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THE INFLUENCE OF BRAND IMAGE ON PURCHASING DECISIONS AT LAZADA AMONG MANAGEMENT STUDENTS AT UNIVERSITAS INSAN PEMBANGUNAN INDONESIA

Mutiara FITRIDIANI¹, Yusniati SIHOMBING², Monica DAMAYANTI³, Muhammad Saeful HADDY⁴, Royan KUSNIYANTO⁵

^{1,2,3,4,5}Master of Management, Insan Pembangunan Indonesia University, Indonesia

Corresponding author: Mutiara Fitridiani

Email: mutiarafitridiani27@gmail.com

Abstract:

This study aims to determine the effect of brand image on purchasing decisions on the Lazada e-commerce platform. The study was conducted on 8th-semester Management students at Insan Pembangunan Indonesia University who actively use the Lazada application. The research method used was quantitative with purposive sampling, involving 100 respondents. Data was collected through a closed questionnaire and analyzed using SPSS 26. The data sources used in this study were primary and secondary data. Primary data is data collected directly from the object. The primary data in this study were in the form of questionnaires given to respondents, namely Management students at the Insan Pembangunan Indonesia University. The results of the study indicate that brand image significantly influences purchasing decisions, with a t-value of 4.273 > t-table 1.984 and a significance of 0.000 < 0.05. The coefficient of determination (R²) is 0.203, meaning that brand image contributes 20.3% to purchasing decisions.

Keywords: Brand Image, Purchase Decision and Management.

INTRODUCTION

The rapid development of digital technology has driven significant changes in consumer behavior, especially in the context of e-commerce purchases. E-commerce (Electronic Commerce) is the sale and purchase of goods or services conducted through an internet network designed for the purpose of receiving or placing orders. Here are the e-commerce sites with the most visitors throughout 2023.

Table 1. E-Commerce with the Most Visitors in Indonesia, 2023

E- Commerce	Percentage
Shopee	2,35 billion
Tokopedia	1,25 billion
Lazada	762,4 million
Blibli	337,4 million
Bukalapak	168,2 million

Table 1 above shows that Shopee is the e-commerce marketplace with the most website visits in Indonesia throughout 2023. From January to December 2023, Shopee's website received a cumulative total of around 2.35 billion visits, far surpassing its competitors. During the same period, Tokopedia's website recorded approximately 1.25 billion visits, and Lazada's website recorded 762.4 million visits. Meanwhile, BliBli's website recorded 337.4 million visits, and Bukalapak's website recorded 168.2 million visits.

From January to December 2023, the number of visits to the Shopee website increased by 41.39%. On the other hand, visits to the Tokopedia website decreased by 21.08%, Lazada by 46.72%,



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and Bukalapak by 56.5%. The only other e-commerce platform with positive growth in visits was Blibli, which increased by 25.18%. This shows that Lazada is in third place, meaning that there are still other e-commerce platforms that occupy the highest levels, namely Shopee and Tokopedia, as Lazada's strongest competitors.

According to Suharso (2019:83), the purchase decision is the stage where the buyer has made their choice and purchased the product and consumed it. The purchase itself can be made physically by the consumer, but it can also be made by someone else. Meanwhile, according to Firmansyah (2019:25), the purchase decision is the stage that buyers go through in determining the product or service they want to buy. Competition in this industry is very intense, with brand image being one of the key factors influencing consumer purchasing decisions.

Brand image is the consumer's perception of a brand, encompassing product attributes, quality, company reputation, and user perception. According to Keller (2020), brand image can influence consumer preferences, loyalty, and purchase intent. According to research conducted by Snapcart Research: Trends in Online Shopping Behavior Ahead of Ramadan 2023, the current state of the e-commerce market is revealed.

Table 2. Top of Mind, 2023

E- Commerce	Percentage
Shopee	70%
Tokopedia	22%
Lazada	5%
Tiktok Shop	2%

Table 2 above shows that Lazada is still in third place after Shopee and Tokopedia. This can influence purchasing decisions made online through marketplaces. If this decline continues and Lazada does not immediately implement a strategy to improve its brand index, it will certainly be a cause for concern for the company's sustainability. Lazada must create value in order to influence consumer purchasing decisions.

According to Kotler and Keller (2016:330), brand image describes extrinsic characteristics, meaning things that can be seen or assessed even before consumers or people use a product or service, including how the brand can meet the social and psychological needs of consumers. According to Firmansyah (2019:87), brand image is an overall perception of a brand and is formed from information and experiences related to that brand.

A good brand image builds consumer loyalty, trust in the brand and its products, and willingness to seek out those products or services. In the digital age, students as active e-commerce users tend to choose products based on brands they already know and trust. Therefore, it is important to understand the extent to which brand image influences purchasing decisions among students.

Based on the above background, the research question for this study is as follows:

- Does brand image influence purchasing decisions on Lazada among management students at Universitas Insan Pembangunan Indonesia?

The objectives of this study are as follows:

- To determine whether brand image influences purchasing decisions on Lazada among management students at Universitas Insan Pembangunan Indonesia.

Hypothesis. According to Sugiyono (2022:63), a hypothesis is a temporary answer to a research problem formulated in the form of a question. It is considered temporary because the



answer provided is based only on relevant theory and not yet on empirical facts obtained through data collection.

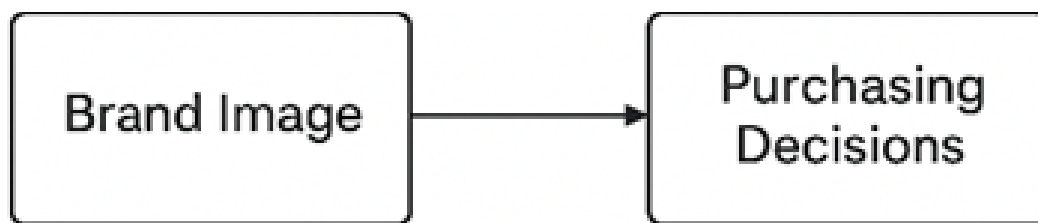


Figure 1. Hypothesis

The following hypotheses are proposed based on the theoretical framework described: Brand image influences purchasing decisions on Lazada among management students at Universitas Insan Pembangunan Indonesia.

METHODS

Research Design. This study uses a causal associative approach, which aims to determine the relationship between two or more variables, exploring the role, influence, and causal relationship between the independent and dependent variables. This study uses a quantitative method because the data are numerical, and the analysis uses statistics. The variables linked in this study are Brand Image (X1) and Purchase Decision (Y).

Research Variables and Operational Variables. This study uses two types of variables: Brand Image as the independent variable, and Purchase Decision as the dependent variable.

According to Sugiyono (2022), an operational variable is an attribute, characteristic, or value of an object or activity that has certain variations that have been determined by the researcher to be studied and then conclusions drawn. In this study, the operational definitions are:

- a. Brand Image describes extrinsic characteristics, meaning aspects that can be observed or evaluated even before consumers or individuals use a product or service, including how the brand can fulfill consumers' social and psychological needs (Kotler & Keller, 2016:330).
- b. Purchase Decision is a component of consumer behavior, which is the study of how individuals or groups determine, purchase, consume, and evaluate products, ideas, or experiences to satisfy consumer needs (Kotler and Armstrong, 2016:177).

Population and Sample. In this study, the population consisted of Management students at the Indonesian Institute of Development who actively use the Lazada app, involving 100 respondents.

Data Collection Method. In this study, purposive sampling was used to determine the sample size. The data sources used in this study were primary and secondary data. Primary data is data collected directly from the object. The primary data in this study were in the form of questionnaires given to respondents, namely Management students at the Insan Pembangunan Indonesia University.

Analysis Techniques. Data analysis techniques used in this study included descriptive statistical tests, classical assumption tests, correlation tests, coefficient of determination (R²) tests, regression tests, and hypothesis tests.

RESULT AND DISCUSSION



This study uses Brand Image as an independent variable, while the dependent variable is Purchase Decision.

Validity Test Results. To determine the validity of a recalculated value item in this study compared to the rtable value, the rtable value with a significance of 5% is 0.1966. From the analysis results, it can be seen that all item scores (X1) are valid because rcalculated > rtable so that they can be used for further testing.

Table 3. Validity Test Results

Instrument	Rcalculated	Rtable	Description
Item 1	0,643	0,1966	Valid
Item 2	0,765	0,1966	Valid
Item 3	0,709	0,1966	Valid
Item 4	0,676	0,1966	Valid
Item 5	0,750	0,1966	Valid
Item 6	0,832	0,1966	Valid
Item 7	0,732	0,1966	Valid
Item 8	0,513	0,1966	Valid
Item 9	0,609	0,1966	Valid
Item 10	0,643	0,1966	Valid

Reliability Test. Based on the results of the reliability test above, it is known that N of items (the number of items or questionnaire questions) is 10 items with a Cronbach's alpha value of 0.876. This figure is greater than the minimum Cronbach's alpha of 0.70. Therefore, the research instrument used to measure is reliable.

Table 4. Reliability Test Results

Cronbach's Alpha	N of Items
,876	10

Classical Assumption Test; Normality Test. Based on the results of the normality test above using the One Sample Kolmogorov-Smirnov method, the Asymp.sig (2-tailed) value obtained was 0.200, which is greater than 0.05 (sig>0.05). Therefore, the research data is normally distributed, meaning that the variables in the study have a normal distribution.

Table 5. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	4,38318320
	Absolute	,054
Differences	Positive	,049
	Negative	-,054
Kolmogorov-Smirnov Z		,054
Asymp. Sig.(2-tailed)		,200 ^{c,d}

a. Test distribution is Normal



Simple Regression Test. Based on the results of the simple regression test above, it can be concluded that:

- a) The constant number of unstandardized coefficients in this case is 32.086. This number is a constant number, which means that if the brand image (X1) is zero (0), the purchase decision (Y) will remain at 32.086.
- b) The regression coefficient is 0.489. This value implies that for every 1% increase in brand image (X1), the purchase decision (Y) will increase by 0.489.

Since the regression coefficient value is positive, it can be concluded that brand image (X1) has a positive effect on purchase decision (Y), so the regression equation is $Y = 32.086 + 0.489 X1$.

Table 6. Simple Regression Test

Coefficients ^a					
	Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	32,086	4,877		,000
	Brand Image	,489	,114	,396	,000

a. Dependent Variable: Purchase Decision

T-test. Based on the results of the t-test above, the t-count value of 4.273 is then compared with the t-table by determining $df = n - k - 1 = 100 - 2 - 1 = 97$, resulting in a value of 1.984. Therefore, H_0 is rejected and H_a is accepted because $t_{count} > t_{table}$ ($4.273 > 1.984$), meaning that there is a significant partial effect between brand image (X1) and purchase decision (Y).

Table 7. T-test

Coefficients ^a					
	Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	32,086	4,877		,000
	Brand Image	,489	,114	,396	,000

a. Dependent Variable: Purchase Decision

Determination Test. Based on the results in the table above, it shows that the coefficient of determination R-squared in this study is 0.640 or 64%, which means that the Brand Image variable influences the Purchase Decision variable by 64.0%. Meanwhile, the remaining 0.360 or 36% is influenced by other variables that were not studied.

Table 8. Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,640 ^a	,409	,397	4,651

a. Predictors: (Constant), Brand Image

b. Dependent Variable: Purchase Decision



CONCLUSION

Based on the results of the study, it is known that the influence of brand image (X_1) on purchasing decisions has a correlation coefficient of 0.396 with a low level of influence, which is in the interval (0.20 -0.399).

Based on the calculations using regression analysis between brand image (X_1) and purchasing decisions (Y), the equation obtained is $32.086 + 0.489 X_1$. The constant value is 32.086, which means that if brand image (X_1) is zero (0), the purchase decision (Y) remains at 32.086. The regression coefficient value is 0.489. Since the regression coefficient value is positive, this indicates that every 1% increase in brand image (X_1) will increase purchase decision (Y) by 0.489, and conversely, if brand image (X_1) decreases by 1%, purchase decision (Y) is also predicted to decrease by 0.489.

Based on the results of the calculation using the hypothesis test (t-test), the influence of the brand image variable (X_1) on the purchase decision variable (Y) yielded a t-value of 4.273 and a t-table value of 1.984. Since $t_{\text{calculated}} > t_{\text{table}}$, H_0 is rejected and H_a is accepted, meaning that there is a significant influence between brand image (X_1) and purchase decision (Y) on Lazada.

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