



The Influence of Web Design Quality, Perceived Ease of Use And Trust on Purchase Intention: A Case Study on Lazada

Yahya Setia Budi¹, Fitri Ayu Nofirda², Wan Laura Hardilawati³

^{1,2,3} Universitas Muhammadiyah Riau

190304205@student.umri.ac.id,



<https://doi.org/10.54099/ijmba.v2i2.678>

ARTICLE INFO

Research Paper

Article history:

Received: 24 July 2023

Revised: 16 August 2023

Accepted: 20 September 2023

Keywords: Web Design Quality, Perceived Ease of Use, Trust, Purchase Intention

ABSTRACT

This study aims to determine the effect of web design quality, perceived ease of use and trust on purchase intention. This research is a quantitative research. The source of data used in this study is primary data with data collection method is a questionnaire. The population in this study were all active students of the Management Study Program at Muhammadiyah University of Riau, totaling 1,116 students. Sampling used a purposive sampling method, with the criteria of active students in the Management Study Program and having made online transactions through Lazada e-commerce at least twice in the last six months with a total sample of 92 respondents. The data obtained in this study were processed using IBM Statistics SPSS 25 with 81 questionnaires. The results of the study show that the web design quality has an influence on purchase intention, perceived ease of use has an effect on purchase intention, the trust variable has an effect on purchase intention.

This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.

INTRODUCTION

Indonesia was dubbed the country with the highest level of E-commerce users in the world in 2019. It can be said that 90% of internet users in Indonesia are estimated to be aged 16 to 64 years who carry out online transactions. With the large number of internet uses as we know, E-commerce opportunities in Indonesia are promising, where consumers in this modern era tend to be interested in utilizing online platforms.(Pangestoe and Purwianti, 2022). So the growth of e-commerce has many advantages over traditional stores, including higher flexibility, wider and better market coverage, lower cost structures, faster transactions, wider product lines, greater convenience, and customization.(Nisar and Prabhakar, 2017).

This shows that online purchasing decisions are popular with the Indonesian population, so it can be said that internet use can influence consumers in carrying out online shopping activities. There are several advantages that can be gained when carrying out e-commerce transactions, one of which is that purchases can be made without limits by place and time, even someone in one country can make purchases of goods in other countries easily 24 hours a day.(Nugraha et al., 2021).

Purchase intention is an important parameter in real or actual purchasing behavior. Apart from that, purchase intention can also determine a consumer's behavior which is a prerequisite when responding to a purchase (Yu et al., 2018). Where purchase intention or purchase interest is an attitude of consumers to act before purchasing a product. The customer's willingness to buy has a higher probability, even though the customer may not actually buy it, so that purchase intention is determined by the benefits and value felt by the consumer. (Resmawa, 2017). Purchase intention can arise from various reasons, such as the need or desire to own or consume an object.

Lazada is one of the e-commerce marketplace types in Indonesia which has become a destination for online shopping and selling in Southeast Asia and has been present in Indonesia since 2012. Apart from Indonesia, Lazada is also present in five other countries, such as Malaysia, the Philippines, Singapore, Thailand and Vietnam is a pioneer of the e-commerce ecosystem in Southeast Asia, through a marketplace platform supported by various services. Lazada has developed into e-commerce which consistently produces various solution initiatives to meet consumer needs. To support sellers and brand partners to achieve sustainable business growth, Lazada also actively participates in supporting the progress of the digital economy in Indonesia (Liputan6.com, 2022).

Country Service Line Group Leader, Observer, Customer Experience and Channel Performance Ipsos Indonesia stated that there are three big platforms that are the main players in Indonesia, namely Shopee, Tokopedia and Lazada. The research results from research conducted online involving a total of 1000 respondents aged 18-35 years and over stated that based on the brand, use, most and often (BUMO) indicators only 13% of respondents chose Lazada, the remaining 54% of respondents chose Shopee and 30% chose Tokopedia. Meanwhile, for top of mind indicators, Lazada was ranked last, where Shopee was the most remembered e-commerce platform by 54% of respondents, Tokopedia by 27% of respondents, and Lazada by 12% of respondents. Through this indicator, it can be interpreted that Lazada has not been able to become top of mind in the minds of the majority of Indonesian consumers when shopping online (Kompas.com, 2022).

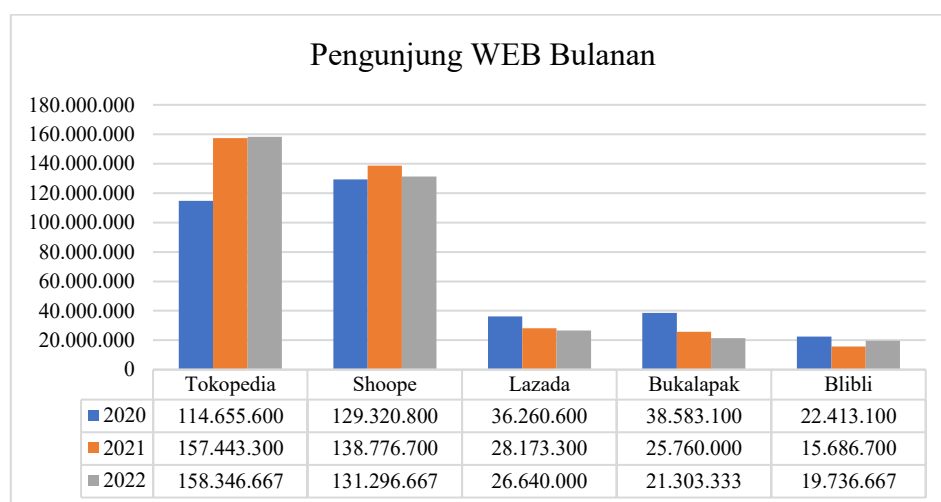


Figure 1. Graph of Number of Visitors WEB Monthly 2020-2022

Source: iprice.co.id (2022)

Based on the picture above regarding online shopping behavior by consumers in 2022, the results show that Lazada is the e-commerce with the largest number of monthly web visitors in third place after shifting Bukalapak with an average monthly visitor of 24.64 million. Meanwhile, Tokopedia's monthly visitor data is 158.35 million, then Shopee 131.29 million, then Lazada 26.64 million, followed by Bukalapak 21.30 million and Blibli 19.73 million. However, if we look at the previous 2 years, Lazada's monthly visitors experienced a fluctuating decline every year. This shows that consumer buying interest

on the Lazada platform is low when compared to the other largest e-commerce platforms, namely Shopee and Tokopedia, where currently Shopee is the e-commerce that is most remembered by people in Indonesia.

Purchase interest (*purchase intention*) can increase the profit or profits of a company, therefore companies are competing to create strategies so that consumers can be interested in the services or services they offer. In online or web-based businesses, website design quality can be said to be one of the ways a company can attract consumers' buying interest (Altaira, 2021). Where the website design is attractive and easy to use so that it will provide a positive experience to consumers which will ultimately encourage consumers to shop on the website (Jundrio and Keni, 2020). Based on the results of previous research by Samuel and Battista (2020) stated that web quality influences purchase intention, while the results of research conducted by Wulandari (2022) *web quality* has no effect on purchase intention.

Apart from that, when using e-commerce, it is very easy for consumers to search and collect information about products. Consumers who usually buy products directly will spend a lot of time entering shops to look for products and prices that suit their wishes, but by shopping online consumers can save their time and energy because of the convenience offered by e-commerce (Islamiyati, 2022). So perceived ease of use can be a benchmark that someone believes and feels that a technology is understandable and easy to use (Saraswati and Rahyuda, 2021). Based on the results of previous research by Nugraha et al (2021) stated that perceived ease of use has a positive and significant effect on purchase intention, while the results of research conducted by Rahman and Nurlatifah (2020) stated that perceived ease of use does not significantly influence purchase intention. The existence of consumers who have the perception that using a site is difficult with complicated purchasing procedures is one of the things that online business people must pay attention to.

Apart from these two variables, building trust in the minds of consumers is also an important thing that must be done by e-commerce companies in determining their success and sustainability. (Wilson and Keni, 2018). Trust itself is used as a business foundation that will build consumer loyalty to a company or product. Consumer trust in the company that sells the product is very important, which is caused by consumers who will return to that company. (Rosmayani and Mardhatillah, 2020). Based on the results of previous research by Yanico and Keni (2021) stated that trust influences purchase intention, while the results of research conducted by Rahman and Nurlatifah (2020) stated that trust does not have a significant effect on purchase intention.

This research is a development of the research conducted by Mahadhika and Zuliestiana (2021) by title *The Influence of E-Trust and Website Quality on E-Purchase Intention*. This research states that *E-Trust* and Website Quality partially has a significant effect on e-purchase intention on the OLX site. This research is different from previous research in that there are additional variables *perceived ease of use* which is an independent variable taken from Rahman and Nurlatifah's research (2020) as a form of development of previous research. The reason he added *perceived ease of use* as an independent variable considering that perceived ease of use is one of the factors that can influence a person's purchase intention, because ease of use can encourage someone to make a purchase.

Based on the description of previous research and the background of the problems faced and also the different results (research gaps) obtained in each study, the researcher is interested in conducting research with the title: **"The Influence of Web Design Quality, Perceived Ease of Use and Trust on Purchase Intention: Case Study on Lazada E-Commerce"**.

LITERATURE REVIEW

Theory of Reasoned Action (TRA)

Theory of Reasoned Action (TRA) was developed to better understand the relationship between attitudes, intentions, and behavior. TRA assumes that the most important direct determinant of behavior is behavioral intention. The success of the theory in explaining behavior depends on the extent to which the behavior is under the control of morality, meaning that the individual can exert a high level of control over the behavior. (Montaño and Kasprzyk, 2015). The Theory of Reasoned Action (TRA) is relevant to explain the factors that can influence purchase intention used in this research model. Purchase intention can be related to web design quality, perceived ease of use and trust in carrying out the purchase action itself.

Purchase Intention

Purchase intention is the consumer's intention to participate in online deals and transactions, including evaluating the quality of the website and product information. Consumers will buy products after conducting previous evaluations. Purchase intention will determine the seller's reputation in the market and is used to predict consumers' actual purchasing behavior. Factors that influence purchase intention in online shopping are attributes, information, quality, price and product features. Strong purchase intention is shown by the consumer's desire to buy which is followed by purchasing the product (Aripradono and Ardiansyah, 2022). There are indicators used to measure variables *purchase intention* this was adopted from Ferdinand (2002) namely transactional interest, referential interest, preferential interest and exploratory interest.

Web Design Quality

Web design quality namely the overall quality of the website, not only showing an attractive appearance but also showing a level of ease in applying it (Wilson and Keni, 2018). According to Mahadhika and Zuliestiana (2021) A quality website will provide the best service for its customers, so that customer needs in the form of other information are met. If the company's website has good quality in terms of service, information and systems, there will be a tendency for consumers to place their trust in the company. There are indicators used to measure variables *web design quality* this was adopted from Kim and Niehm (2009) that is information, security, convenience, comfort, quality of service.

Perceived Ease of Use

Perceived ease of use is the extent to which a person believes that the ease of using a particular technology will be free from effort. This means that someone believes that the technology is easy to use so that it does not require more effort (Oktania and Indarwati, 2022). According to Cholifah (2020) *perceived ease of use* able to reduce a person's effort, both time and energy, to study a system or technology because the individual believes that the system or technology is easy to understand. The intensity of use and interaction between the user and the system can also indicate perceived ease of use. A system that is used more frequently indicates that the system is better known, easier to operate and easier for its users to use.

There are indicators used to measure variables *perceived ease of use* This was adopted from research by Bigne-Alcaniz et al (2008) that is: *Easy to Learn*, This is related to the ease of learning to use applications on how to shop online. *Controllable*, in this case it relates to the ease of using the application for online shopping without the help of an expert. *Clear and understandable*, in this case it relates to the individual's interaction with the system being clear and easy to understand and will not experience difficulties. *Easy to become skillful*. This relates to not requiring much effort to interact with the application. *Flexible*, in this case it relates to not requiring a lot of effort to use the application. *Ease to Become Skillful*, in this case it relates to the skill of application users in online shopping. *Ease of use*, in this case relates to an easy system to use the application to find the product you want to buy.

Trust

Trust is a source of strength that encourages and influences customers from the willingness to increase customer trust and also fulfill promises that have been made to match the desires or expectations of consumers (Moslehpour et al., 2020). Wardani et al (2021) explains that trust is one party's confidence in the reliability and integrity of an exchange partner. According to Islamiyati (2022) Consumer trust in a product can be created by providing or delivering the product according to the specifications advertised on the company website. When consumers receive goods or services that match the company's advertisements on the website, it will increase consumers' trust in the company. Consumer trust can also be created by the honesty of producers or marketers in conveying the characteristics of the products or services being sold in detail to consumers.

There are indicators used to measure variable *trust*. This was adopted from Kim et al (2011) namely satisfaction guarantee, This is related to feeling safe in transactions and the satisfaction given when using the application. Attention, This is related to the application being able to provide attention to what its users need. And directness, This relates to the application being able to provide honest and trustworthy information.

Hypothesis Development

The Influence of Web Design Quality on Purchase Intention of Lazada E-Commerce Users

Website design quality is how well the design of a website meets the desired tastes of website visitors (Chandra and Martini, 2021). This is related to the theory used, namely the theory of reasoned action (TRA), which assumes that the most important direct determinant of behavior is behavioral intention, where the presence of good quality design on the e-commerce website visited will influence consumers or potential consumers. so that you can take actual action, namely purchase intention.

In research results, Islamiyati (2022) states that website quality has a positive effect on buying interest, this is in line with the research results of Mahadhika and Zuliestiana (2021), Semuel and Battista (2020) which also states that web design quality influences purchase intention. In this case, e-commerce companies must have an attractive quality web design, because consumers will evaluate website features such as information quality, ease of use, suitability of the website to consumer preferences so as to build trust and emotional appeal from consumers. When the quality of an e-commerce company's web design gets better, it will be directly proportional to the likelihood that consumers will take purchasing action on that site (Wulandari, 2022). Based on this description, the first hypothesis in this research can be formulated, namely:

H1: Web design quality influences purchase intention among Lazada e-commerce users

The Influence of Perceived Ease of Use on Purchase Intention of Lazada E-Commerce Users

Perceived ease of use is a level or situation where a person believes that using a particular system does not require any effort (free of effort) (Nugraha et al., 2021). This is related to the theory used, namely the theory of reasoned action (TRA), which assumes that the most important direct determinant of behavior is behavioral intention, where the ease of using e-commerce will make consumers continue to make purchases online because they think that shopping online is more practical than making physical purchases, thereby increasing consumers' intentions to make purchases on e-commerce. Therefore, a system that is difficult to use will be considered less useful by users and may be abandoned by users.

In the research results of Nugraha et al (2021) and Juliana et al (2020) states that perceived ease of use influences purchase intention. The ease of use of an online shopping site is related to whether or not the site is easy for potential buyers to use. If the components on the website are complicated and difficult to learn, website users tend to give up their intention to shop online (Islamiyati, 2022). Based on this description, the second hypothesis in this research can be formulated, namely:

H2: Perceived ease of use influences purchase intention among Lazada e-commerce users

The Influence of Trust on Purchase Intention of Lazada E-Commerce Users

Trust is one of the obstacles in carrying out online transactions in Indonesia, this is due to the difficulty of forming consumer trust in the site. When consumers make a transaction online, consumers cannot meet the merchant directly to find out directly what kind of product they will have (Saraswati and Rahyuda, 2021). This is related to the theory used, namely the theory of reasoned action (TRA), which assumes that the most important direct determinant of behavior is behavioral intention, where the higher the trust in e-commerce that grows within the consumer or customer, the greater the opportunity. from these consumers to make purchases. Because trust is considered a requirement for establishing and building good relationships with consumers.

In the research results, Islamiyati (2022) states that there is a positive and significant influence of trust on buying interest, this is in line with the research results of Mahadhika and Zuliestiana (2021) Bernardo et al (2019) states that trust influences purchase intention. Trust is seen as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be achieved as expected (Irvania et al., 2022). So that company ethics can create good quality pages, coupled with the company's ability to provide good quality services to consumers, this does not mean that it will

immediately create an intention in the minds of consumers to buy products from that company.(Wilson and Keni, 2018). Based on this description, the third hypothesis in this research can be formulated, namely:

H3: Trust influences purchase intention among Lazada e-commerce users

Framework

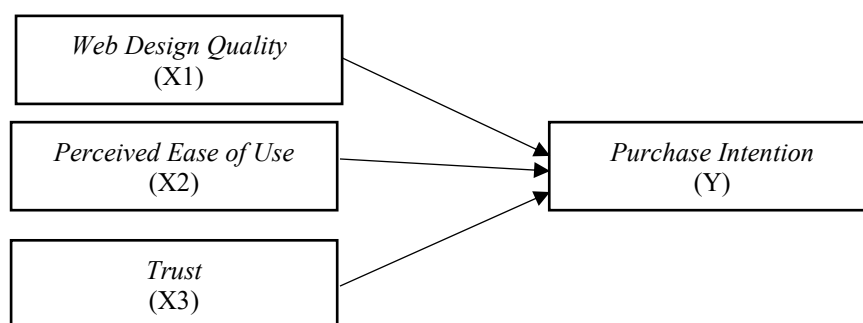


Figure 2. Thought Framework Chart

RESEARCH METHODS

This research is a type of research using a quantitative approach because the data used is in the form of numbers and calculated using statistical methods. This research is located at the Muhammadiyah University of Riau, Management Study Program, Faculty of Economics and Business, located at Simpang Komersil Arengka (SKA) Jl. Tuanku Tambusai, Delima District. Handsome, Pekanbaru City. This research was conducted from January 2023 – April 2023.

Table1. Number of Active Management Study Program Students

No.	Force	Number of Students
1.	2019	265
2.	2020	252
3.	2021	270
4.	2022	329
Total		1,116

Source: FEB UMRI Administration

The sampling technique in this research used a purposive sampling technique. To ensure that respondents from the research sample meet the requirements, samples will be taken that meet the criteria, namely Active Students of the Management Study Program at Muhammadiyah University of Riau, totaling 1,116 students and consumers who have made online transactions via Lazada e-commerce at least twice in six months. final.

In determining the sample size, the researcher used the Slovin formula, which is a formula for calculating the minimum sample size if the population is known. The sample are 92 students

The data and data sources in this research use primary data. Primary data in this research comes from respondents' answers, namely management students at Muhammadiyah University of Riau who are Lazada e-commerce users, where questionnaires were distributed by distributing questionnaires directly to respondents in the form of a Google Form link.namely [bit.ly/kuesioner yahya](https://bit.ly/kuesioner_yahya).The data collection method in this research is a questionnaire, where questionnaires will be distributed to

respondents who are logically related to purchase intention in this research, namely management students at Muhammadiyah University of Riau who have made purchases on Lazada e-commerce.

Data analysis

To test the hypothesis, this research was tested using SPSS Software Version 25. By testing the hypothesis via the T test (Partial).

RESEARCH RESULTS AND DISCUSSION

Research result

Analysis of Respondent Characteristics

Data collection in this research was carried out by distributing questionnaires from date 20 March 2023-14 April 2023 via Google Form. This research questionnaire was conducted with 92 active management students who use Lazada e-commerce at the Muhammadiyah University of Riau with the characteristics of the respondents based on generation, gender and age.

Table 2. Description of Respondents

No.	Characteristics	Description	Amount	Percentage(%)
1.	Force	2019	25	27.2%
		2020	18	19.6%
		2021	22	23.9%
		2022	27	29.3%
2.	Gender	Man	31	33.7%
		Woman	61	66.3%
3.	Age	< 20 Years	37	40.2%
		20-22 Years	49	53.3%
		23-25 Years	6	6.5%

Source: Processed Data

Based on table 2. above, it is known that of the 92 respondents in this study, 27 people or 29.3% were class of 2022 and the remaining 25 people or 27.2% were class of 2019, 22 people or 23.9% were class of 2021 and 18 people or 19.6% are class of 2020. So it can be concluded in this research that management students who are active and have made purchases at least twice in the last 6 months at Lazada are dominated by management students class of 2022. Based on gender, it is known that out of 92 Of the respondents in this study, 61 people or 66.3% were women and the remaining 31 people or 33.7% were men. So it can be concluded in this research that management students who are active and have made purchases at least twice in the last 6 months at Lazada are dominated by women. Based on age, It is known that of the 92 respondents in this study, 49 people or 53.3% were aged 20-22 years and the remaining 37 people or 40.2% were aged <20 years, and 6 people or 6.5% were aged 23-25 years. Thus, it can be concluded in this research that active management students who have made purchases at least twice in the last 6 months at Lazada are dominated by management students aged 20-22 years.

Descriptive Statistics Results

Table 6. Descriptive Statistics
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Web Design Quality(X1)	92	35	75	63.94	7,693
Perceived Ease of Use(X2)	92	45	90	75.07	9,722
Trust(X3)	92	23	45	37.95	4,894
Purchase Intention(Y)	92	29	60	51.91	7,164
ValidN (listwise)	92				

Source: Processed Data

1. Web design quality variable (X1)

It can be seen that the results of descriptive statistics on the web design quality variable obtained the lowest value of 35, the highest value of 75, the average value of 63.94 with a standard deviation of 7.693, so it can be concluded that the web design quality variable has good data distribution. because the average value is greater than the standard deviation value.

2. Variable perceived ease of use (X2)

It can be seen that the results of descriptive statistics on the variable perceived ease of use obtained the lowest value of 45, the highest value of 90, the average value of 75.07 with a standard deviation of 9.722, so it can be concluded that in the variable perceived ease of use there is a spread of data which is good because the average value is greater than the standard deviation value.

3. Trust variable (X3)

It can be seen that the results of the descriptive statistics on the trust variable obtained the lowest value of 35, the highest value of 75, the average value of 37.95 with a standard deviation of 4.894, so it can be concluded that on the trust variable there is good distribution of data because the average value– The average is greater than the standard deviation value.

4. Purchase intention variable (Y)

It can be seen that the results of descriptive statistics on the purchase intention variable obtained the lowest value of 29, the highest value of 60, the average value of 51.91 with a standard deviation of 7.164, so it can be concluded that in the purchase intention variable there is a good distribution of data because the value the average is greater than the standard deviation value.

Data Quality Test Results

Validity test

Data quality testing results for variables *web design quality*, *perceived ease of use*, trust and purchase intention obtained from the *r* table value, with a significance level of $\alpha = 5\%$ in the equation $N-2 = 92-2 = 90 = 0.205$. The calculated *r* value in the validity test uses the Corrected Item Total Correlation technique. From the results of the validity test, it is known that the calculated *r* value $> r$ table (0.205), meaning that all variable items are declared valid.

Reliability Test

Based on test results, Cronbach's Alpha for variables *web design quality* amounting to $0.921 > 0.60$, *perceived ease of use* equal to $0.950 > 0.60$, *trust* of $0.911 > 0.60$, and *purchase intention* amounting to $0.939 > 0.60$, thus it can be concluded that the measuring instrument used in this research is reliable.

Classic Assumption Test Results

Normality test

The calculation results of the Kolmogorov – Smirnov normality test were obtained with the Asymp Sig value. 0.200. So the normality test results of this research can be said to be normally distributed residuals because the Asymp Sig value. $0.200 > 0.05$.

Multicollinearity Test

Multicollinearity test results on variables *web design quality* to *purchase intention* it was stated that there was no multicollinearity because Tolerance was $0.433 > 0.10$ and VIF $2.310 < 10.00$. Variable *perceived ease of use* to *purchase intention* it was stated that there was no multicollinearity because Tolerance was $0.385 > 0.10$ and VIF $2.598 < 10.00$. Variable *trust* to *purchase intention* It was stated that there was no multicollinearity because Tolerance was $0.511 > 0.10$ and VIF was $1.958 < 10.00$. With the data results, it is stated that all variables do not occur multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity test show that the significance value (Sig) between the independent variables and the residual logarithm is greater than 0.05. Web design quality with a sig value of 0.808, perceived ease of use with a sig value of 0.313, and trust with a sig value of 0.966, it can be concluded that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

		<i>Coefficients^a</i>		
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>
		B	Std. Error	Beta
1	(Constant)	2,316	4,637	
	Web Design Quality(X1)	0.215	0.101	0.231
	Perceived Ease of Use(X2)	0.263	0.085	0.357
	Trust(X3)	0.424	0.146	0.289

a. Dependent Variable: Purchase Intention (Y)

Source: Processed Data

$$Y = 2.316 + 0.215X1 + 0.263X2 + 0.424X3$$

The above equation can be explained as follows:

1. Constant = 2.316
This means that if the web design quality, perceived ease of use and trust variables are zero, then the purchase intention variable is worth 2.316.
2. Coefficient X1 = 0.215
The regression coefficient for the influence of web design quality on purchase intention is 0.215, this means that there will be an increase of 0.215 in the purchase intention variable.
3. Coefficient X2 = 0.263
The regression coefficient for the influence of perceived ease of use on purchase intention is 0.263, this means that there will be an increase of 0.263 in the purchase intention variable.
4. Coefficient X3 = 0.424
The regression coefficient for the influence of trust on purchase intention is 0.424, this means that there will be an increase of 0.424 in the purchase intention variable.

Hypothesis test

T test

Partial hypothesis testing (t) was carried out to determine the magnitude of the influence of each partial independent variable (T) on the dependent variable with a t table value (140) = 1.991. The results of the t test (partial) can be seen in the following table:

Table 4. T test

		<i>Coefficients^a</i>			t	Sig.
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
		B	Std. Error	Beta		
1	(Constant)	2,316	4,637		0.499	0.619
	Web Design Quality(X1)	0.215	0.101	0.231	2,133	0.036
	Perceived Ease of Use(X2)	0.263	0.085	0.357	3,104	0.003
	Trust(X3)	0.424	0.146	0.289	2,899	0.005

a. Dependent Variable: Purchase Intention (Y)

Source: Processed Data

1. Hypothesis 1

The results of the t test show that the calculated t value is $2.133 > t$ table 1.991 with a sig value. $0.036 < 0.05$. This means that the web design quality variable (X1) has an influence on *purchase intention* (Y), so that H1 in this study is accepted.

2. Hypothesis 2

The results of the t test show that the calculated t value is $3.104 > t$ table 1.991 with a sig value. $0.003 < 0.05$. This means that the variable perceived ease of use (X2) has an effect on *purchase intention* (Y), so that H2 in this study is accepted.

3. Hypothesis 3

From the results of the t test, it shows that the calculated t value is $2.899 > t$ table 1.991 with a sig value. $0.005 < 0.05$. This means that the trust variable (X3) has an effect on *purchase intention* (Y), so that H3 in this study is accepted.

Coefficient of Determination (R²)

Table 5. Coefficient of Determination (R²)

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780a	0.608	0.593	4,572

a. Predictors: (Constant), Trust (X3), Web Design Quality (X1), Perceived Ease of Use (X2)

Source: Processed Data

Based on table 5. above, it can be seen that the results of the coefficient of determination (R²) show an Adjusted R Square value of 0.593, which means that the purchase intention variable can be explained by the web design quality, perceived ease of use and trust variables of 59.3%, while the remainder is 59.3%. 40.7% can be explained by other variables outside the model studied.

Discussion

The Influence of Web Design Quality on Purchase Intention of Lazada E-Commerce Users

From the results of statistical tests on the web design quality variable (X1), the results show that t is $2.133 > t$ table 1,991 with sig value. $0.036 < 0.05$ so it can be concluded that web design quality influences purchase intention. So H1 in this study is accepted. This means that the higher the web design quality provided by Lazada e-commerce, the higher the user's purchase intention.

This indicates that web design quality is a variable that can determine whether or not purchases on Lazada e-commerce are accepted by users, which can be seen from the analysis of the involvement of 92 respondents in this study showing that the tendency of respondents' attitudes towards the web design quality variable (X1) is the majority of respondents choose strongly agree and agree aimed at the convenience indicator. With the convenience provided to users in operating Lazada e-commerce, such as ease in browsing menu sections and features that are easy to understand, users can operate Lazada e-commerce quickly and easily so that they can increase purchase intention. that user. Besides that, Ease of transactions in e-commerce can speed up the user's shopping process so that users can experience ease in operating and making transactions (Islamiyati, 2022). Then having a contact person or customer service that can be contacted to make it easier for users who need it can increase purchase intention (Tanjung, 2019).

The results of this research are supported by the theory used, namely the theory of reasoned action (TRA), which assumes that the most important direct determinant of behavior is behavioral intention, where the presence of good quality design on the e-commerce website visited will influence consumers or potential consumers. so that you can take actual action, namely purchase intention. The results of

this research are in line with the results of Mahadhika and Zuliestiana's research(2021), Semuel and Battista(2020)which also states that web design quality influences purchase intention.

The Influence of Perceived Ease of Use on Purchase Intention of Lazada E-Commerce Users

From the results of statistical tests on the variable perceived ease of use (X2), the results show that t count is $3.104 > t_{table1,991}$ with sig value. $0.003 < 0.05$ so it can be concluded that perceived ease of use influences purchase intention. So H2 in this study is accepted. This means that the higher the perceived ease of use produced by Lazada e-commerce, the higher the user's purchase intention.

This indicates that perceived ease of use is a variable that can determine whether or not purchases on Lazada e-commerce are accepted by users, which can be seen from the analysis of the involvement of 92 respondents in this research showing that the tendency of respondents' attitudes towards the variable perceived ease of use (X2) is The majority of respondents chose strongly agree and agree which was aimed at the Controllable indicator. Where with the controllability carried out by Lazada e-commerce users, users prefer to use Lazada e-commerce without the help of other people because operating Lazada e-commerce is easier for users so it can increase the user's purchase intention.

The results of this research are supported by the theory used, namely the theory of reasoned action (TRA), which assumes that the most important direct determinant of behavior is behavioral intention, where the ease of using e-commerce will make consumers continue to make purchases online because they think that shopping online is more practical than making physical purchases, thereby increasing consumers' intentions to make purchases on e-commerce. Therefore, a system that is difficult to use will be considered less useful by users and may be abandoned by users. The results of this research are in line with the research results of Nugraha et al (2021) and Juliana et al(2020)states that perceived ease of use influences purchase intention.

The Influence of Trust on Purchase Intention of Lazada E-Commerce Users

From the results of statistical tests on the trust variable (X3), the results show that t count is $2.899 > t_{table1,991}$ with sig value. $0.005 < 0.05$ so it can be concluded that trust has an effect on purchase intention. So H3 in this research is accepted. This means that the higher the user's trust in Lazada e-commerce, the higher the user's purchase intention.

This indicates that the trust/trust of Lazada e-commerce users is very good, it can be seen from the analysis of the involvement of 92 respondents in this study showing that the tendency of respondents' attitudes towards the trust variable (X3) is that the majority of respondents chose strongly agree and agree which is aimed at the satisfaction guarantee indicator. . Where there are users who have confidence that Lazada e-commerce has good intentions to provide satisfaction to its users, such as in terms of transactions, this can increase the user's purchase intention.

The results of this research are supported by the theory used, namely the theory of reasoned action (TRA), which assumes that the most important direct determinant of behavior is behavioral intention, where the higher the trust in e-commerce that grows within consumers and customers, the greater the opportunity to from these consumers to make purchases. Because trust is considered a requirement for establishing and building good relationships with consumers. The results of this research are in line with the results of Mahadhika and Zuliestiana's research(2021)Bernardo et al(2019)states that trust influences purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

Based on the problem formulation from the results of the discussion that has been explained, the conclusion of this research is that Web design quality influences user purchase intention *e-commerce* Lazada. This shows that the better the web design quality produced by Lazada e-commerce, the higher the user's purchase intention. Perceived ease of use influences the purchase intention of Lazada e-commerce users. This shows that the better the user's perceived ease of use in operating Lazada e-commerce, the higher the user's purchase intention. Trust influences the purchase intention of Lazada e-commerce users. This shows that the higher the user's trust in Lazada e-commerce, the higher the user's purchase intention.

Based on the results of the research, discussion and conclusions obtained, the suggestions that the author can give are (1) For Lazada E-Commerce, namely Lazada E-commerce should maintain, maintain and further improve web design quality, perceived ease of use and trust for brand sustainability and making consumers willing to always use Lazada e-commerce. Based on the results of respondents' responses on web design quality, perceived ease of use and trust, companies should: Improve web design quality so that the Lazada e-commerce website is attractive for consumers to view or visit. Increasing ease of use so that consumers can immediately use the Lazada e-commerce site properly the first time they access it. And pay attention to consumers in providing the best service for its users. (2) For further researchers, it is recommended that future researchers use interview techniques in data collection methods so that the results obtained will be more accurate. It is recommended that future researchers add other variables that can influence purchase intention, such as perceived usefulness, perceived benefits, e-wom, and security.

APPENDIXES

Table 6. Operational Definition of Research Variables

Variable	Understanding	Indicator
<i>Web Design Quality</i> (X1)	<i>Web design quality</i> is a consumer's evaluation of how well a website helps with their shopping experience. (Chotimah, 2019)	a. Information b. Security c. Convenience d. Comfort e. Service quality Source: Kim and Niehm (2009)
<i>Perceived Ease of Use</i> (X2)	<i>Perceived ease of use</i> or perceived ease of use is the perception felt by consumers regarding the ease of use and operation of the application system which is designed so that consumers do not experience difficulties when shopping online. (Damayanti, 2019)	a. <i>Easy to learn</i> b. <i>Controllable</i> c. <i>Clear and understandable</i> d. <i>Flexible</i> e. <i>Easy to become skillful</i> f. <i>Ease of use.</i> Source: Bigne-Alcaniz et al (2008)
<i>Trust</i> (X3)	<i>Trust</i> is a positive belief regarding the reliability and reliability of a person or an object. (Djaswadi, 2017)	a. Satisfaction guarantee b. Attention c. Candor Source: Kim et al (2011)
<i>Purchase Intention</i> (Y)	<i>Purchase intention</i> or purchase intention is a consumer's mental statement that reflects plans to purchase a number of products with a certain brand. (Mulyati and Gesitera, 2020)	a. Transactional interest b. Referential interest c. Preferential interest d. Exploratory interest. Source: Ferdinand (2002)

REFERENCE

Altaira, U. N. (2021). Pengaruh Website Design Quality, Perceived Risk, Dan Trust Terhadap Purchase Intention Pada Website Traveloka. *Skripsi. Universitas Andalas*.

- Aripadono, H. W., & Ardiansyah, M. (2022). Analisa Pengaruh Kualitas Desain Website Terhadap Minat Beli Online Travel Agent. *Journal of Information System and Technology*, Vol. 2(3), Hlm. 77-90.
- Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh Website Design Quality, Service Quality, Trust dan Satisfaction Terhadap Repurchase Intention (Studi Kasus: tokopedia.com). *Jurnal Manajemen Indonesia*, Vol. 19(1), Hlm. 80-90.
- Bigne-Alcaniz, E., Ruiz-Mafe, C., Alda's-Manzano, J., & Sanz-Blas, S. (2008). Influence of Online Shopping Information Dependency and Innovativeness on Internet Shopping Adoption. *Department of Marketing, University of Valencia, Valencia, Spain*, Vol. 32(5), Hlm. 648-667.
- Chandra, R. Y., & Martini, E. (2021). Pengaruh Website Design Quality, Service Quality, Trust Dan Satisfaction Terhadap Repurchase Intention (Studi Kasus Pada Website Toko Sepatu Jk Collection Shoes). *E-Proceeding of Management*, Vol. 8(5), Hlm. 4735-4744.
- Cholifah, R. N. (2020). Pengaruh Perceived Usefulness, Perceived Ease Of Use Dan Trust Terhadap Intention To Use (Studi Kasus Pengguna Dana Pada Tix Id Di Tangerang Selatan Dan Jakarta Selatan). *Skripsi. Universitas Islam Negeri Syarif Hidayatullah Jakarta*.
- Chotimah, N. (2019). Pengaruh Kualitas Website Dan Kepercayaan Terhadap Keputusan Pembelian Online Pada Aplikasi Mobile Shopee. *Jurnal Ilmiah Manajemen EMOR (Ekonomi Manajemen Orientasi Riset)*, Vol. 3(1), Hlm. 63-72.
- Damayanti, V. (2019). Pengaruh Perceived Usefulness dan Perceived Ease Of Use Terhadap Purchase Intention Melalui Brand Image Sebagai Variabel Intervening Pada Mahasiswa UST Yogyakarta Pengguna Shopee. *Jurnal Ilmiah Ekonomi Dan Bisnis*, Vol. 16(2), Hlm. 99-109.
- Djaswadi, G. O. (2017). Pengaruh Brand Image, Price, Trust dan Value Terhadap Niat Beli Konsumen Dalam Taxi Ride Sharing. *Skripsi. Intitut Teknologi Sepuluh Nopember Surabaya*.
- Ferdinand, A. (2002). *Pengembangan Minat Beli Merek Ekstensi*. Semarang: Badan Penerbit Universitas Diponegoro.
- iprice.co.id. (2022). *Peta E-Commerce Indonesia*. <https://iprice.co.id/insights/mapofecommerce/>, diakses pada 1 Januari 2022
- Irvania, V. A., Udayana, I. B. N., & Fadhilah, M. (2022). Pengaruh Perceived Usefulness, Trust dan Perceived Risk Terhadap Purchase Intention Pengguna Shopee. *Jurnal Akmenika*, Vol. 19(1), Hlm. 622-630.
- Islamiyati, A. (2022). Pengaruh Kualitas Website, Kemudahan Penggunaan dan Kepercayaan Konsumen Terhadap Minat Beli di E-Commerce Tokopedia (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Semarang). *Skripsi. Universitas Semarang*.
- Juliana, J., Noval, T., Hubner, I. B., & Bernarto, I. (2020). Ease Of Use Dan Trust Terhadap Purchase Intention Melalui Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, Vol. 4(2), Hlm. 217-229.
- Jundrio, H., & Keni, K. (2020). Pengaruh Website Quality, Website Reputation Dan Perceived Risk Terhadap Purchase Intention Pada Perusahaan E-Commerce. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, Vol. 4(2), Hlm. 229-239.
- Kim, H., & Niehm, L. S. (2009). The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailin. *Journal of Interactive Marketing*, Vol. 23(3), Hlm. 221–233.
- Kim, M.-J., Chung, N., & Lee, C.-K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, Vol. 32(2), Hlm. 256–265.
- Kompas.com. (2022). *Hasil Riset Ipsos: Shopee jadi E-Commerce yang Paling Banyak Digunakan pada 2021*. <https://money.kompas.com/read/2022/01/31/204500426/hasil-riset-ipsos-shopee-jadi-e-commerce-yang-paling-banyak-digunakan-pada?page=all#:~:text=Hasil tersebut juga selaras dengan,yang duduk di peringkat kedua.,> diakses pada 1 Januari 2023
- Liputan6.com. (2022). *Perjalanan 10 Tahun Lazada, Ini Deretan Momen Epic-nya*. <https://www.liputan6.com/bisnis/read/4922440/perjalanan-10-tahun-lazada-ini-deretan-momen-epic-nya>, diakses pada 1 Januari 2023
- Mahadhika, P. A., & Zuliestiana, D. A. (2021). Pengaruh E-Trust dan Kualitas Website Terhadap E-Purchase Intention. *International Journal Of Endocrinology (Ukraine)*, Vol. 16(4), Hlm. 327-332.

- Montaño, D. E., & Kasprzyk, D. (2015). Theory Of Reasoned Action, Theory Of Planned Behavior, And The Integrated Behavioral Model. *Health Behavior and Health Education*, Vol. 2(1), Hlm. 67-96.
- Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B.-R. (2020). The Dynamic Stimulus Of Social Media Marketing On Purchase Intention Of Indonesian Airline Products And Services. *Asia Pacific Journal of Marketing and Logistics*, Vol. 33(2), Hlm. 561-583.
- Mulyati, Y., & Gesitera, G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, Vol. 9(2), Hlm. 173-194.
- Nisar, T. M., & Prabhakar, G. (2017). What Factors Determine E-Satisfaction and Consumer Spending in E-Commerce Retailing? *Journal of Retailing and Consumer Services*, Vol. 39(1), Hlm. 135-144.
- Nugraha, T. W., Udayana, I., & Lukitaningsih, A. (2021). Pengaruh Perceived Usefulness, Perceived Ease Of Use Dan Subjective Norm Terhadap Purchase Intention Melalui Attitude Pengguna OLX (Studi Kasus: Pada Mahasiswa UST Yogyakarta). *JBE Jurnal Bingkai Ekonomi*, Vol. 6(2), Hlm. 12-27.
- Oktania, D. E., & Indarwati, T. A. (2022). Pengaruh Perceived Usefulness, Percieved Ease of Use dan Compatibility With Lifestyle Terhadap Niat Beli di Social Commerce. *Jurnal Ilmu Manajemen*, Vol. 10(1), Hlm. 255-267.
- Pangestoe, J., & Purwianti. (2022). Analisa Pengaruh Brand Image , Celebrity Endorser , Attitude , Trust , dan Brand Awareness terhadap Purchase Intention Pada Fashion Sportwear di Kota Batam. *SEIKO (Jurnal of Management and Business)*, Vol. 5(1), Hlm. 137-155.
- Rahman, H., & Nurlatifah, H. (2020). Analisis Pengaruh Perceived Ease of Use, Trust, Online Convenience terhadap Purchase Intention melalui Online Shopping Habits (Studi Kasus Pembelian Tiket Bioskop pada Aplikasi Gotix). *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, Vol. 1(1), Hlm. 29-39.
- Resmawa, I. N. (2017). Pengaruh Brand Image Dan Product Knowledge Terhadap Purchase Intention Dengan Green Price Sebagai Moderating Variabel Pada Produk the Body Shop di Surabaya. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, Vol. 1(2), Hlm. 1-11.
- Rosmayani, & Mardhatillah, A. (2020). Model Of Intention To Behave In Online Product Purchase For Muslim Fashion In Pekanbaru, Indonesia. *Journal of Islamic Marketing*, Vol. 11(6), Hlm. 1419-1441.
- Saraswati, I. G. A. A. P., & Rahyuda, I. K. (2021). Pengaruh Perceived Ease of Use, Perceived Usefulness Dan Trust Terhadap Repurchase Intention. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, Vol. 10(2), Hlm. 61-72.
- Semuel, H., & Battista, G. (2020). Pengaruh Website Quality Terhadap Purchase Intention dan Etrust Sebagai Mediasi Pada Legendabatik.Com. *Jurnal Strategi Pemasaran*, Vol. 5(1), Hlm. 1-12.
- Wardani, R., Oktavia, F., Ali, S. A., & Suhud, U. (2021). Analisis Pengaruh Trust, Price, Brand Image, Service Quality, dan Customer Satisfaction terhadap Purchase Intention Pelanggan Kedai Minuman Boba. *Journal of Communications*, Vol. 4(1), Hlm. 41-76.
- Wilson, N., & Keni, K. (2018). Pengaruh Website Design Quality Dan Kualitas Jasa Terhadap Repurchase Intention : Variabel Trust Sebagai Variabel Mediasi. *Jurnal Manajemen Dan Pemasaran Jasa*, Vol. 11(2), Hlm. 291-310.
- Wulandari, A. (2022). Pengaruh Brand Pride, Web Design Quality, E-Service Quality Dan Customer Experience Terhadap Repurchase Intention E-Commerce Shopee Pada Konsumen Milenial Mahasiswa FEB UIN Khas Jember. *Skripsi. Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember*.
- Yanico, Y., & Keni, K. (2021). Perceived Ease Of Use, Trust, Dan Customer Satisfaction Sebagai Prediktor Terhadap Repurchase Intention. *Jurnal Manajemen Maranatha*, Vol. 20(2), Hlm. 107-118.

Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The Influence Of Negative Publicity On Brand Equity: Attribution, Image, Attitude And Purchase Intention. *Journal of Product and Brand Management*, Vol. 27(4), Hlm. 440–451.