease of use and trust is 0, so purchasing decisions have increased by 0.512.
2. The price influence regression coefficient (X<sub>1</sub>) of 0.507 states that an increase in the coefficient of the price influence variable (X<sub>1</sub>) by 1 unit will cause purchasing interest decisions to increase by 0.507.
3. The regression coefficient for ease of use (X<sub>2</sub>) of 0.225 states that an increase in the coefficient of the variable ease of use (X<sub>2</sub>) by 1 unit will cause the decision to purchase interest to increase by 0.225.
4. The trust regression coefficient (X<sub>3</sub>) of 0.211 states that an increase in the trust variable coefficient (X<sub>3</sub>) of 1 unit will cause purchasing interest decisions to increase by 0.211.

### 3.2 Discussion

#### The Influence of Price on Consumer Purchase Interest on the E-Commerce Platform on the Lazada Site in Lhokseumawe City

The influence of price has a significant value of 0.000 which is smaller than the significance level of 0.05 used and obtains a positive coefficient value of 0.507. So it can be concluded that the influence of price has a positive and significant effect on buying interest. Therefore, the hypothesis which states that the influence of price has a positive and significant effect on consumer buying interest on the Lazada site E-Commerce platform in Lhokseumawe city is accepted (H1 is accepted).

#### The Influence of User Ease on Consumer Purchase Interest on the E-Commerce Platform on the Lazada Site in Lhokseumawe City

Based on the results of research that has been carried out, the user convenience variable has a significant value of 0.014 which is smaller than the significant level of 0.05 used and obtains a positive coefficient value of 0.225. So it can be concluded that user friendliness has a positive and significant effect on consumer buying interest. Therefore, the hypothesis which states that user convenience has a positive and significant effect on consumer buying interest on the E-Commerce platform on the Lazada site is accepted (H2 is accepted).



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**The Influence of Trust on Consumer Purchase Interest on the E-Commerce Platform on the Lazada Site in Lhokseumawe City**

Based on the results of research that has been carried out, the trust variable has a significant value of 0.002 which is smaller than the significant level of 0.05 used and obtains a positive coefficient value of 0.211. So it can be concluded that trust has a positive and significant effect on buying interest. Therefore, the hypothesis states that trust has a positive and significant effect on consumer buying interest on the Lazada site E-Commerce platform in Lhokseumawe city (H3 is accepted).

**5. CONCLUSION**

Based on data obtained from distributing questionnaires, validity testing was carried out to determine whether respondents' answers to statements were valid or not. Furthermore, reliability testing was also carried out to find out whether respondents' answers were consistent over time. The results of the validity and reliability tests show that all statements from each variable are declared valid and reliable.

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