International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Impact Brand Image, Perceived Usefullness And Perceived Ease Of Use On Purchase Decisions On Lazada

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Abstract

This study aims to analyze the influence of Brand Image, Perceived Usefulness, and Perceived Ease of Use on Purchase Decisions on Lazada. This research falls into the quantitative category, where all information will be analyzed using descriptive statistics. Data collection methods used in this study included questionnaires and a literature review. Data were obtained by administering questionnaires to 50 respondents in Bekasi City, Indonesia. The data analysis in this study employed descriptive analysis techniques. IBM SPSS 25 software was used for data analysis. Tests conducted to process the data included classical assumption tests, linear regression analysis, and hypothesis testing techniques. The conclusions drawn from the above discussion are as follows: Brand Image has a significant individual influence on Purchase Decisions on Lazada. The Perceived Usefullness Variable Does Not Have A Significant Impact On The Purchase Decision Variable On Lazada. Ease of Use has a positive and significant impact on Purchase Decisions on Lazada individually. Brand Image, Perceived Usefulness, and Ease of Use simultaneously have a significant influence on Purchase Decisions on Lazada.

Keywords: Brand Image, Perceived Usefulness, Perceived Ease of Use, Purchase Decision

INTRODUCTION

A purchase decision is a step taken by consumers when deciding to purchase a product, going through a series of stages, from recognizing a need, pre-purchase activities, behavior while using the product, to the post-shopping experience. Several

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aspects consumers need to consider when making a purchase decision, such as brand image, perceived usefulness, and ease of use, are formed through the product's experience, product quality, service, and communication. Brand image is useful for improving a company's reputation, making it easier to recognize a business, and attracting new customers.

Brand image is crucial for a company because, in the eyes of consumers, a positive brand image can create a unique appeal. With a recognizable brand image, consumers will be able to recognize a product, assess quality, reduce purchase risk, and gain experience and satisfaction from specific product differences.

Perceived usefulness is the extent to which individuals believe that using a system or technology can improve their performance or efficiency in their work. This concept is a key foundation in the Technology Acceptance Model (TAM), which explains why someone would adopt new technology. In assessing perceived usefulness, several indicators are often evaluated by users, such as increased performance, productivity, and effectiveness.

Perceived ease of use refers to the extent to which an individual feels that using a system or technology can be done easily without much effort. This concept is also one of the main pillars in the Technology Acceptance Model (TAM), which predicts the adoption of new technology. To measure perceived ease of use, there are five main indicators: easy to understand, easy to master, clear and easy to understand, flexible, and requires little effort.

Previous research, including (Djauhar et al., 2021), shows that brand image, including corporate image, user image, and product image, significantly influences Yamaha motorcycle purchasing decisions. Another study by (Ritonga, 2021) demonstrated a significant relationship between perceived usefulness and purchasing decisions on the Shopee app among business administration students at the Faculty of Social and Political Sciences, University of Maluku. Meanwhile, a study by (Putri et al., 2023), found a significant partial relationship between the Ease of Shopping variable and the Purchase Decision variable when using the Shopee Paylater payment method in Surakarta City. This study aims to analyze impact of Brand Image, Perceived Usefulness, and Perceived Ease of Use on Purchase Decisions on Lazada.

LITERATURE REVIEW

Brand Image

According to (Kotler and Keller, 2022), brand image is the view of a brand that arises from associations held in consumers' memories. Brand image is the image that

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arises in consumers' minds when they recall a brand from a particular product group. This view is formed through consumers' experiences, both direct and indirect, with the brand. Positive experiences can create a positive image for a brand and strengthen its position in the market (Firmansyah, 2019). Indicators of brand image include corporate image, brand image, and user image. These three elements collectively form consumers' overall impression of a brand, which ultimately influences their purchasing choices (Firmansyah, 2019). According to (Schifman and Kanuk, 2018) state that brand image is a lasting understanding, formed through experience, and tends to be stable.

According to (Kotler and Keller, 2022), several indicators of brand image include:

1. Strength of brand association
2. Benefit of brand association
3. Uniqueness of brand association

Perceived Of Usefullness

Perceived Usefulness, also known as perceived usefulness, refers to when an individual or consumer perceives that using an information innovation does not require additional effort or challenges. According to (Fahmy and Azhari, 2020) state that Perceived Usefulness is an individual's subjective likelihood of experiencing the benefits of a particular application that can improve their performance within an organization. Perceived usefulness is also defined as people's assessment of the extent to which a new information innovation can significantly improve their quality of life, while ease of use can be defined as people's evaluation of whether or not the technology is beneficial.

According to (Alalwan, 2016), Perceived Usefulness indicates an individual's belief that utilizing a particular technology or innovation will improve their work performance. According to (Indarsin and Ali, 2017) explain that Perceived Usefulness is an individual's tendency to use a particular technology and the belief that it will help them improve their performance. According to (Chawla and Joshi, 2019) define Perceived Usefulness as the belief that using a particular technology will lead to improvements in user performance.

According to (Davis, 2021), there are six indicators of perceived usefulness, namely:

1. Speeds up work
2. Makes work easier
3. Increases productivity
4. *Increases effectiveness*
5. *Job performance*

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6. Useful

Perceived Ease Of Use

According to (Maharani and Sari, 2019), individuals tend to choose technology that is perceived as easy because it is easier to use. According to (Adyas and Setiawan, 2019) state that systems perceived as easy are designed to simplify tasks. Ease of use can be defined as the attitude or behavior of someone who is loyal to the same provider over a long period of time. According to (Indarsin and Ali, 2017) explain that Perceived Ease of Use is the level of individual belief that using technology can reduce unnecessary effort.

According to (Davis, 2021), indicators of ease of use include:

1. Easy to learn
2. Manageable
3. Clear and easy to understand
4. Does not require excessive effort

Purchase Decision

The purchasing process is a series of steps consumers go through when selecting, purchasing, and using goods or services that meet their needs and desires. In addition to logical considerations, these decisions are also influenced by emotional and social factors, such as trust in a brand and previous experiences (Kotler and Keller, 2022). Several indicators are used to measure purchasing decisions, including brand trust, purchasing habits, recommendations from others, promotions, and product availability. A high level of purchasing decision indicates consumer satisfaction and trust in the products offered by that brand (Kotler and Keller, 2022). According to (Kotler and Keller, 2022), a purchasing decision is an individual's direct involvement in the decision-making process to purchase goods offered by a seller. Decision-making is an activity related to the acquisition and use of available products. According to (Kotler and Armstrong, 2021), consumers make various purchasing decisions every day. Most companies conduct research on consumer shoppers to answer questions about what they buy, how they buy, how much they buy, when they buy, and the reasons behind it. Marketers can gain meaningful insights from consumers making purchases to understand what they buy, where, and in what quantities. According to (Schiffman and Kanuk, 2018), purchasing decisions involve choosing from a variety of alternative choices, meaning that a person needs to have several options available to make a decision.

According to (Schiffman and Kanuk, 2018), a purchasing decision is the process

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of choosing between two or more available options. This suggests that a person requires several different options to make a decision. A purchasing decision is an action taken by consumers triggered by various existing drives or motivations, resulting in an interest or desire to fulfill their needs. According to (Kotler and Keller, 2022) state that a purchasing decision is a consumer's action in determining preferences among various brands in their choice set and selecting the most attractive product.

Furthermore, (Kotler and Keller, 2022) explain that the purchasing decision process consists of five stages that consumers go through. This process begins with problem identification, information search, evaluation of alternative options that can resolve the problem, making a purchase decision, and post-purchase behavior. This process begins long before the actual purchase transaction and has a lasting effect afterward.

According to (Kotler and Keller, 2022), indicators for purchasing decisions include:

1. Product Selection
2. Brand Selection
3. Purchase Channel Selection
4. Purchase Timing

Hypothesis

H1: Brand Image (X1) influences Purchase Decisions (Y) for Lazada products.
H2: Perceived Usefulness (X2) influences Purchase Decisions (Y) for Lazada products.
H3: Perceived Ease of Use (X3) influences Purchase Decisions (Y) in banking companies.
H4: Brand Image (X2), Perceived Usefulness (X2), and Perceived Ease of Use (X3) simultaneously influence Purchase Decisions (Y) for Lazada products.

Kerangka Penelitian

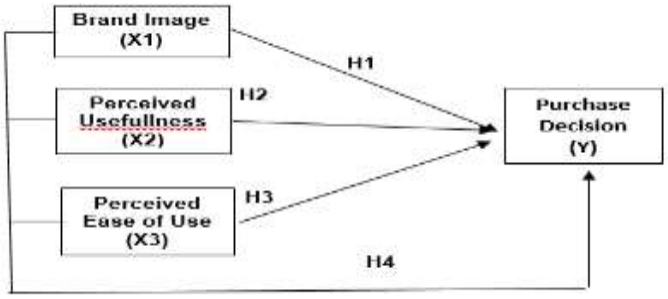


Figure 1. Research Framework

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RESEARCH METHOD

This research falls into the quantitative category, where all information will be analyzed using descriptive statistics. The purpose of this study is to test a hypothesis, and through analysis of the results, conclusions will be drawn (Sugiyono, 2020). The data collection methods used in this study included questionnaires and a literature review. Data were obtained by administering questionnaires to 50 respondents in Bekasi City, Indonesia. The data analysis in this research used descriptive analysis techniques. Descriptive analysis is a statistical approach used to summarize, simplify, and describe a set of data for easier understanding. This method emphasizes the presentation of basic information, such as averages and frequencies, without drawing general conclusions or testing hypotheses. Descriptive statistics analyze information by describing it based on the collected data, without attempting to draw general conclusions or generalizations (Sugiyono, 2020). In this study, the data analysis technique used IBM SPSS 25 software to facilitate calculations and data processing. Several tests were conducted to process the data, including classical assumption tests, linear regression analysis, and hypothesis testing techniques.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Table 1. Results of the Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-5,052	3,558		-1,420	,163
Brand_Image	,544	,137	,440	3,971	,000
Perceived_Usefull	,241	,156	,211	1,545	,129
Perceived_Ease_ Use	,341	,154	,294	2,214	,032

a. Dependent Variable: Purchase_Decision

Source: SPSS Data Processing (2025)

Y = -5,052 + 0.544 Brand Image + 0.241 Perceived Of Usefullness + 0.341 Perceived Ease of Use

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Based on the formula above, it can be explained as follows:

1. α = -5.052 indicates that if all independent variables have a value of zero, then the Purchase Decision variable (Y) will have a value of -5.052.
2. β1 = 0.544 indicates that if the Brand Image variable (X1) increases by 1%, the Purchase Decision variable (Y) is predicted to increase by 544%, assuming the other variables remain unchanged. This relationship is considered positive, indicating a strong link between Brand Image and Purchase Decision.
3. β2 = 0.241 indicates that if the Perceived Usefulness variable (X2) increases by 1%, the Purchase Decision variable (Y) will increase by 241%, assuming the other variables remain constant. This positive coefficient indicates a possible positive relationship between Perceived Usefulness and Purchase Decision, meaning that Perceived Usefulness has a positive impact on Purchase Decision.
4. β3 = 0.341 states that if the Perceived Ease of Use (X3) variable increases by 1%, then the Purchase Decision (Y) variable is estimated to increase by 341%, assuming that other variables remain constant. This positive coefficient indicates a positive relationship between Perceived Ease of Use and Purchase Decision, which means this variable has a positive influence on Purchase Decision.

Coefficient of Determination (R2)

Table 2. Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,703[a]	,494	,460	3,224

a. Predictors: (Constant), Perceived_Ease_Use, Brand_Image, Perceived_Usefull
b. Dependent Variable: Purchase_Decision
Source: SPSS Data Processing (2025)

Based on the available information, the R-squared (R2) value was recorded at 0.494. This indicates that the three independent variables, namely Brand Image (X1), Perceived Usefulness (X2), and Perceived Ease of Use (X3), contributed 49.4% to the dependent variable, namely Purchase Decision (Y). Meanwhile, the remaining 50.6% was influenced by other factors outside the scope of this study.

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Results of the T-Test (Partial Test)

Table 3. Results of the Partial Hypothesis Coefficient Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-5,052	3,558		-1,420	,163
Brand_Image	,544	,137	,440	3,971	,000
Perceived_Usefull	,241	,156	,211	1,545	,129
Perceived_Ease_Use	,341	,154	,294	2,214	,032

a. Dependent Variable: Purchase_Decision
b. Predictors: (Constant), Perceived_Ease_Use, Brand_Image, Perceived_Usefull
Source: SPSS Data Processing (2025)

From the t-value analysis for the non-performing loan (X1) and debt policy (X2) variables in relation to banking performance (Y), the following information was obtained:

1. The t-test results indicate that the significance value for Brand Image (X1) is 0.000. Because this value, 0.000, is less than 0.05, the hypothesis is accepted. The calculated t-value for Brand Image (X1) is 3.971. The t-test results indicate that 3.971 is greater than the t-table value of 1.988. Therefore, this hypothesis is accepted. In conclusion, Brand Image (X1) has an independent influence on Purchasing Decisions (Y).
2. The t-test results obtained a significance value for Perceived Usefulness (X2) of 0.129. This value indicates that 0.129 is greater than 0.05, so the hypothesis cannot be accepted. On the other hand, the calculated t-value for Perceived Usefulness is 1.545. Because 1.545 is smaller than the t-table of 1.988, this hypothesis is not accepted. Thus, Perceived Usefulness (X2) has no partial effect on Purchase Decision (Y).
3. The t-test results show that the significance value for Perceived Ease of Use (X3) is 0.032. This figure illustrates that 0.032 is smaller than 0.05, therefore, this hypothesis is accepted. The calculated t-value for Perceived Ease of Use is recorded at 2.214. Considering that 2.214 is greater than the t-table of 1.988, this hypothesis is accepted. Thus, Perceived Ease of Use (X3) has a partial effect on Purchase

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Decision (Y).

Results of the F-Test (Simultaneous Test)

Table 4. Results of the Partial Hypothesis Coefficient Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	456,378	3	152,126	14,639	,000[b]
Residual	467,622	45	10,392		
Total	924,000	48			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Perceived_Ease_Use, Brand_I Perceived_Usefull

Source: SPSS Data Processing (2025)

The F test (interval) in this study is intended to simultaneously evaluate the impact of independent variables on the dependent variable. From the analysis using the F test, a significance value of 0.000 was obtained, which shows that the figure is less than 0.05. This indicates that Brand Image (X1), Perceived of Usefulness (X2), and Perceived Ease of Use (X3) simultaneously influence Purchasing Decisions (Y). So, the hypothesis can be accepted. From the calculation results, the calculated F test shows a figure of 14.639, which is higher than the F table value of 2.48, so it can be concluded that this hypothesis is accepted because Brand Image (X1), Perceived of Usefulness (X2), and Perceived Ease of Use (X3) simultaneously influence Purchasing Decisions (Y).

DISCUSSION

Impact of Brand Image (X1) on the Purchase Decision Variable (Y)

According to the results of the first hypothesis test, brand image significantly influences purchasing decisions on Lazada. This means that the stronger the brand image, the greater the likelihood of a purchase. Brand image significantly influences purchasing decisions because consumers tend to choose products from brands they recognize and trust. A positive image serves as a psychological signal that reassures consumers that the product is of high quality, valuable, and aligned with their identity.

The findings of previous research align with the results of this study. According to research (Agustina et al., 2025), brand image significantly influences consumer purchasing decisions for roadside coffee drinks. A good brand image is reflected through

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product quality, satisfactory service, reasonable prices, and a comfortable atmosphere, all of which significantly contribute to increased consumer interest and purchasing decisions.

Research (Nasyeh and Avriyanti, 2023) shows that brand image significantly influences purchasing decisions for Poligon brand motorcycles, type Monarch M5, in Tabalong Regency. Furthermore, research (Arianty and Andira, 2021) concluded that brand image had a positive and significant influence on LTD helmet purchasing decisions among students at the University of Muhammadiyah North Sumatra. Research (Priyatna, 2024) stated that brand image significantly impacts Tokopedia app users' purchasing decisions.

Impact of Perceived Usefulness (X2) on the Purchase Decision (Y)

According to the results of the second hypothesis test, it was found that Perceived Usefulness had no impact on purchasing decisions on Lazada. This means that even though the level of perceived usefulness increased, it did not influence purchasing decisions. Perceived usefulness refers to the extent to which consumers feel that using a product or service can improve performance and meet their needs in a tangible way. This factor is a crucial element in purchasing decisions.

Previous research contradicts this finding. According to research (Fatimah and Puspawati, 2025), there is a significant and positive relationship between perceived usefulness and the decision to purchase environmentally friendly products online. Research (Wulandari and Susanti, 2023) concluded that Perceived Usefulness significantly influences purchasing decisions in Kebumen Regency. Furthermore, research (Febrianti et al., 2024) confirmed that Perceived Usefulness influences purchasing decisions using Shopee Paylater through perceived risk, indicating a positive and significant effect.

In a study (Lestarie et al., 2020), it was found that Perceived Usefulness has a positive influence on Vivo smartphone purchase decisions at Albani Cellular. This is evident from the fairly strong relationship between perceived ease of use and purchase decisions. The higher the perceived ease of use, the stronger the relationship with purchase decisions.

Impact of Perceived Ease of Use (X3) on the Purchase Decision (Y)

According to the results of the third hypothesis test, it was found that Perceived Ease of Use has a significant impact on purchasing decisions on Lazada. This indicates

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that the higher the Perceived Ease of Use, the higher the purchase decision. Perceived Ease of Use significantly influences purchasing decisions because it can reduce psychological barriers. Consumers are more likely to make purchases when the transaction process feels simple, time-saving, and uncomplicated. This ease of use reduces the risk of doubt and directly increases confidence that the product or service is worthwhile.

The findings of previous research align with this study. According to (Qomaruddin and Fadhilla, 2025), their research indicates that Perceived Ease of Use has a positive effect on Customer Satisfaction and increases Repurchase Intention among Tokopedia users. Research conducted by (Denovan and Marsasi, 2025) indicates a positive and significant relationship between perceived ease of use and user attitudes. According to (Siregar et al., 2023), a significant and positive relationship was found between the ease of use variable and purchasing decisions on the Shopee app. This means that the higher the level of ease of use, the higher the purchase decision. Research conducted by (Abidin et al., 2024) shows that partially, the ease of use variable has a significant influence on purchasing decisions in the community of Neighborhood III, Pulau Simardan Village, Tanjung Balai City.

CONCLUSION AND RECOMMENDATION

The conclusions drawn from the above discussion are as follows:

1. Brand Image has a significant individual influence on Purchase Decisions on Lazada.
2. Perceived Usefulness does not show any influence on Purchase Decisions on Lazada specifically.
3. Ease of Use has a positive and significant impact on Purchase Decisions on Lazada individually.
4. Brand Image, Perceived Usefulness, and Ease of Use simultaneously have a significant influence on Purchase Decisions on Lazada.

Recommendations in this study include:

1. In future studies, it is recommended to add other variables beyond those already discussed.
2. For future research, it is recommended to select a different research object from the existing ones.
3. For future research, it is recommended to increase the sample size.

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