



CONSUMER REPURCHASE INTENTION MODEL IN LAZADA E-COMMERCE

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Abstract

The emergence of technology and the Internet has significantly influenced the use of digital platforms, especially in the realm of online commerce or e-commerce. One of the e-commerce in Indonesia is Lazada. Lazada consistently improves its sales techniques to remain competitive, including through consumer reviews communicated via Electronic Word of Mouth (E-WOM). This research analyzes the influence of sales promotions, brand recognition, and perceived ease of use on purchasing decisions and intentions to make repeat purchases. This study uses a quantitative approach. The population in this study was Lazada consumers in Jakarta, Bogor, Depok, Tangerang, Bekasi, and the sample used was 337. Analysis was carried out using SmartPLS software. The results show that sales promotions, brand recognition, and perceived ease of use benefit purchasing decisions, influencing consumers' intentions to make repeat purchases. Consumer trust has a significant role in influencing the relationship between purchasing decisions and repurchase intentions. However, electronic word-of-mouth (E-WOM) does not significantly influence purchasing decisions within Lazada's e-commerce framework.

Keywords: *Sales promotion, E-WOM, Brand awareness, Perceived ease of use, Consumer trust, Purchase Decision, Repurchase Intention, E-Commerce, Lazada*

A. INTRODUCTION

The advent of digital technology has significantly influenced the accessibility of information, particularly about societal shopping behaviors. The transition from offline to online buying is regarded as pragmatic and efficient due to its reliance on a single smartphone application (Hardiyanto et al., 2020). The public has increasingly favored e-commerce as their preferred platform for online purchasing. This rise can be attributed to the rising usage of the Internet and smartphones between 2018 and 2022 (Annur, 2023; Sadya, 2023). This gives a substantial opportunity for enterprises in Indonesia to foster the growth of the digital marketing sector, encompassing electronic commerce. The growth of e-commerce transactions in Indonesia from 2018 to 2022 can be attributed to the expansion of the e-commerce landscape, shifts in online shopping habits, and the convenience and accessibility of shopping (Islami, 2017). The government's promotion of fintech and digital banking has also contributed to this growth (Sri, 2021). According to the e-Conomy Sea 2022 report, the e-commerce industry in Indonesia has created a substantial Gross Merchandise Value (GMV) of US\$59 billion (Negara & Sugiana, 2022).

Lazada, a prominent e-commerce platform in Indonesia, consistently rated inside the top 5 e-commerce platforms in Indonesia from 2018 to 2022, as determined by the volume of user visits to its website. Nevertheless, it is worth noting that Lazada has consistently failed to secure the top position in e-commerce rankings within Indonesia, consistently falling behind Tokopedia and Shopee (Iprice, 2022). In addition to its visitor ranks, the Lazada application achieved the third-highest number of downloads in the Appstore and the second-highest number of downloads in the Playstore. According

to Pahlevi (2021), Lazada's revenue amounted to US\$4.5 billion, notably lower than Shopee's US\$14.2 billion and Tokopedia's US\$14 billion. The metrics employed in establishing e-commerce rankings encompass BUMO (brand most frequently utilized), top of mind, transaction volume, and transaction worth. According to the findings of Ipsos Indonesia, Lazada achieved a score of 13% in the BUMO indication, 12% in the front of mind indicator, and 16% in the number of transactions & transaction value indicator. According to Darmawan & Respati (2022), Lazada garnered a mere 11% of consumer preference as the top shopping location for national online shopping events. According to a preliminary study conducted by Putriani (2019), the findings indicate that customers' repurchase intention on Lazada stands at a mere 47%. This suggests that consumers are not inclined to repurchase products from Lazada and endorse them to other consumers (Putriani, 2019). Consumer unhappiness can be attributed to the failure to meet consumer expectations based on previous buying experiences. Based on the available statistics, it is evident that there remains a dearth of public awareness regarding Lazada and its promotional offerings, resulting in Lazada not attaining the status of being the foremost e-commerce platform in Indonesia. Moreover, a limited number of customers perceive Lazada as their predominant option for conducting transactions, and there exists a diminished inclination among consumers to engage in recurring purchases on the Lazada platform.

Multiple variables impact customer buying choices. Sales promotion is a communication strategy brands employ to drive customer purchases through various promotional activities, including exhibitions, shows, prize drawings, other events, advertising, and individual sales (Stanton & Lamarto, 1993). E-commerce platforms employ several strategies for sales promotion, such as implementing price reductions and coupons (Chandon et al., 2000) and providing incentives like gifts, bonuses, and prize drawings (Mela et al., 1997). Nevertheless, Lazada's sales promotion is seen as less efficacious due to the lack of consumer engagement with the redeemable coupons and the limited availability of price reductions. In addition, the application frequently encounters difficulties and server outages during flash deals, resulting in abrupt product unavailability.

Furthermore, complimentary shipping is exclusively accessible during designated periods, such as massive campaigns like 9.9 (9th of September), 11.11 (11th of November), and 12.12 (12th of December) (Selly et al., 2019). The investigation focuses on the sales promotion factor due to its frequent utilization by e-commerce industries in their promotional campaigns. Existing research (Hanaysha, 2018) suggests that sales promotion significantly impacts consumer purchasing decisions and their inclination to engage in repeat shopping on the same platform (Suryaningsih et al., 2019).

Before engaging in a transaction, consumers must possess knowledge or acquaintance with the brand (Rossiter & Percy, 1987). The formation of customer attitudes towards a brand is contingent upon consumer awareness, as the absence of brand awareness hinders purchase interest. Consumer decision-making regarding a product is influenced by brand awareness. The more excellent consumers' awareness of a brand's presence, the more likely they are to choose the brand, and even affect their willingness to purchase the product several times (Dabbous & Barakat, 2020). According to a study conducted by Ipsos Indonesia, it has been shown that Lazada exhibits a 12% level of awareness, which is notably lower compared to Tokopedia's 27% and Shopee's 54% (Liputan6.com, 2022). Due to its limited societal awareness,

Lazada is seldom the preferred option for consumers when shopping online. The study conducted by Macdonald & Sharp (2000) demonstrates that brand awareness significantly impacts consumer purchasing decisions and the probability of engaging in repeat purchases (Ilyas et al., 2020).

Another aspect that warrants examination is Electronic Word-of-Mouth (E-WOM), encompassing both favorable and unfavorable evaluations provided by fellow consumers on a platform's review page or social media. Electronic word-of-mouth (E-WOM) is extensively used by consumers as a point of reference before making a purchase decision (Luthfi et al., 2022). According to Ristiyani (2021), Lazada has a functionality known as "my reviews," enabling consumers to assign ratings, share product reviews, and furnish comments to vendors about their items and services. Based on statistics provided by the Indonesian Consumers Foundation it is evident that Lazada, an e-commerce platform, has encountered a considerable number of grievances between the years 2017 and 2021. Lazada achieved the third-highest ranking in 2021, with a complaint coverage rate of 11% (Pahlevi, 2022). Consumer evaluations influence the perceptions of other consumers about Lazada, which is a significant aspect of electronic word-of-mouth (E-WOM). Negative reviews can dissuade consumers from purchasing on the Lazada platform (Luthfi et al., 2022). Nevertheless, favorable electronic word-of-mouth (E-WOM) has the potential to influence customer buying choices (Akyüz, 2013), and the excellence and reliability of E-WOM generate motivation for consumers to engage in future purchases (Matute et al., 2016).

When engaging in online buying, consumers also consider the user-friendliness of e-commerce applications (Newman et al., 2017). According to Prathama (2019), Lazada offers a convenient application that facilitates quick navigation and information collection. Nevertheless, the Lazada program has been subject to numerous consumer concerns about its usability. These objections encompass issues such as a perplexing user interface (UI) design, incongruous color and font choices, excessive elements, and a disorganized layout (Ariska & Nurlela, 2022). A user-friendly application has been found to motivate customers to acquire knowledge about its functionalities and maintain regular usage of the application (Y. Chiu et al., 2005). The studies mentioned earlier (Indarwati et al., 2023; Ritonga & Astuti, 2019; Suhardi & Taufik, 2018) have demonstrated that this phenomenon has a significant impact on customers' purchasing decisions, thereby influencing their intentions to make repeat purchases (Basyar & Sanaji, 2016; Chen, 2012; C. Chiu et al., 2009).

Consumer trust is crucial since it can stimulate online shopping and foster repeat purchases. This is due to the elevated dangers customers encounter when online buying (Hsu et al., 2013), (Sullivan & Kim, 2018). Consumers may experience concerns when engaging in online buying as a result of the existence of unscrupulous vendors. Lazada must prioritize this component to cultivate a sense of safety and comfort among users, thereby establishing trust. Consumer trust in a platform has been found to have a positive impact on customers' purchasing decisions (Che et al., 2017). This, in turn, has been shown to influence consumers' intentions to repurchase on the same platform (Oktaviani, 2021; Romadhoni et al., 2022; Zhu et al., 2020).

An e-commerce platform is deemed to possess a competitive advantage over its rivals when it establishes itself as the favored option for consumers during the shopping process, influencing their purchasing decisions. Consumer trust and contentment are established after a purchase, contingent upon their purchasing experience on the platform, hence fostering a propensity for subsequent purchases (Purba & Rikumahu,

2022), (Zahroq & Asiyah, 2022). According to Murti & Nurhayati (2012), repurchase intention refers to consumers' inclination and subsequent behavior to repeat purchases of a particular product or service due to the satisfaction they have gotten from their previous purchasing encounters with a particular brand.

As explained above, it is crucial to examine the aspects that impact repurchase intention on Lazada E-commerce. The primary objective of this study is to investigate the potential impact of several factors, including sales promotion, brand awareness, electronic word-of-mouth (E-WOM), and perceived ease of use, on customers' repurchase behavior within the context of Lazada e-commerce. Furthermore, this study aims to determine whether consumer trust moderates the relationship between consumer purchasing decisions and their intent to repurchase in the context of Lazada e-commerce.

B. LITERATURE REVIEW

1. E-Commerce

E-commerce refers to commercial activities that include purchasing, selling, or exchanging goods, services, or information facilitated by online networks, commonly known as the Internet. Rainer & Prince (2021) have identified many categories of electronic commerce, specifically B2B (Business-to-Business), B2C (Business-to-Consumer), and C2C (Consumer-to-Consumer). According to Alshweesh & Bandi (2022), e-commerce facilitates convenience and time efficiency in buying by providing a diverse range of products and reduced delivery expenses. Consumer behavior is impacted by various elements, including but not limited to price, appearance, clarity of information, and convenience of product accessibility (Xiu-ping & Wan-Teng, 2018).

2. Sales Promotion

According to Etzel et al. (2007) and Totten & Block (1994), sales promotion is a component of marketing communication that seeks to disseminate information, serve as a reminder, and stimulate customer purchasing behavior within a limited timeframe. Sales promotion can be categorized into two distinct types: monetary sales, which involve price reductions or price savings, and non-monetary sales, which encompass additional perks such as bonuses, gifts, prize drawings, and contests (Chandon et al., 2000) (Mela et al., 1997). According to Belch & Belch (2018), sales promotion indicators encompass many strategies: couponing, free gifts, price-off discounts, cash refund offers, samples, frequency programs, and price packs. Kotler et al. (2019) also suggest that other indicators include price packs.

3. Electronic Word of Mouth (E-WOM)

According to Dwivedi et al. (2021), Electronic Word-of-Mouth (E-WOM) refers to the ongoing and interactive transmission of information amongst prospective consumers regarding products, services, and brands via the Internet. The information flow includes favorable and unfavorable evaluations (Hennig-Thurau et al., 2004) documented on social media, online reviews, and e-commerce platforms (Ismagilova et al., 2021). The purchasing intentions can be influenced by the quality of information (Zhao et al., 2020), the credibility of the content (Verma & Dewani, 2021), and the credibility of the source of electronic word-of-mouth (E-WOM). According to Goyette et al. (2010), electronic word-of-mouth (E-WOM) indications encompass intensity,

valence of opinion, and substance. Additionally, Ismagilova et al. (2017) have identified other indicators, including recommendation consistency, rating, quality, and volume.

4. Brand Awareness

Brand awareness refers to the phase during which customers retain, identify, or possess knowledge regarding a brand's presence in different situations (Aaker, 1996). Brand awareness confers benefits to the brand owner as a brand with higher customer recognition is more likely to be selected (Hoyer & Brown, 1990). Hence, as stated by M. T. Liu et al. (2017), brand awareness can impact decision-making and should be considered when purchasing. Keller (2013) states that brand awareness metrics encompass memory, recognition, purchase, and consumption.

5. Perceived Ease of Use

Perceived ease of use pertains to the perceived sensation of effortlessness experienced by consumers. The term "user perception" pertains to the degree to which a user believes that utilizing a specific system will require minimal exertion (Davis, 1989). According to Taylor & Levin (2014), applications perceived as more user-friendly or straightforward are more likely to be adopted and effectively meet users' requests for the products or services provided. The perceived ease of use measures encompass usability, comprehensibility, learnability, and cognitive exertion (Davis, 1989).

6. Purchase Decision

According to Schiffman & Wisenblit (2015), the buy decision results from the decision-making process when customers strongly believe in their intention to acquire a product from a particular brand after carefully assessing their wants and preferences. According to Kotler et al. (2019), consumers engage in decision-making processes about various aspects of their purchasing behavior, including the selection of the purchase location, brand, product model, quantity and timing of purchase, expenditure amount, and payment method. Hence, the purchase decision indicators encompass several factors, such as product selection, brand preference, timing of purchase, and payment modalities (Philip Kotler & Keller, 2014).

7. Consumer Trust

According to Kimery & McCord (2002), customer trust refers to the inclination of consumers to embrace vulnerability in online transactions, with the expectation of favorable future conduct. According to Kim & Benbasat (2009) and Zhang et al. (2011), trust in e-commerce may be comprehended through two distinct stages: pre-purchase and post-purchase. During the post-purchase stage, consumers have acquired firsthand knowledge in purchasing products from a particular brand, enabling them to make informed decisions on future purchases from the same brand (Kim & Benbasat, 2009). According to Yulin et al. (2014), when the amount of trust surpasses the perceived level of risk, consumers are more inclined to engage in repeat transactions. The measures of consumer trust encompass three key dimensions: ability, compassion, and honesty.

8. Repurchase Intention

According to C. Chiu et al. (2014), repurchase intention refers to the subjective probability that a buyer will make a subsequent purchase from the same seller. Hellier et

al. (2003) define repurchase intention as acquiring a product or service from the same brand. According to Zhang et al. (2011) and Park & Kim (2003), consumers exhibit a pronounced inclination to engage in repeat purchases when they have had a previous shopping experience that was both pleasant and satisfying. Consumer repurchase is more probable when a brand substantiates the advertised quality of its products, hence establishing confidence (Sullivan & Kim, 2018), (Pavlou et al., 2007). According to Mou et al. (2020), indicators of repurchase intention encompass the following factors: first choice, following purchase, continued loyalty as a client, and recommendation to others. Furthermore, Hasan (2013) identifies transactional, referential, and preferential interest as additional types of interest.

9. Hypothesis Development

A study conducted by Ali et al. (2022) reveals that consumers who engage in online shopping are swayed in their purchasing choices by the sales incentives provided. Research conducted by Hanaysha (2018), Wirakanda & Pardosi (2020), and Jee (2021) has shown that sales promotions have an impact on purchasing decisions once the intention to buy has been established.

Hypothesis 1: The influence of sales promotion on consumer purchase decisions

Research (Abd-Elaziz et al., 2015; Themba & Mulala, 2013; Yan et al., 2018) indicates that the credibility of electronic word-of-mouth (E-WOM) influences consumer purchase decisions, additionally Luthfi et al. (2022), Badir & Andjarwati (2020; Fatrina et al., (2019); Puspitasari et al., (2018) show that E-WOM has a positive effect on purchase decisions in e-commerce because the reviews provided can give an indication of the brand's integrity and the products it offers, thereby instilling trust in consumers and leading to actual purchasing (Ali et al., 2022).

Hypothesis 2: The influence of sales promotion on consumer purchase decisions

The purchase decision-making process is influenced by brand awareness, as customers tend to prefer and trust brands they are familiar with (Macdonald & Sharp, 2000). Furthermore, Rachmawati & Suroso (2020) and (Bashir, 2019) highlight brand awareness's function in enhancing purchase decision-making. Studies conducted by Samadi et al. (2015) and Supiyandi et al. (2022) have demonstrated that brand awareness significantly impacts consumer purchasing choices in e-commerce.

Hypothesis 3: The influence of brand awareness on consumer purchase decisions

A study by Herzallah & Mukhtar (2016) stated that the perception of how easy it is to use e-commerce impacts its usage. The decision of consumers to engage in online shopping is influenced by the level of ease of use (Supiyandi et al., 2022), (Herzallah AT & Mukhtar, 2016). According to a study by Li et al. (2020), the simplicity and user-friendly interface of e-commerce applications significantly impacts consumer adoption. A study conducted by Badir & Andjarwati (2020) indicates that the level of user-friendliness of e-commerce applications significantly impacts consumers' choices to make purchases.

Hypothesis 4: The influence of Perceived ease of use on consumer purchase decisions

A study conducted by Pavlou & Fygenon (2006) revealed that numerous studies in the e-commerce sector demonstrate that consumers' intentions to make a

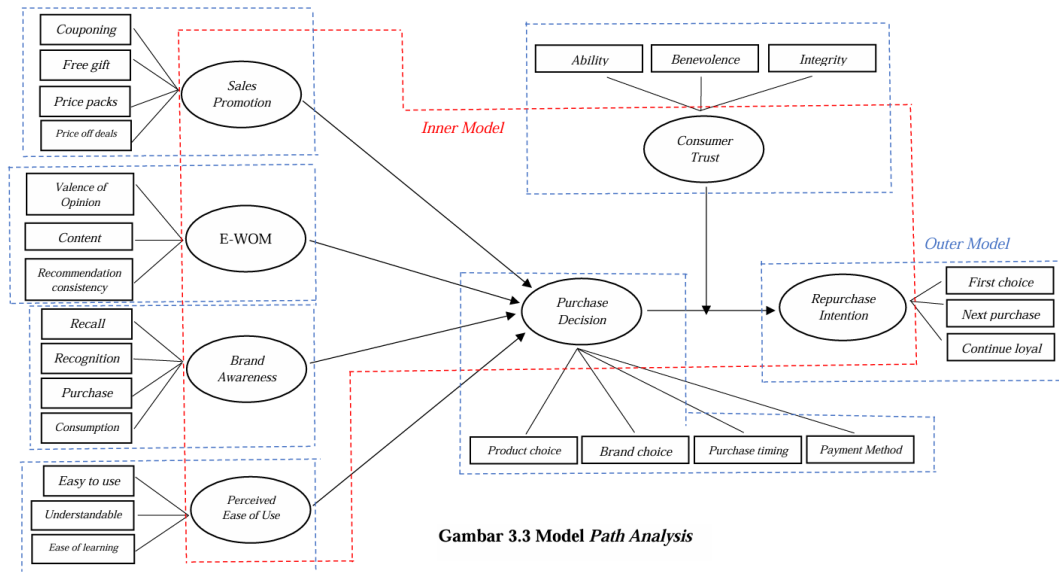
purchase are likely to lead to actual purchase decisions. Additionally, Chandon et al. (2004) propose that consumers make initial purchases and revisit specific brands for future purchases. The findings of previous studies conducted by Rachamawati et al. (2015) and Shabrina & Budiarmo (2020) suggest that purchase decisions substantially shape repurchase intention. Additionally, research conducted by Purba & Rikumahu (2022) and Zahroq & Asiyah (2022) further supports the notion that purchase decisions considerably impact repurchase intention within the context of e-commerce.

Hypothesis 5: The influence of Purchase decision on consumer repurchase intention

The importance of trust in influencing consumers' intentions to repurchase in the future has been extensively studied (Safa & Von Solms, 2016); (Weisberg et al., 2011) This, in turn, contributes to the development of consumer loyalty through repeated purchases (Ha et al., 2010), (C.-T. Liu et al., 2011). According to a study by Gefen (2000), e-trust positively impacts consumers' purchasing choices. According to a study by Trivedi & Yadav (2020), trust and e-satisfaction are crucial in influencing consumers' inclination to repeat purchases. Additionally, Trivedi & Yadav (2018) provided evidence that trust significantly impacts consumers' intention to repurchase.

Hypothesis 6: Consumer trust moderating the influence of purchase decisions on repurchase intentions.

10. Theoretical Framework



Gambar 3.3 Model Path Analysis

Picture 1. Theoretical Framework

C. METHODOLOGY

The study was conducted via online platforms, specifically social media, to collect participant data using Google Forms. The objective was to obtain responses from all those who use and consume Lazada e-commerce services throughout the period spanning from February to May 2023.

The present study used a quantitative descriptive causal research design to investigate the association between assumed variables. The factors, denoted as X, encompass sales promotion, electronic word-of-mouth (E-WOM), brand awareness, and

perceived ease of use. The mediating variable in this study is the purchase decision, whereas the moderating variable is consumer trust. The dependent variable is the repurchase intention. The data sources encompass primary data acquired through online participant surveys and secondary data collected from scholarly journals and prior studies.

The questionnaire consists of five sections: screening, respondent profiles, core questions, and conclusion. The interval measuring method employed in this study is the Likert scale, which consists of five response points: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree.

The study's demographic comprises individuals who have utilized Lazada as a platform for making purchases. A sample size of 337 respondents was selected using the rule-of-thumb approach. The purposive sampling strategy is utilized in this study, employing a non-probability sample approach. The questionnaire is disseminated online through several social media platforms, including Instagram, Line, and WhatsApp.

Data processing involves multiple steps, specifically descriptive analysis and PLS-SEM (Partial Least Square-Structural Equation Modeling) analysis. Descriptive analysis encompasses the systematic gathering and presentation of data in a statistical format, such as graphs or diagrams, to enhance readability and comprehension of a given phenomenon while refraining from drawing overarching conclusions (Nasution, 2017).

D. RESULT & DISCUSSION

1. Data Collected & Representation

The data collection for this study was placed between March 29th and April 7th, 2023. The questionnaire was circulated online through links and posters on social media platforms, including Instagram, WhatsApp, and Line. This study requires a minimum of 260 respondents who accurately represent the population. Over the course of 9 days, 352 responses were gathered. Following the screening process, 337 participants successfully completed the screening test, confirming their status as Lazada users and their engagement in at least one purchase on the Lazada platform.

Most Lazada users and consumers are female, comprising 69.1%. Jabodetabek is home to the most significant proportion of Lazada users and consumers, accounting for 69.7%. Surabaya and Semarang follow with 11% and 6.8% of the user base, respectively. In 2023, a significant proportion of Lazada's user and consumer base, comprising 77.4% of the total, falls under the age range of 15 to 26, commonly called Generation Z.

A significant proportion of Lazada users and consumers, comprising 47.9% of the total, own a monthly income falling within the range of Rp1,000,001 to Rp5,000,000. Students comprise the most significant proportion of Lazada users and consumers, accounting for 59.6%, while private employees comprise 27.6%. Most consumers, precisely 80.7%, engage in monthly shopping on Lazada. Participants could choose multiple product categories that they frequently buy on Lazada. The study revealed that fashion products were the most often bought category, with 38.5% of the responses. Beauty products followed this at 31.8% and electronics at 11.3%. Researchers included a query in their study to ascertain whether individuals who have previously purchased Lazada continue to favor Lazada as their primary e-commerce platform for online

purchasing. Based on the research results, it is evident that of the 337 respondents, 62 said they have ceased using Lazada.

2. The Outer Model Analysis

In the Outer Model Analysis step, the validity and reliability of each variable is assessed. This entails the measurement of convergent validity, discriminant validity, and internal consistency. Convergent validity is assessed by utilizing outer loading values equal to or greater than 0.6 and AVE values equal to or greater than 0.5. Internal consistency dependability is determined by a minimum of 0.6 for CA and 0.7 for CR values. Differential validity is assessed by examining the cross-loading values associated with each indicator. The validity test findings reveal four indicators that require reduction, specifically SP1.2, SP4.2, EWOM1.2, and EWOM2.2. This reduction is necessary to ensure the data is both valid and dependable.

3. Path Coefficients

The inner model analysis examines the association between variables that possess values within the range of -1 to +1. The positive association between the variables increases as the value approaches +1.

Table 1. Path Coefficient Result

Relationship between Variables	Path Coefficients Value	Articulation
SP -> PD	0,328	Positive
EWOM -> PD	0,025	Positive
BA -> PD	0,228	Positive
PEOU -> RI	0,188	Positive
PD -> RI	0,578	Positive
PD*CT -> RI	0,086	Positive

4. Coefficient Determination (R²)

Assesses the degree to which the study model accurately represents the data. The data reveals that their buy choice influences 40.7% of individuals, whereas 42.4% are influenced by their repurchase intention.

Table 2. Coefficient Determination Calculations Result

Variable	R-Square	R-Square Adjusted
Purchase Decision	0,414	0,407
Repurchase Decision	0,429	0,424

5. Predictive Relevance (Q²)

Predictive relevance refers to the evaluation of a structural model through which the significance of a research model can be demonstrated. A Q² score greater than zero signifies the relevance of external constructs or the relevance of a research model.

Table 3. Predictive Relevance Calculations Result

Variable	Q-Square Value
Purchase Decision	0,230
Repurchase Decision	0,334

6. Effect Size (F²)

The effect size (F^2) is employed to ascertain the impact of an endogenous variable on an exogenous variable, which can be categorized as small, medium, or big.

Table 4. Effect Size Calculations Result

Relationship between Variables	F-Square Value	Articulation
SP -> PD	0,097	Small
EWOM -> PD	0,001	Very Small
BA -> PD	0,039	Small
PEOU -> RI	0,041	Small
PD -> RI	0,501	Big
PD*CT -> RI	0,017	Very Small

7. Hypothesis Testing

The significance of the hypothesis between latent variables can be assessed by examining the T-statistic and P-value. According to Hair Jr et al. (2023), if the T-statistic value exceeds 1.96 and the P-value is below 0.05, the hypothesis is said to be accepted. Hypothesis testing in PLS-SEM involves employing the bootstrapping technique in SmartPLS 3.2.9 software. This analysis is performed on 337 study samples to evaluate six hypotheses. The following findings present the outcomes of the hypothesis testing.

Table 5. Hypothesis Testing Result

Hypotheses	Relationship between Variables	T-Statistic	P-Value	Articulation
H1	SP -> PD	5,608	0,000	Accepted
H2	EWOM -> PD	0,403	0,687	Accepted
H3	BA -> PD	3,159	0,002	Accepted
H4	PEOU -> RI	2,893	0,004	Accepted
H5	PD -> RI	6,971	0,000	Accepted
H6	PD*CT -> RI	2,136	0,033	Accepted

E. CONCLUSION

Based on the findings derived from the data as mentioned earlier processing and analysis, some the subsequent deductions can be made. The impact of sales promotion on purchase decisions within the Lazada e-commerce platform is significant. Sales promotions, such as price reductions, vouchers for shopping, vouchers for free delivery, bundled products, and buy-one-get-one deals, have been beneficial in influencing consumer purchasing decisions. The impact of electronic word of mouth (E-WOM) on purchase decisions on the Lazada e-commerce platform is negligible, suggesting that the content of reviews or comments made by other consumers does not significantly influence consumer purchasing choices. Consumer purchase decisions on the Lazada e-commerce platform are influenced by brand awareness, suggesting that awareness of the Lazada e-commerce brand leads to a rise in consumer buying decisions. The perceived ease of use influences the purchasing decisions made on the Lazada e-commerce platform. Consumer purchasing decisions on Lazada are influenced by various factors, including the application's ease of use, user interface design, usability, and other relevant elements. When considered a mediating variable, the purchase choice impacts the intention to repurchase. These findings indicate that consumers' purchasing decisions can influence their inclination to engage in repeat purchases on the Lazada e-

commerce platform. The link between purchase decisions and repurchase decisions is positively moderated by consumer trust. This finding suggests that when consumers have confidence in Lazada following their transactions, there is a higher probability of them expressing an intention to engage in repeat purchases on the platform.

The main objective of this research is to examine the determining factors that influence the decision-making process of e-commerce customers when making repeat purchases. Therefore, the emphasis is on the factors that can influence this determination. For this reason, future research can investigate additional variables that contribute to customer dependence in the context of e-commerce applications. Before conducting this research, it is necessary to carry out preliminary activities such as investigating prospective characteristics in e-commerce platforms and establishing additional variables to advance the research. Apart from that, the participants in this study only came from the Jakarta, Bogor, Depok, Tangerang, Bekasi area. Therefore, the author aims to expand the reach to cover a wider area in order to more accurately describe consumer behavior in a wider geographic area.

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