

Factors Driving Consumer Purchase Decisions of Lazada Users in Surabaya

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ARTICLE INFO

Keywords: E-commerce, Electronic Word of Mouth, Purchase Decision, User Experience

Received : 14, May

Revised : 30, May

Accepted: 21, June

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ABSTRACT

The growth of digital technology has significantly altered many facets of society, including the rise in e-commerce platforms and online purchasing. The purpose of this study is to examine how Electronic Word of Mouth (e-WOM) and User Experience (UX) affect Surabaya Lazada users' purchasing decisions. This study employs a survey strategy using an online questionnaire and a quantitative methodology. Purposive sampling was used to choose a sample of 110 responses. SmartPLS software was used to analyze the data. The findings demonstrated that Electronic Word of Mouth (e-WOM) and User Experience (UX) significantly and favorably influenced purchasing decisions. This suggests that consumers are more likely to purchase when they have a positive Electronic Word of Mouth (e-WOM) and User Experience (UX). These results can be used strategically by e-commerce to boost marketing tactics and enhance the caliber of digital offerings.

INTRODUCTION

Many facets of life, including how people consume, have changed significantly as a result of the advancement of digital technology. The rise in online buying through e-commerce platforms is one of the actual effects of this digital transition. E-commerce is the primary channel for satisfying consumer needs due to its ease of use, speed of transactions, wide range of product options, and extensive digital promotions. This is especially true for younger generations, who are highly digitally literate and used to using technology in many aspects of their daily lives, including searching, assessing, and choosing products to buy.

One of Indonesia's biggest e-commerce sites, Lazada, exhibits a notable upward trend in user visits. The number of Lazada visitors rose sharply from 332.7 million in 2022 to 762.4 million in 2023, a difference of 429.7 million (Katadata, 2024). Even while the number of visits increased significantly, this phenomena does not correspond with the growth in Lazada's revenue. Statista (2024) reports that Lazada's revenue in 2022 was 161.3 million USD, but in 2023 it dropped to 153.2 million USD, resulting in an 8.1 million USD revenue fall. The discrepancy between high user traffic and decreased revenue suggests that there is a problem turning users into regular, devoted customers rather than just transient or product-browsing visitors. This suggests a strategic gap that requires more investigation, particularly in determining the elements that affect purchasing decisions and how well the platform works to establish customer confidence and provide a satisfactory experience.

An increase in visitors should ideally result in higher sales and more money for the business. In actuality, though, there is a contradiction in that a high volume of visitors does not translate into more revenue in fact, it may even be declining. This disparity suggests that there are important aspects of consumer behavior that e-commerce systems do not completely comprehend or optimize. Because they affect how customers receive information, evaluate the platform's credibility, and feel at ease using digital services, Electronic Word of Mouth (e-WOM) and User Experience (UX) are factors that should be taken into account. In theory, these factors help shape consumer perceptions, satisfaction, and decisions when it comes to online shopping.

Regarding the impact of Electronic Word of Mouth (e-WOM) and User Experience (UX) on purchase decisions, a number of earlier research have produced conflicting findings. According to Asnawati et al., (2022), Electronic Word of Mouth (e-WOM) significantly influences consumer purchase decisions, highlighting its persuasive role in shaping perceptions and beliefs. Dewi et al., (2023), on the other hand, discovered that Electronic Word of Mouth (e-WOM) did not have a significant impact, suggesting that other factors may mask its influence in certain contexts. In the meantime, Kholilurrohman et al., (2024) emphasized how crucial User Experience (UX) is to boosting user convenience and influencing purchase choices. These discrepancies in findings point to both gaps in the literature and new research opportunities using a more focused contextual approach. Furthermore, the existing literature is often contextually unspecific, failing to account for regional consumer behavior and the unique characteristics of platforms such as Lazada. These inconsistencies and limitations

highlight the need for more targeted and context-specific research that explores how Electronic Word of Mouth (e-WOM) and User Experience (UX) jointly influence consumer behavior in online marketplaces. By examining the combined impact of Electronic Word of Mouth (e-WOM) and User Experience (UX) on purchase decisions among Lazada users in Surabaya, this study fills this research vacuum and provides empirical insights into the ways in which these elements interact in e-commerce.

This study is unique since it looks at how Electronic Word of Mouth (e-WOM) and User Experience (UX) affect decisions to buy in the context of Surabaya Lazada users. This topic hasn't been covered much in earlier research. The majority of earlier research just looks at one variable at a time or is carried out on many e-commerce platforms. Furthermore, by adding to the body of knowledge in the areas of online marketing and digital consumer behavior, particularly with regard to how online reviews and digital interactions shape customer perceptions, this study also makes theoretical contributions. Practically speaking, it is anticipated that the study's conclusions will give e-commerce companies strategic advice on how to improve user experiences and harness the potential of e-WOM to boost customer loyalty and sales conversions.

The goal of this study is to ascertain and examine the impact of Electronic Word of Mouth (e-WOM) and User Experience (UX) on the purchasing decisions of Lazada users in Surabaya. The research aims to determine whether these factors significantly influence consumer decision-making. Specifically, the study explores the extent to which online reviews and user interaction with digital platforms contribute to shaping consumer behavior and purchase intent. The findings are essential for understanding digital marketing strategies and enhancing customer experience in e-commerce platforms.

THEORETICAL REVIEW

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) refers to the evolution of the conventional Word of Mouth notion, which has been altered by digital media. (Jonathan, 2021) defines Electronic Word of Mouth (e-WOM) as any informal, online communication by consumers, whether good or negative, about a product or service that other consumers can access. Electronic Word of Mouth (e-WOM) can take many different forms, including reviews, ratings, comments, and conversations that are disseminated on social media and e-commerce websites. Message intensity or frequency, which indicates how frequently consumers are exposed to reviews or comments related to the product, Positive valence, which refers to the positive tone of the message or review that can create a positive perception of the product, message content, which highlights the degree to which the information conveyed is relevant, clear, and useful for consumer decision making, all examples of indicators of Electronic Word of Mouth (e-WOM) (Khoirunnisa et al., 2023). Because they have the power to mold attitudes, interests, and eventually purchase decisions, these three factors have a significant impact on consumer behavior.

User Experience (UX)

User Experience (UX) refers to how a user feels about and reacts to a digital system, good, or service (Moningka, 2022). User Experience (UX) encompasses all facets of the end-user's interaction with the business, its services, and its products, according to ISO. Usability or ease of use, which describes how simple it is for customers to access and use the platform; valuable or utility value, which indicates how much the platform benefits users based on their needs; adoptability, which demonstrates the user's capacity to quickly grasp and adjust to the available features; and desirable, which refers to emotional appeal like interest in visual design and comfort when using the application, are all indicators used to measure User Experience (UX). When combined, these metrics provide a whole picture that can affect customer satisfaction and purchase choices. Convenience, effectiveness, and customer pleasure can all be enhanced by a good User Experience (UX), which motivates customers to finish purchases.

Purchase Decision

Customers go through a psychological process called "purchase decision" while deciding whether to purchase a specific good or service. Consumers go through a number of steps while making purchasing decisions, including identifying issues, researching brands or products, weighing their options, and ultimately selecting a purchase to address the issue (Sitohang & Pudjoprastyono, 2024). Both internal (motivation, perception, and attitude) and external (other people's information, experience, and service quality) variables play a role in this choice. The process by which consumers choose to acquire a product involves gathering information and sifting through the possibilities, particularly when presented with three or more comparable products, according to (Lestari et al., 2023). Kotler & Keller state that a number of important indications that represent the consumer's mindset after making a purchase and how it affects their relationship with a brand can be used to gauge the choice to buy. According to (Prawita et al., 2023), these indicators include product stability, which demonstrates the degree of consumer confidence in their selection; buying patterns developed from repeated positive experiences with particular brands or products; voluntary recommendations to others as a form of satisfaction expressed directly or through digital media; and repeat purchases, which indicate that customers are satisfied and are inclined to choose the same product again in the future.

One of the most important factors affecting consumers' purchasing decisions is Electronic Word of Mouth (e-WOM). A customer's trust and confidence in a product or service can be greatly increased by positive internet reviews and user recommendations. In addition to influencing brand perception, this digital kind of word-of-mouth communication also lessens decision-making ambiguity. When peers or online communities provide consistent and convincing feedback, consumers are more inclined to move forward with a purchase. This result is consistent with research Asnawati et al., (2022) and Mandasari et al., (2023), which indicates that a high level of Electronic Word of Mouth (e-WOM) influences customer buying decisions in a favorable way. Businesses are more likely to increase customer loyalty, strengthen brand

credibility, and eventually improve sales performance when they actively manage and promote Electronic Word of Mouth (e-WOM) interactions.

H1: Electronic Word of Mouth (e-WOM) has a significant positive effect on Purchase Decisions of Lazada Users in Surabaya.

User experience (UX) has a considerable impact on consumers' purchasing decisions because it shapes their overall perception and level of happiness while dealing with digital platforms. A smooth, easy-to-use, and entertaining user interface can boost customer confidence, cut down on hesitancy, and promote buying. An e-commerce platform's usability and accessibility are enhanced by good user experience (UX) design, which also helps customers feel happier while they purchase. This result is in line with studies by Prayoga et al., (2023), Kholilurrohman et al., (2024), and Ekawati et al., (2022), which highlight the beneficial effects of a well-designed user experience on both purchase intention and actual purchasing behavior. User experience (UX)-focused platforms have a higher chance of retaining users, boosting conversion rates, and fostering enduring client relationships.

H2: User Experience (UX) has a significant positive effect on Purchase Decisions of Lazada Users in Surabaya.

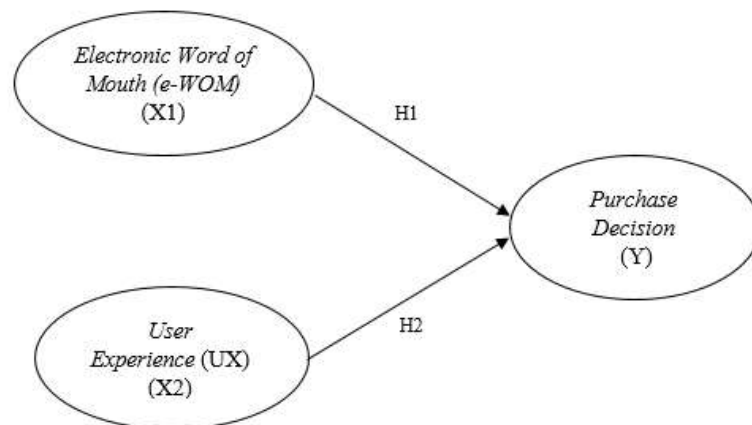


Figure 1. Conceptual Framework

METHODOLOGY

The purchase decision is the study's dependent variable, and Electronic Word of Mouth (e-WOM) and user experience are its independent factors. Data for this quantitative study was gathered from the internet, books, journals, papers, and Google Forms. Structural Equation Modeling Partial Least Square (SEM-PLS) is the data analysis technique employed in this investigation. PLS was the analysis tool employed because there were 110 samples used. SmartPLS software is required for component-based SEM or PLS testing.

RESULTS

Convergent Validity

Table 1. Outer Loadings (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
X1.1 <- (X1)	0.908	0.906	0.022	41.577
X1.2 <- (X1)	0.939	0.939	0.013	74.424
X1.3 <- (X1)	0.927	0.927	0.012	75.602
X2.1 <- (X2)	0.902	0.902	0.021	43.930
X2.2 <- (X2)	0.859	0.856	0.032	27.117
X2.3 <- (X2)	0.900	0.898	0.020	44.125
X2.4 <- (X2)	0.891	0.893	0.018	48.778
Y1.1 <- (Y)	0.924	0.924	0.015	62.525
Y1.2 <- (Y)	0.896	0.895	0.019	46.251
Y1.3 <- (Y)	0.901	0.901	0.018	50.082
Y1.4 <- (Y)	0.945	0.945	0.009	107.927

All reflecting indicators of variables (X1), (X2), and (Y) exhibit factor loading values (original sample) above 0.50 and are statistically significant, with a T-Statistic value surpassing 1.96 at a significance level of 5% ($\alpha = 0.05$), according to the findings in the outer loading table. All indicators are therefore deemed genuine since they satisfy the requirements for convergent validity.

Table 2. Average Variance Extracted

	Average Variance Extracted (AVE)
<i>Electronic Word of Mouth (e-WOM) (X1)</i>	0.855
<i>Keputusan Pembelian (Y)</i>	0.841
<i>User Experience (UX) (X2)</i>	0.789

The Average Variance Extracted (AVE) value for variables (X1), (X2), and (Y) is 0.855, 0.789, and 0.841, respectively, according to the test findings. Each variable has satisfied the convergent validity requirements and is deemed valid when all Average Variance Extracted (AVE) values are greater than the minimal threshold of 0.5.

Discriminant Validity

Table 3. Cross Loading

Indikator	Electronic Word Of Mouth (X1)	Keputusan Pembelian (Y)	User Experience (X2)
x1.1	0.908	0.371	0.416
x1.2	0.939	0.451	0.392
x1.3	0.927	0.456	0.436
x2.1	0.478	0.503	0.902
x2.2	0.292	0.359	0.859
x2.3	0.376	0.410	0.900
x2.4	0.413	0.529	0.891

y1.1	0.447	0.924	0.489
y1.2	0.318	0.896	0.373
y1.3	0.455	0.901	0.470
y1.4	0.456	0.945	0.539

With marking (shading) on the loading factor values for the variables' indicators (X1), (X2), and (Y), the outcomes of cross loading data processing are shown in Table 3. All indicators in this study have satisfied discriminant validity or have good validity since all three variables' loading factor values are over 0.6 and greater than the loading factor values for the other variables.

Composite Reliability

Table 4. Composite Reliability

	Composite Reliability
Electronic Word of Mouth (e-WOM) (X1)	0.947
Purchase Decision (Y)	0.955
User Experience (UX) (X2)	0.937

The composite reliability value for variable (X1) is 0.947, for variable (X2) it is 0.937, and for variable (Y) it is 0.955, as indicated by the test results shown in the composite reliability table. The three variables in this study are deemed dependable and have high dependability because all of these values are over the 0.70 minimum level.

Hypothesis Test

Table 5. R Square

	R Square
Purchase Decision	0,335

The model in this study is able to explain 33.5% of the variation of the Purchasing Decision variable driven by the independent variables, namely Electronic Word of Mouth (e-WOM) and User Experience (UX), according to the R-Square value of 0.335 shown in the R-Square Table. The model's comparatively poor capacity to explain purchasing decisions is indicated by the value of 33.5%. Other factors not included in this research model have an impact on the remaining 66.5%.

Table 6. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Electronic Word of Mouth (e-WOM) (X1) -> Purchase Decision (Y)</i>	0.290	0.297	0.113	2.563	0.011
<i>User Experience (UX) (X2) -> Purchase Decision (Y)</i>	0.387	0.390	0.110	3.519	0.000

H1: Electronic Word of Mouth (e-WOM) (X1) significantly and positively influences Surabaya Lazada users' purchasing decisions (Y). The analysis's findings support the statistical significance of the effect with a path coefficient value of 0.290, a T-Statistic of 2.563 (> 1.96), and a P-Value of 0.011 (< 0.05). The first hypothesis is accepted.

H2: User Experience (X2) significantly and positively influences Surabaya Lazada users' purchasing decisions (Y). The test results indicate a T-Statistic of 3.519 (> 1.96) and a path coefficient value of 0.387. The second hypothesis is accepted since the P-Value value is 0.000 (< 0.05).

DISCUSSION

The study's findings suggest that Electronic Word of Mouth (e-WOM), significantly affects Surabaya Lazada users' decisions to buy. User purchasing decisions are positively influenced by all of the indications that make up the Electronic Word of Mouth (e-WOM) variable, which include elements like intensity, positive valence, and content. The positive valence indicator shows the largest factor loading value among these variables, indicating that customers' perceptions of positive messages from other consumers via digital media have the greatest impact on Lazada purchase decisions. Positive valences that are shared on Lazada, social media, or discussion boards are referred to by this signal. Additionally, positive valence can produce psychological responses including interest, trust, and FOMO (fear of missing out). According to Ardianita & Aminah, (2024), positive electronic word-of-mouth has the power to greatly affect customer emotions and perceptions, resulting in a desire to make judgments about purchases right away based on the experiences of people who are seen as reliable. This result is consistent with earlier research showing that Electronic Word of Mouth (e-WOM) has a favorable and significant impact on purchasing decisions, including studies by Asnawati et al., (2022) and Mandasari et al., (2023).

According to the study's findings, Surabaya Lazada consumers' shopping decisions are significantly and favorably influenced by User Experience (UX). Customers are more likely to make a purchase if they have a positive experience using the digital platform. Usability, value, adoptability, and desirability are some

of the primary variables that make up the User Experience (UX) variable in this study. Usability has the greatest factor loading value among these variables, indicating that a digital platform or application's ease of use is a major determinant of consumer purchasing decisions. Customers will be more inclined to make purchases on Lazada without hesitation if they believe the platform is user-friendly and does not make the search or payment process cumbersome. A high degree of usability also contributes to customer happiness and raises the possibility that they will use Lazada again in the future. A positive experience makes people feel more at ease and affects their overall perception of a product, which in turn affects their decision to buy (Prasetyo & Wardhani, 2024). This study's findings are consistent with a study by Ekawati et al., (2022) Kholilurrohman et al., (2024) that found that User Experience (UX) significantly and favorably influences consumers' decisions to buy.

CONCLUSIONS AND RECOMMENDATIONS

1. The study's findings show that Electronic Word of Mouth (e-WOM), affects Surabaya Lazada users' purchasing decisions. When consumers see a lot of favorable or positive reviews and recommendations on different digital and social media platforms, they are more likely to make purchases.
2. The study's findings also clarify how User Experience (UX) affects Surabaya Lazada users' purchasing decisions. Users are more likely to finish the purchase transaction if they have a positive experience dealing with the digital platform.

Recommendations

1. As a result, it is advised that Lazada continuously uphold and enhance the positive valence of Electronic Word of Mouth (e-WOM) across a range of digital platforms by making sure that the caliber of the goods offered stays high, offering prompt and satisfactory services, and aggressively enticing happy customers to write positive reviews.
2. Simplicity of use is anticipated that Lazada would keep enhancing its usability features, which include facilitating navigation, speeding up access, and creating a visually appealing and user-friendly application interface. The goal of this endeavor is to develop an optimal user experience (UX) so that customers may purchase with greater comfort, efficiency, and satisfaction.

Gaining a strategic grasp of the combined impact of e-WOM and UX can help practitioners and platform developers improve their competitive edge in the online market.

FURTHER STUDY

There are various limitations to this study that could be resolved in other investigations. One drawback is the geographic scope, which restricts generalizability by concentrating solely on Lazada users in Surabaya. Furthermore, the study used a quantitative methodology without adding qualitative insights that could have led to a better comprehension of user behavior. Thus, it is advised that future studies examine the effects of Electronic Word of Mouth (e-WOM) and UX in various geographical locations or on various

e-commerce platforms. In order to have a more thorough understanding of how online interactions and digital experiences affect purchasing decisions, future research should also think about employing a mixed-methods approach. Furthermore, looking at moderating factors like age, income, or product category may offer more complex insights into how customers behave when they shop online.

ACKNOWLEDGMENT

Sincere appreciation is extended by the author to everyone who helped to make this research possible. The author would especially want to thank the responders who voluntarily took part and contributed useful data for this research. The supervising lecturer's constant direction, helpful criticism, and support during the study process are also greatly appreciated by the author. Family and friends are also thanked for their constant prayers, encouragement, and support, all of which kept the author focused throughout the research and writing process. It is intended that the study's findings will add to the body of knowledge and provide useful information, especially for companies looking to improve customer buying decisions.

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