

The Influence Of Application User Experience, Brand Awareness And Consumer Perception To Increase Consumer Purchase Intention In The Platform Lazada E-Commerce

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Abstract

The purpose of this study is to determine the effect of application user experience, brand awareness, and consumer perception on increasing consumer purchase intention on the Lazada e-commerce platform. The research method used is a quantitative descriptive method. The type of data used in this study is quantitative data, namely data obtained in the form of numbers. The data sources consist of primary and secondary data. Primary data were obtained from questionnaires distributed to respondents, while secondary data were obtained from relevant data and literature related to the issues discussed. The population in this study includes all consumers in Medan City who have made purchases on Lazada, the exact number of which is unknown or considered indeterminate. Therefore, the sampling technique used is the Lemeshow formula, resulting in 96 research samples. Based on the discussion regarding the influence of application user experience, brand awareness, and consumer perception on purchase intention, it can be concluded that these three variables have a significant effect on consumer purchase intention on the Lazada e-commerce platform. Individually, application user experience has a significant influence on purchase intention, as does brand awareness, which is able to increase consumer interest in making purchases, and consumer perception, which also plays an important role in shaping purchase intention. In addition, simultaneously, application user experience, brand awareness, and consumer perception significantly influence consumer purchase intention on the Lazada ecommerce platform.

Keywords: Application User Experience, Brand Awareness, Consumer Perception, Purchase Intention

INTRODUCTION

The rapid growth of the Bottled Water (AMDK) industry, driven by high investor interest in water as an absolute necessity for life, has led to the emergence of various new brands in the market. This condition has made people in Medan City who prefer the practicality of bottled water to support their daily activities become more prudent and selective in evaluating and choosing available products. Fundamentally, a purchase decision is a customer's action in choosing one among several product alternatives offered by sellers. In determining the choice of a bottled water brand to buy, this customer decision-making process is highly influenced by three main factors: customer perception, brand image, and product quality. In the context of a modern lifestyle, e-commerce has become an inseparable part of society by offering fast, easy, and flexible solutions to meet daily needs. Its presence strongly supports a fast-paced lifestyle while shifting consumer habits toward an increasing reliance on digital technology for everyday necessities.

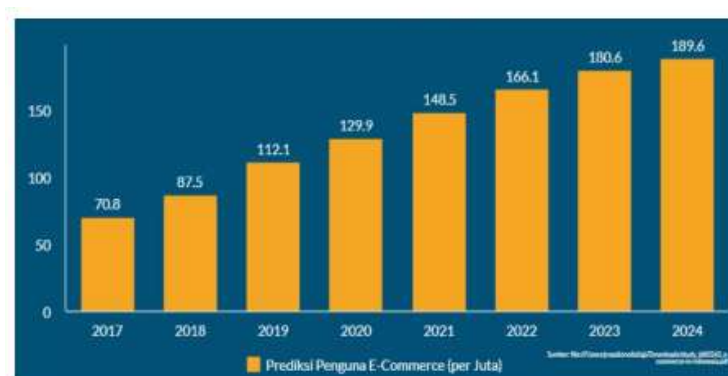


Figure 1. Increased Amount of E-Commerce

The number of e-commerce users in Indonesia has grown significantly year over year, rising from 70.8 million in 2017 and projected to reach 189.6 million by 2024. This rapid and sustained growth is driven by the increasing adoption of digital technology and a shift in consumer habits toward online platforms. The main factors fueling this consumer interest are the various benefits offered by e-commerce, such as the convenience of making transactions anytime and anywhere, time efficiency, product comparison features, diverse payment and shipping options, as well as attractive promotions like discounts, cashback, and free shipping.

The Indonesian digital market is characterized by intense competition among various major e-commerce platforms, such as Shopee, Tokopedia, Bukalapak, Blibli, and Lazada, which actively offer innovations, promotions, and top-tier services to attract consumers.

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Among these platforms, Lazada stands out as one of the largest marketplace pioneers since the early development of Indonesia's digital market. Providing a wide range of product categories from electronics to fashion, Lazada became a primary choice for the public due to its early reputation and the convenient access it offered.

Intense competition in the e-commerce industry provides consumers with a wider range of alternatives, causing Lazada's once-dominant position to be shifted by competitors like Shopee and Tokopedia, which are seen as more aggressive in promotions, feature innovations, and user engagement. This competitive landscape demands that every platform continuously improve its service quality to remain relevant amidst changing consumer preferences.

Toko Online	Pengunjung Web Bulanan	Ranking Aplikasi	Ranking Platform	Twitter	Instagram	Facebook	Google Playstore
1 Tokopedia	147.794.000	#2	#1	253.000	3.824.300	5.255.650	9.344
2 Shopee	126.996.700	#1	#1	133.000	2.217.840	21.853.871	12.110
3 Bukalapak	31.460.000	#5	#5	215.000	661.140	2.518.990	2.316
4 Lazada	27.670.000	#3	#2	430.000	2.575.370	21.844.412	4.128
5 eKSP	19.440.000	#6	#7	129.800	622.480	6.148.290	3.970
6 eShimnaka	6.996.700	#20	#17	67.100	42.280	1.096.230	487
7 Charsi	6.200.000	n/a	n/a	5.820	6.040	291.770	211
8 Ratu	5.123.300	#16	n/a	2.880	41.160	97.390	176
9 JD ID	3.763.300	#7	#6	42.000	190.670	938.770	1.185
10 Zayna	3.560.700	#15	#8	n/a	705.290	349.080	580

Data shows a significant gap in consumer interest among e-commerce platforms in Indonesia, with Tokopedia and Shopee dominating the market at 147.79 million and 126.99 million web visits, respectively, while Lazada lags far behind with only 27.67 million visits. Despite having a large social media following, Lazada continues to experience a decline in traffic and consumer appeal due to being less aggressive in promotions, app innovation, and digital engagement. This declining interest has caused users to switch to competing platforms that offer a more optimal and competitive shopping experience. Overall, Lazada's decline is driven by three interrelated key factors: application user experience (UX), brand awareness levels, and consumer perception of service quality.

From the user experience (UX) perspective, the Lazada application is considered to fall short of providing optimal comfort and convenience compared to its competitors. This is driven by an interface that is deemed less simple and non-intuitive, requiring users to spend more time understanding the app's navigation. Furthermore, consumer interest in using the app has been dampened by technical glitches (such as slow loading times, payment

system errors, and inaccurate notifications) alongside inefficient product search and category filtering processes.

In addition to user experience, Lazada's brand awareness has also shown a declining trend compared to its main competitors. Less aggressive promotional intensity—whether through social media, digital ads, or influencer collaborations—has reduced Lazada's brand exposure amidst the flood of marketing messages from other platforms. Consequently, Lazada has lost its top-of-mind status among consumers, weakening its competitive position as low brand awareness directly leads to a decrease in consumer interest and loyalty.

Furthermore, consumer perception of Lazada also tends to be less positive, particularly regarding service quality and platform reliability. Some consumers feel that the delivery process frequently misses the promised estimated time, leading to disappointment. Additionally, customer service that is deemed unresponsive in handling complaints, along with irresponsible sellers, contributes to a negative perception among users. These negative perceptions ultimately reduce consumer trust, which in turn leads to a decline in public interest to continue using or recommending the Lazada e-commerce platform to others.

This research is urgent because of the apparent contradiction between the rapid growth of the e-commerce market in Indonesia and the significant decline in Lazada's performance. At a time when the number of digital market users is projected to continue to increase to hundreds of millions, Lazada, which is one of the pioneers, actually lost traffic and began to be displaced by competitors such as Shopee and Tokopedia. This decline in consumer interest was triggered by crucial problems in the user experience due to the less intuitive application interface and frequent technical glitches. This condition is compounded by the weakening of Lazada's brand awareness in the digital era as well as the emergence of negative consumer perceptions of late delivery and less responsive customer service.

THEORETICAL REVIEW

Purchase Intention

Purchase intention can be understood as a consumer's mental attitude that reflects interest, belief, and readiness to buy a product or service. This intention arises before the actual purchase decision is made, a stage where consumers first develop an interest and evaluate the benefits, quality, and suitability of the product in relation to their needs (Pane et al., 2024). The indicator of purchase intention or buying interest serves to assess the extent to which the desires and tendencies of consumers in purchasing a product or service. Some of the main indicators used to measure buying interest include (Putri, 2025) include perceived value, brand trust, attitude toward the product, subjective norm and perceived risk.

User Experience

User Experience is the result of a consumer's overall interaction with a brand, product, or service. It is formed by blending the company's promised expectations with the actual reality experienced, which ultimately generates feelings of satisfaction or dissatisfaction (Himawan & Dewi, 2024). To be able to create a good customer experience, companies need to do several important things (Fatimah et al. 2023) is to determine the experience, fast service, interact with customers and give rewards.

Brand Awareness

Brand awareness is the primary goal of marketing communication activities because brands with high awareness levels tend to come to consumers' minds more frequently when a need arises (Ananda & Lestari, 2024). It involves more than just recognizing the brand name; brand awareness also encompasses consumer perceptions of the symbols, logos, colors, and service experiences associated with the brand (Kurniawan, 2021). There are four indicators that can be used to determine how far consumers care about a brand, namely (Amrita, et al. 2024) includes recall, recognition, purchase and consumption.

Perception

Perception is a psychological process and an internal mechanism that helps individuals organize, interpret, and assign meaning to various information stimuli from their surroundings, turning them into a meaningful understanding (Rahman, 2021). Perception assessment indicators according to (Kurniawan, 2024) including selective perception, halo effect, contrast effect, proyeksi and stereotyping.

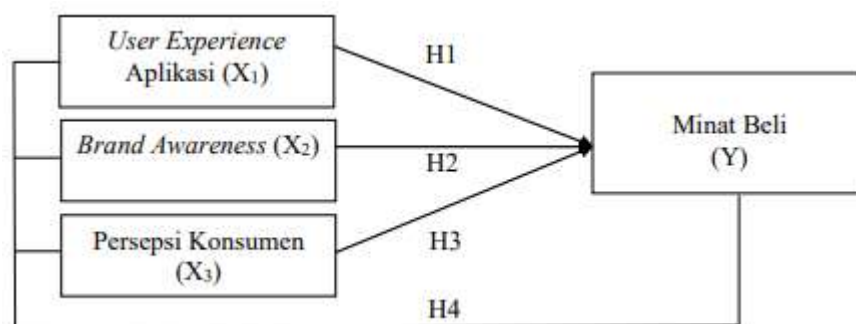


Figure 3. Conceptual Framework

H1: User experience has an effect on increasing consumer purchase intention on the Lazada e-commerce platform

H2: brand awareness has an effect on increasing consumer purchase intention on the Lazada e-commerce platform.

H3: consumer perceptions has an effect on increasing consumer purchase intention on the Lazada e-commerce platform.

H4: Application user experience, brand awareness, and consumer perception have an effect on increasing consumer purchase intention on the Lazada e-commerce platform.

METHOD

Research Design

This study applies a quantitative descriptive and causal approach. The descriptive approach is used to present a systematic, objective, and accurate overview of the phenomenon without researcher intervention, serving to identify patterns and lay the groundwork for future research (Prasetyo, 2024; Rahmani, 2025). Meanwhile, the causal approach is employed to uncover cause-and-effect relationships by assessing the extent to which changes in the independent variables affect the dependent variable (Amelia, 2024)..

Population

The population in this study comprises all consumers in Medan who have previously made a purchase on Lazada, the exact size of which is unknown or indefinite. Therefore, the Lemeshow formula is utilized as the sampling technique to calculate the required sample size for an unknown population.

$$n = \frac{Z^2 \cdot P \cdot (1-P)}{d^2} = \frac{1,96^2 \cdot 0,5 \cdot (1-0,5)}{0,1^2} = \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,01} = \frac{0,9604}{0,01} = 96$$

Sampling Technique Procedure

he sampling method applied is *accidental sampling*, where respondents are selected based on their availability and willingness to participate in the study.

Instruments

A questionnaire is a data collection method consisting of a series of structured open-ended or close-ended questions or statements given to respondents, allowing the results to be compared and analyzed objectively (Santoso, 2024). The main advantages of this method are its ability to reach a large number of respondents quickly, efficiently, and flexibly without pressure. To ensure the collected data is valid and reliable, the questionnaire must be designed with clear, unambiguous language and aligned with the research objectives (Prasetya, 2024).

Data Collection

The Likert Scale is a psychometric measurement scale commonly used in questionnaires to assess respondents' attitudes, opinions, and perceptions by measuring their level of agreement or disagreement with a given statement (Prasetyo & Amelia, 2024). This scale functions by converting qualitative data into quantitative data that can be statistically analyzed (Prasetya, 2024). Although its options can be expanded to 7 or 10 categories, this study utilizes a 5-point Likert scale, consisting of: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree.

Data Analysis

This study utilizes descriptive statistics as the primary analytical method to process, organize, and summarize raw data systematically, making it easier to comprehend (Prasetyo, 2024). This method functions to illustrate the characteristics of the research variables and present the findings in concise, structured visual formats, such as tables, graphs, and charts thereby facilitating reader understanding and strengthening objective conclusions (Rahmani, 2025).

RESULTS

Data collection from 96 respondents indicates a diverse range of characteristics, where the sample is predominantly female (58%) compared to male (42%), indicating a higher level of female participation in this study. In terms of educational background, the majority of respondents hold a Bachelor's degree (42%), followed by high school graduates or equivalent (31%), and diploma holders (27%), which points to a relatively high level of education among the participants. Furthermore, the age distribution reveals that most respondents are within their productive years, with the 25–35 age group being the most dominant (36%), while the remaining participants consist of those aged 36–45 (26%), under 25 (21%), and over 45 (17%). Lastly, regarding e-commerce usage frequency, the vast majority of respondents fall into the category of rarely using these platforms (52%), with only 27% using them less than five times a month and a mere 21% utilizing them daily, thereby indicating a generally low intensity of overall usage in this study.

Validity and Reliability Test

The following are the results of validity testing conducted where tests performed can be seen in the table with the provisions if $r_{count} > r_{table}$ (0.361) or $Sig. < 0.05$ is considered valid:

Table 1: Results of the instrument Validity Statement Variable X and Y

Variables		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
X1	r _{count}	0.636	0.611	0.766	0.804	0.631	0.659	0.757	0.675		
	Sig	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		
X2	r _{count}	0.865	0.875	0.801	0.773	0.779	0.861	0.677	0.693		
	Sig	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		
X3	r _{count}	0.767	0.613	0.564	0.723	0.702	0.692	0.758	0.641	0.636	0.777
	Sig	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Y	r _{count}	0.782	0.731	0.644	0.826	0.777	0.645	0.675	0.649	0.667	0.806
	Sig	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Based on the table above, it can be seen that r_{count} values for each statement are greater than the r_{table} value, and the significance level for each statement is less than 0.05. Consequently, the results indicate that all statements in the questionnaire are valid and suitable for use.

Table 2: Results of the Instrument Reliability Statement Variable X and Y

Variables	Cronbach's Alpha
Application user experience	.846
Brand Awareness	.912
Consumer Perception	.877
Purchase Intention	.897

Based on the table above, all instruments are declared reliable because the obtained Cronbach's Alpha coefficient is greater than 0.6, indicating that the responses provided by the participants are dependable and trustworthy. Consequently, the instrument used in this study is sufficiently reliable to measure the respondents' perceptions regarding the variables being investigated.

Classical Assumption Test Results

Normality Test

Normality test results by using histogram charts can seen in the picture below:

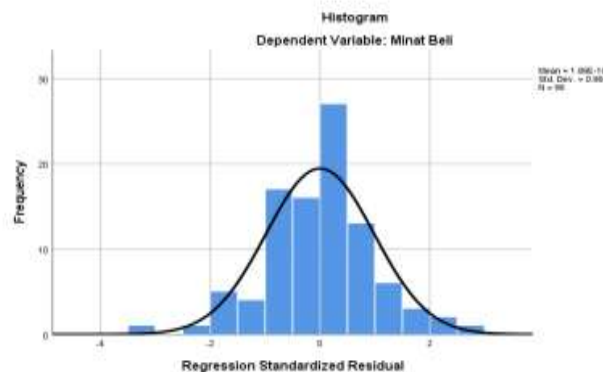


Figure 4: Histogram

Based on the histogram above, it can be seen that the data is scattered and exhibits a bell-shaped normal distribution pattern without being skewed to the left or right. Therefore, the regression model is considered to meet the assumption of normality.

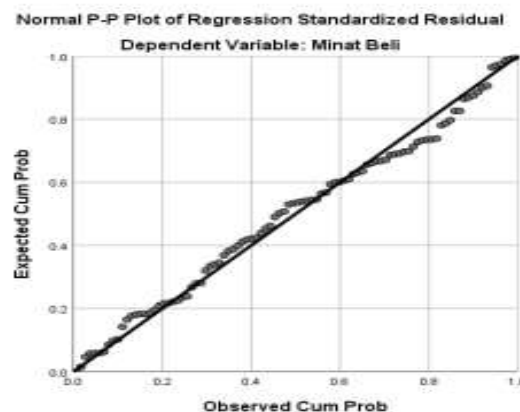


Figure 5: Normal P-P Plot

Based on the *Normal Probability Plot* above, it can be seen that the data points closely follow and cluster around the diagonal line. This indicates that the data is normally distributed, thereby satisfying the assumption of the normality test.

Table 3: Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.18239069
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.051
Test Statistic		.081
Asymp. Sig. (2-tailed)		.131 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the table above, the results of the normality test using the *One-Sample Kolmogorov-Smirnov* statistic demonstrate that the resulting significance level is 0.131. Since this value is greater than 0.05, it can be concluded that the data is normally distributed.

Multicollinearity Test

Multicollinearity test calculation results are as follows:

Table 4: Multicollinearity Test

		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	
Model		B		Beta			
1	(Constant)	.035	4.288		.008	.994	
	User Experience	.362	.076	.353	4.738	.000	.928 1.078
	Brand Awareness	.308	.059	.404	5.254	.000	.872 1.146
	Persepsi Konsumen	.469	.102	.345	4.600	.000	.917 1.091

Based on the table above, it can be seen that the variables of application user experience, brand awareness, and consumer perception have a tolerance value greater than 0.10 and a VIF value less than 10. Consequently, it can be concluded that there is no multicollinearity among the variables in this regression model.

Heteroscedasticity Test

The test results of the Glejser statistical method can be seen in the table below:

Table 5: Heteroscedasticity Test

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	5.347	2.687		1.990	.050
User Experience	-.028	.048	-.062	-.590	.556
Brand Awareness	-.072	.037	-.212	-1.956	.053
Persepsi Konsumen	.009	.064	.015	.145	.885

a. Dependent Variable: ABS RES

Based on the Glejser test results above, it can be seen that the significance value for the application user experience variable is 0.556, brand awareness is 0.053, and consumer perception is 0.885. Since all variables have a significance level greater than 0.05, it can be concluded that the regression model is free from heteroscedasticity issues.

Multiple Linear Regression Analysis

Multiple linear regression analysis is utilized in this study to determine the effects of application user experience, brand awareness, and consumer perception on purchase intention. The results of the multiple linear regression analysis can be observed in the table below::

Tabel 6: Multiple Linear Regression Analysis

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error				Tolerance	VIF
1 (Constant)	.035	4.288		.008	.994		
User Experience	.362	.076	.353	4.738	.000	.928	1.078
Brand Awareness	.308	.059	.404	5.254	.000	.872	1.146
Persepsi Konsumen	.469	.102	.345	4.600	.000	.917	1.091

$$Y = 0,035 + 0,362 X_1 + 0,308 X_2 + 0,469 X_3 + e$$

1. Constant = 0.035 indicates the value of the constant. That is, if the value of independent variables, namely application user experience, brand awareness, and consumer perception is 0, then the value of purchase intention remains at 0.035.

2. Coefficient X1 (b_1) = 0.362 indicates that the application user experience variable has a positive effect on buying interest of 0.362. That is, every increase in the user experience of the application by 1 unit will increase purchase intention by 0.362 units.
3. Coefficient X2 (b_2) = 0.308 indicates that the variable brand awareness has a positive effect on buying interest of 0.308. This means that every increase in brand awareness by 1 unit will increase purchase intention by 0.308 units.
4. Coefficient X3 (b_3) = 0.469 indicates that consumer perception variables have a positive effect on buying interest of 0.469. That is, every increase in consumer perception by 1 unit will increase purchase intention by 0.469 units.

Hypothesis Test

Partial Test (t-test)

Table 7: Partial Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.035	4.288		.008	.994		
	User Experience	.362	.076	.353	4.738	.000	.928	1.078
	Brand Awareness	.308	.059	.404	5.254	.000	.872	1.146
	Persepsi Konsumen	.469	.102	.345	4.600	.000	.917	1.091

Application user experience variable (X1) it can be seen that the calculated tcount (4.738) > ttable (1.986) with a significant level of $0.000 < 0.05$ so it can be concluded that there is a positive and significant influence partially between application user experience on consumer purchase intention in Lazada e-commerce platform.

In brand awareness (X2) it can be seen that the value of tcount (5,254) > ttable (1,986) with a significant level of $0,000 < 0.05$ so it can be concluded that there is a positive and significant influence partially between brand awareness on consumer purchase intention in Lazada e-commerce platform.

Consumer perception variable (X3) it can be seen that the value of tcount (4,600) > ttable (1,986) with a significance level of $0,000 < 0,05$ so that there is a positive and significant influence partially between consumer perceptions of consumer purchase intention in the e-commerce platform Lazada.

Table 8: Simultaneous Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1843.556	3	614.519	34.021	.000 ^b
	Residual	1661.777	92	18.063		
	Total	3505.333	95			

In the table above, the value of Fcount (34.021) > Ftable (2.71) with a significance of $0.00 < 0.05$ so that it is concluded that there is a significant and positive influence between the variables of application user experience, brand awareness, and consumer perception simultaneously on consumer purchase intention in the Lazada e-commerce platform.

The results of testing the coefficient of determination can be seen below :

Table 9. Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.526	.510	4.250

Based on the table above, it can be seen that the value of Adjusted R Square (R²) or the coefficient of determination is 0.510. This means that the influence of application user experience, brand awareness, and consumer perception of buying interest is 51% and the remaining 49% is influenced by other factors that come from outside this research model.

DISCUSSION

The results indicate that application user experience has a significant influence on consumer purchase intention. This confirms that comfort in using the application, ease of navigation, access speed, and an appealing interface are crucial factors capable of increasing consumer interest in making a purchase. The better the perceived user experience, the higher the likelihood that consumers will reuse the application and engage in transactions. This condition aligns with digital consumer behavior, which tends to favor platforms providing a practical and efficient shopping experience.

Brand awareness has a positive and significant influence on consumer purchase intention. This indicates that the level of consumer recognition and recall of a platform plays a vital role in driving purchase decisions. When consumers are familiar with and trust a brand, they tend to feel more confident in using its services compared to lesser-known brands. High brand awareness also reflects the success of marketing strategies in building a

positive image in the minds of consumers, thereby sustainably increasing purchase intention.

The results indicate that consumer perception has a significant influence on consumer purchase intention when using e-commerce platforms. This suggests that consumers' views regarding service quality, transaction security, pricing, and platform reliability heavily determine their purchasing decisions. A positive perception will foster trust and confidence among consumers, thereby increasing their desire to engage in transactions. Conversely, a poor perception can diminish purchase intention. Therefore, it is crucial for companies to continuously maintain service quality to ensure that consumer perceptions remain positive.

Simultaneously, application user experience, brand awareness, and consumer perception are proven to have a significant influence on consumer purchase intention. This indicates that these three variables complement one another in shaping purchasing decisions. A good user experience attracts initial interest, strong brand awareness reinforces trust, and a positive perception drives the confidence to engage in transactions. The combination of these three factors serves as a crucial key to overall increasing consumer purchase intention. Nevertheless, there are still other factors outside this research model that may also influence purchase intention, meaning companies must consider additional aspects to maximize their outcomes.

CONCLUSION

Conclusions in the study obtained (1) the application User experience has a significant effect on consumer purchase intention in the Lazada e-commerce platform. (2) Brand awareness has a significant effect on consumer purchase intention in Lazada e-commerce platform. (3) consumer perception has a significant effect on consumer purchase intention in the Lazada e-commerce platform. (4) application User experience, brand awareness, and consumer perception significantly affect consumer purchase intention in Lazada ecommerce platform.

Recommendations

Based on the research findings and discussion, the researcher recommends that companies continuously improve the quality of the application's user experience by focusing on ease of use, access speed, an appealing and responsive interface, optimizing search features, simplifying the checkout process, and minimizing application errors to provide greater convenience, which in turn will satisfy consumers and drive repeat purchase intentions. In addition, companies need to reinforce brand awareness through consistent

and innovative marketing strategies such as utilizing social media, digital promotions, and collaborating with influencers, while maintaining a positive brand image so that consumers can easily recall and choose this platform over competitors. It is also advised that companies maintain and enhance positive consumer perceptions by delivering quality services, ensuring guaranteed transaction security, providing transparency in product and pricing information, and offering prompt, professional responses to customer complaints to boost consumer confidence to transact. Ultimately, these three aspects user experience, brand awareness, and consumer perception—must be managed in an integrated manner to create an optimal, comprehensive shopping experience synergy, while also considering other external factors outside this study, such as pricing strategies, promotional programs, and product quality, to maximize overall market competitiveness.

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