THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE AND E-SERVICE QUALITY ON PURCHASING DECISIONS IN LAZADA E-COMMERCE THROUGH PURCHASE INTENTION AS AN INTERVENING VARIABLE

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Abstract

The increasingly rapid advances in technology and the internet have influenced various human activities and activities, including electronic commerce or e-commerce transactions. This research aims to determine and analyze the direct and indirect influence of brand awareness, brand image, and e-service quality on decisions through purchasing intention in Lazada e-commerce. This research uses primary data obtained from an online questionnaire in the form of a Google form, which was distributed to 150 respondents. Respondents are Lazada e-commerce users who are over 17 years old and live in the Jabodetabek area. This research uses PLS-SEM analysis, which consists of a measurement model (outer model), a structural model (inner model), and a model goodness-of-fit test (model fit). The results of this research show that brand awareness, brand image, and e-service quality have a direct and indirect influence on purchasing decisions through purchase intention in Lazada e-commerce.

*Keywords: Brand Awareness, Brand Image, E-Service Quality, Purchase Decision, Purchase Intention*

INTRODUCTION

The rapid advancement of technology and the internet has influenced various human activities and transactions, including electronic commerce or e-commerce. E-commerce has made it easier for people to buy and sell goods because transactions have become more efficient and effective. According to the website bisnis.com, a report from Bank Indonesia shows that the value of e-commerce transactions in Indonesia reached Rp453.74 trillion in 2023, lower than the transaction value in 2022, which was recorded at Rp476.3 trillion. However, the volume of transactions increased to a total of 3.71 billion in 2023, compared to 3.49 billion in the previous year. E-commerce transaction volume continues to grow, in line with changes in consumer shopping patterns. Competition in the e-commerce sector in Indonesia is also becoming increasingly intense. Among the various e-commerce platforms in Indonesia, the following are the top e-commerce platforms with the highest number of visitors throughout 2023.
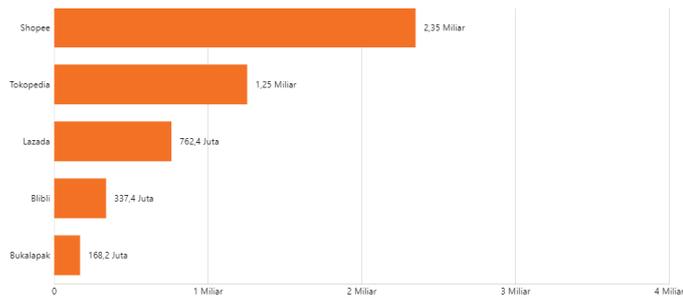
Figure 1. Total Number of E-Commerce Visits in 2023
Source: databoks.katadata.co.id, 2023

Based on Figure 1, it can be seen that Lazada ranks third with 762.4 million visits. The difference between Lazada and the first place, Shopee, is 1.59 billion. Lazada is a Singapore-based company that has been operating since 2012 and was founded by Rocket Internet. In addition to Indonesia, Lazada also operates in the Philippines, Thailand, Vietnam, Singapore, and Malaysia. Lazada continues to grow each year. However, the number of visits to Lazada has been declining from January to December 2023, as shown in the following figure.
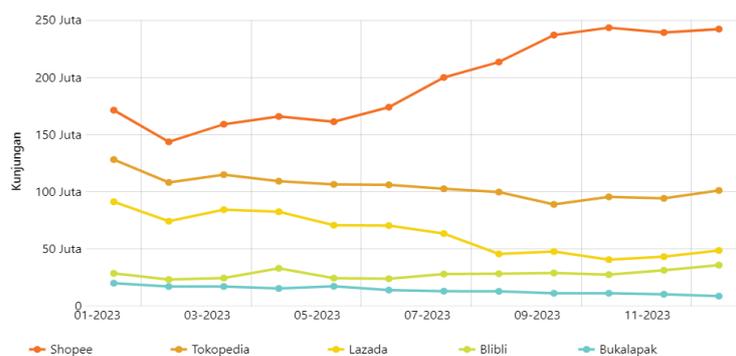
Figure 2. Number of E-Commerce Visits January – December 2023
Source: databoks.katadata.co.id, 2023

Based on Figure 2, it can be seen that although Lazada ranks third in terms of the number of visits in 2023, the number of visits to Lazada tends to decline each month. In December 2023, the number of visits was 48.6 million, down 46.72% from the number of visits in January 2023, which reached 91.2 million. Therefore, to maintain and improve its position, Lazada needs to focus on factors that can increase user intention in making purchases through Lazada. This will help Lazada in determining the appropriate policies and strategies.

There are various factors that can influence these three variables, namely brand awareness, brand image, and e-service quality. These were chosen because the use of purchase intention as a mediator of the influence of these three variables on purchasing decisions on Lazada e-commerce, which is still not widely used, and the importance of these three variables for evaluating the appropriate policies and strategies used by Lazada. Firmansyah (2019) brand awareness refers to how well consumers can identify a brand through elements such as logos, images, names, or promotional slogans. This ability can influence consumers' intention in making a purchase (Agustini, Bakti & Olinfia, 2024). Additionally, this ability can also impact consumers' purchasing decisions (Dewi & Suartina, 2022). Brand image, according to Firmansyah (2019), is an

attitude that reflects preferences and beliefs toward a brand. A positive brand image held by a brand makes consumers more intentioned in making purchases (Purwati & Cahyanti, 2022). Furthermore, it can also lead consumers to decide to make a purchase (Zuhad & Yoestini, 2023). Putri and Adriyanto (2024), the quality of electronic services may significantly impact a consumer's intention in making a purchase. Good service received by consumers can make them intentioned in making a purchase, and they decide to make a purchase. This indicates there is an influence between e-service quality and purchase intention (Urnika & Khasanah, 2023) and purchase decisions (Putri & Adriyanto, 2024).

This research can help Lazada understand how brand awareness, brand image, and e-service quality influence their purchasing intention and decisions. The results of this research enable Lazada to evaluate its brand image and improve brand awareness by using more efficient marketing strategies. Analysis of e-service quality can identify areas that need improvement to enhance the user experience, such as ease of navigation, transaction security, and customer service responsiveness. Lazada can increase sales by understanding the factors that drive purchase intent. Overall, this research helps Lazada enhance its competitiveness in the e-commerce industry by assisting it in optimizing its marketing strategies and service quality to attract and retain customers.

Theoretical Framework

Brand Awareness and Purchase Intention

Firmansyah (2019) states that brand awareness is the ability of consumers to recognize a brand, which includes elements such as logos, images, slogans, and names that have been used by a brand in product promotions. The level of brand awareness plays an important role in influencing purchasing intention, depending on how high the level of awareness is achieved. High brand awareness can encourage consumers to use Lazada for shopping. This indicates that brand awareness can have an impact on purchasing intention, as stated by Prasetyo, Budiyanto, and Reformasi (2022) as well as Agustini, Bakti, and Olinfia (2022). Based on this description, the hypothesis is:

H_1 :   Brand awareness can influence purchasing intention on Lazada e-commerce.

Brand Image and Purchase Intention

Firmansyah (2019) argues that brand image is an attitude that encompasses consumer beliefs and preferences toward a brand. When a brand has a positive brand image, consumers tend to be more trusting and comfortable making purchases. One example is when shopping on e-commerce platforms, where they cannot inspect products directly. A good brand image can be a driving factor for consumers when choosing to shop on Lazada compared to other e-commerce platforms. According to Purwati and Cahyanti (2022), a positive brand image not only enhances consumer appeal but also stimulates purchasing intention. Research by Prasetyo, Budiyanto, and Reformasi (2022) as well as Aditria, Digdowiseiso, and Nurwulandari (2023) also found a positive influence of brand image on purchasing intention. Based on the above, the hypothesis is:

H_2 :   Brand image can influence purchasing intention on the Lazada e-commerce platform.

E-Service Quality and Purchase Intention

Putri and Adriyanto (2024) explain that e-service quality is the service obtained from e-commerce website providers when users access the site to search for information or make purchases. E-service quality is considered very important because if the service meets consumer expectations, it can attract consumer attention. The services received by consumers include aspects such as delivery speed, customer service responsiveness, transaction security, and so on. Urnika and Khasanah (2023) state that improving e-service quality can encourage a person's intention in purchasing. In addition, Putri and Adriyanto (2024) also state that e-service quality can influence purchasing intention. Based on this description, the hypothesis is:

H_3:   E-service quality can influence purchasing intention in Lazada e-commerce.

Brand Awareness and Purchase Decisions

Sivaram, Hudaya, and Ali (2019) argue that consumers tend to purchase from familiar brands because of the sense of comfort and security they feel. Brand awareness influences purchasing decisions through stages that begin with searching for products, remembering brands, and considering other options before finally deciding to buy. This shows that brand awareness can have an impact on consumer purchasing decisions. Research by Salsabiela, Listyorini, and Purbawati (2022) as well as Simanjuntak, Soenhandji, and Indira (2024) also found that brand awareness can influence purchasing decisions. Based on the above, the hypothesis is:

H_4:   Brand awareness can influence purchasing decisions on the Lazada e-commerce platform.

Brand Image and Purchasing Decisions

Zuhad and Yoestini (2023) argue that brand image is an important aspect that companies need to pay attention to. The brand image that exists in the minds of consumers will influence their perception of the brand, either positively or negatively. Putri, Susanti, and Lamidi (2022) show that brand image has a positive impact on purchasing decisions. Companies must pay attention to their brand image because the more positive the image, the greater the likelihood of consumers making a purchase. Research by Miswanto, Mubarok, and Wijaya (2019) and Dwitama (2021) also states that brand image can influence purchasing decisions. Based on this description, the hypothesis is:

H_5:   Brand image can influence purchasing decisions on the Lazada e-commerce platform.

E-Service Quality and Purchase Decisions

Sugiyanto, Purwaningrum, and Chamidah (2022) describe e-service quality as internet-based services aimed at enabling effective and efficient shopping, ordering, and distribution processes. E-service quality is a consideration when consumers shop on e-commerce platforms. Good e-service quality will result in good purchasing decisions. Sugiyanto, Purwaningrum, and Chamidah (2022), as well as Putri and Adriyanto (2024), mention that e-service quality can influence purchasing decisions. Based on this description, the hypothesis is:

H_6 :   E-service quality can influence purchasing decisions on Lazada e-commerce.

Purchase Intention and Purchase Decisions

Saputra, Khaira, and Saputra (2023) define purchase intention as the tendency and desire that strongly motivates someone to buy a product. When someone has an intention in a product, they are likely to make a purchase. This occurs because the purchase intention that arises in the consumer's mind can influence purchasing decisions. This is also revealed in the research by Purwanti and Cahyanti (2022) and Urnika and Khasanah (2023). Based on this description, the hypothesis is:

H_7 : Purchase intention can influence purchasing decisions on the Lazada e-commerce platform.

Brand Awareness, Purchase Intention, and Purchase Decisions

Hariyanto (2023) defines brand awareness as the ability of consumers to identify and associate a brand with a specific product category. High brand awareness indicates that consumers can easily remember or recognize the brand. When consumers remember a brand, they tend to be intentioned in seeking further information and ultimately want to make a purchase. Strong purchase intention often leads to a purchase decision. Purchase intention also acts as an intermediary between brand awareness and purchase decisions, as stated by Salsabiela, et.al (2022). Anggraini (2022) also states that purchase intention acts as an intermediary between brand awareness and purchase intention. Based on this description, the hypothesis is:

H_8 : Brand awareness can influence purchasing decisions on Lazada e-commerce through purchase intention.

Brand Image, Purchase Intention, and Purchase Decisions

Purwati and Cahyanti (2022) state that a positive brand image can not only increase consumer appeal but also influence purchasing intention. When consumers have a favorable view of a brand, they will be intentioned in purchasing products from that brand. This high purchase intention then influences purchasing decisions. Purwati and Cahyanti (2022), as well as Aditria, et.al (2023), also state that purchase intention acts as an intermediary between brand image and purchase intention. Based on this description, the hypothesis is:

H_9 : Brand image can influence purchasing decisions on Lazada e-commerce through purchase intention.

E-Service Quality, Purchase Intention, and Purchase Decisions

Putri and Adriyanto (2024) state that a website is considered to provide good service if it can meet consumer needs and facilitate the purchasing process until the product arrives in the hands of consumers in good condition. Good e-service quality will encourage consumers to have the desire to buy and ultimately make a purchase. Putri and Adriyanto (2024) state that the influence of e-service quality on purchasing decisions will be stronger if mediated by purchase intention. Urnika and Khasanah (2023) also add that purchase intention can act as an intermediary between e-service quality and purchasing decisions. Based on this description, the hypothesis is

H_{10} E-service quality can influence purchasing decisions on Lazada e-commerce through purchase intention.

Based on the research framework described above, the research model presented in Figure 3.
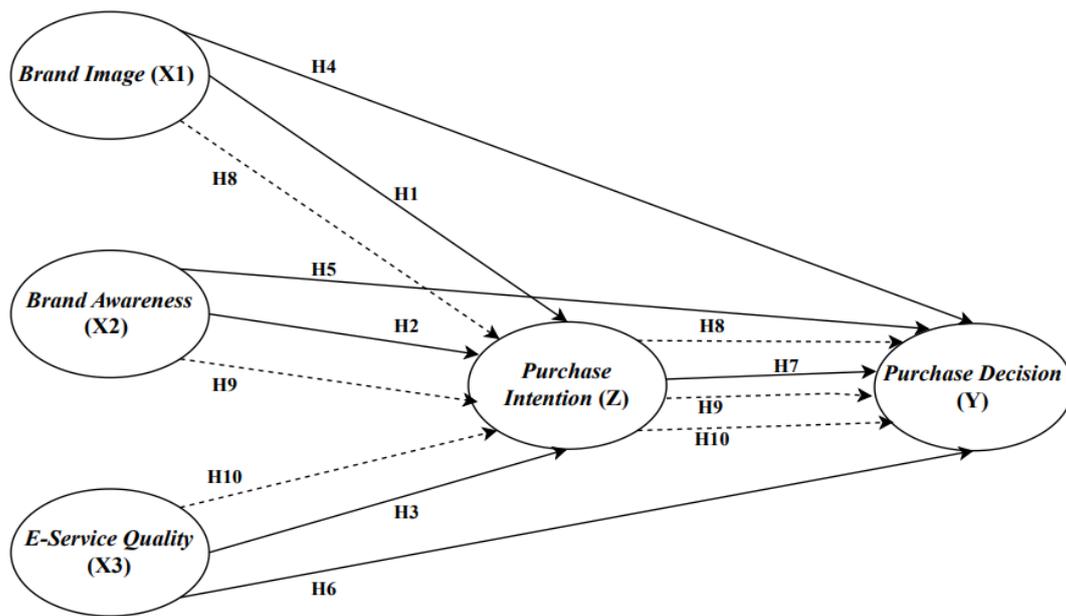
Figure 3. Research Model
Source: Miswanto, Mubarok, & Wijaya (2019), Purwati & Cahyanti (2022), Prasetyo, Budiyanto & Reformasi (2022), Salsabiela, Listyorini, & Purbawati (2022), Putri & Adriyanto (2024).

RESEARCH METHOD

The data used was obtained by distributing an online questionnaire, making it primary data. The population of this study was Lazada e-commerce users, while the sample used a non-probability sampling method with a purposive sampling technique. The sample criteria were: having purchased a purchase through the Lazada app, being over 17 years of age, and residing in the Jabodetabek area. The sample size was determined based on Hair et.al (2019), which states that if the population size is unknown, the sample size is calculated by multiplying the total number of indicators by 5–10. This study used 20 indicators, resulting in a sample size of 100–200 respondents, with the actual sample size being 150 respondents.

The analysis technique used is PLS-SEM (Partial Least Squares – Structural Equation Modelling). Therefore, the tests in this study are divided into measurement models (outer model), structural models (inner model), and model fit tests. The measurement model (outer model) consists of discriminant validity testing, convergent validity testing, and reliability testing. The structural model (inner model) consists of F-square testing, R-square testing, predictive relevance testing, path coefficient testing, and indirect effect testing. The operational definitions of each variable and its indicators are presented in Table 1 below.

Table 1. Operational Definitions of Variables

No	Research Variables	Operational Definition	Indicators
1.	*Brand Awareness* (X_1)	The ability of consumers to remember or recognize a brand, including elements such as logos, images, slogans, and names that have been used by a brand in product promotions. (Firmansyah, 2019)	• *Recall* • *Recognition* • *Purchase* • *Consumption* (Firmansyah, 2019)
2.	*Brand Image* (X_2)	Attitudes that encompass consumer preferences and beliefs about a brand (Firmansyah, 2019)	• *Brand Association* • *Brand Personality* • *Brand Benefit & Competence* • *Brand Identity* (Kotler & Keller, 2016)
3.	*E-Service Quality* (X_3)	Services are provided by e-commerce website providers when users access the site to search for information or make purchases. (Putri & Adriyanto, 2024)	• *Effeciency* • *Fulfillment* • *System Availiability* • *Privacy* (Zeithaml, Bitner & Gremler, 2018)
4.	Purchase Decision (Y)	The result of the consumer's final consideration or action to purchase a product or service. (Kotler & Armstrong, 2016)	• According to Needs • Has Benefits • Accuracy in Purchasing Products • Repeat Purchases (Thompson, Peteraf, Gamble & Strickland, 2018)
5.	Purchase Intention (Z)	Consumers' desire or willingness to purchase or own a product (Tjiptono, 2015)	• Preferential Intention • Exploratory Intention • Transactional Intention • Referential Intention (Ferdinand, 2019)

RESULTS AND DISCUSSION

Respondent Profile

The results of this study were obtained from 150 respondents with the characteristics presented in Table 2.

Table 2. Respondent Profiles

Index	Frequency	Percentage
Age		
18 - 22 years old	98	65%
23 - 27 years old	35	23%
28 - 32 years old	7	5%
> 32 years old	10	7%
Gender		
Male	38	25%
Female	112	75%
Place of Residence		
Jakarta	39	26%
Bogor	19	13%
Depok	65	43%
Tanggerang	13	9%
Bekasi	14	9%
Work		
Student	110	73%
Private Employee	21	14%
Civil Servant / PNS / POLRI	3	2%
Entrepreneur	6	4%
other	10	7%
Number of purchases		
1 - 2 times	104	69%
3 - 4 times	33	22%
> 4 times	13	9%
Income / Pocket Money		
< Rp1.000.000,00	58	39%
Rp1.000.000,00 – Rp2.500.000,00	43	29%
Rp2.500.000,00 – Rp3.500.000,00	18	12%
> Rp3.500.000,00	31	21%

Table 2 shows that respondents are predominantly aged 18–22 years old (65%) and students (73%), which makes them more tech-savvy and more likely to shop online due to the convenience it offers. Women also dominate at 75%, as they tend to be more enthusiastic about shopping to meet their diverse daily needs compared to men. Depok is the most common place of residence for respondents at 43%, as it is home to Lazada's largest warehouse, enabling faster deliveries. Respondents are also predominantly those with an income of less than Rp1,000,000.00, accounting for 39%, and make purchases 1–2 times per month, accounting for 69%. This is due to the dominance of students/college students, who tend to have limited income or pocket money, resulting in restricted purchasing power.

Measurement Model (Outer Model)

The measurement model (outer model) is useful for measuring the relationship between the indicators that make up the variables (Wijaya, 2019). This model has three tests, namely the convergent validity test, the discriminant validity test, and the reliability test. Figure 4 shows the outer model of this study.
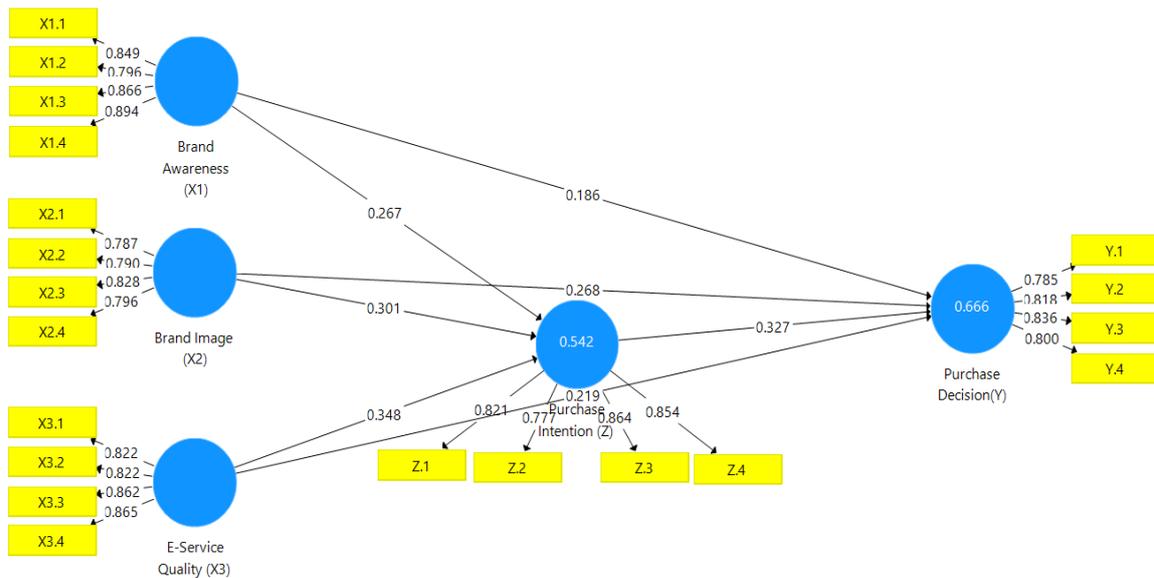
Figure 4. Outer Model

Asserts that convergent validity ensures the indicators of a construct exhibit a strong inter-correlation (Ghozali, 2021). The test results show a factor loading value > 0.70 and AVE > 0.50 for each indicator of each variable. Based on these two values, the validity can be confirmed.

The principle of discriminant validity testing is that indicators from different variables should not have high correlation values (Ghozali, 2021). The test results showed that the cross-loading value of one variable was higher than that of the other variables, and its value was > 0.70. Furthermore, the square root of AVE was > the correlation between variables (Fornell-Lecker criteria). Based on these two values, the variables can be considered valid.

The reliability test was conducted to determine the ability of a research instrument to minimize bias or error by ensuring the consistency of the responses obtained from respondents (Wijaya, 2019). The results of this test show that the composite reliability value is ≥ 0.70 and Cronbach's alpha is ≥ 0.60. Based on these two values, the instrument can be considered reliable.

Structural Model (Inner Model)

Table 3. F-Square Test Results

	Purchase Decision (Y)	Purchase Intention (Z)
Brand Awareness (X1)	0.061	0.102
Brand Image (X2)	0.116	0.120
E-Service Quality (X3)	0.092	0.203
Purchase Decision (Y)		
Purchase Intention (Z)	0.147	

The structural model (inner model) aims to measure the relationship between variables (Wijaya, 2019). This model consists of the F-squared test, R-squared test, predictive relevance test, path coefficient test, and indirect effect test. The F-square test is conducted to determine the magnitude of the influence of independent variables on dependent variables (Ghozali, 2021). The results of this test show that the influence of

e-service quality on purchase intention is in the moderate effect category because the value is ≥ 0.15, while the other influences are in the small effect category, as shown in Table 3.

The R-squared test was conducted to determine the extent of variation from changes in the independent variable to the dependent variable (Hamid & Anwar, 2019). The results of the test indicate that the variables of brand awareness, brand image, and e-service quality play a role in influencing the purchase decision variable by 0.666 (66.6%) and influencing purchase intention by 0.542 (54.2%). The remaining 33.4% and 45.8% are influenced by other variables such as social media marketing (Zuhad & Yoestini, 2023), brand ambassador (Purwati & Cahyanti, 2022), risk perception (Urnika & Khasanah, 2023), and others. Both values fall into the moderate category.

The predictive relevance test aims to determine the goodness of the observed values found by the model in estimating parameters (Ghozali, 2021). Based on the R-squared value, the predictive relevance test value or Q2 obtained is 0.607. This value indicates that $Q^2 > 0$, so it can be stated to have predictive relevance, and the model falls into the strong category. The Q^2 value was obtained using Formula 1.

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \tag{1}$$

The path coefficient test is a value that determines the magnitude of the relationship or influence of variables (Wijaya, 2019). This test is conducted to answer the hypothesis of direct influence. The hypothesis is accepted when the P-value is < 0.05 and the T-statistic is > T-Table (1.96). The results of this test can be concluded that all hypotheses of direct influence are accepted and have a positive effect, as shown in Table 4.

Table 4. Path Coefficient Test Results

Hypothesis	Original sample (O)	T statistics (|O/STDEV|)	P values	Description
H$_1$	0,186	3,636	0,000	**Accepted**
H$_2$	0,267	3,785	0,000	**Accepted**
H$_3$	0,268	3,466	0,001	**Accepted**
H$_4$	0,301	3,390	0,001	**Accepted**
H$_5$	0,219	2,673	0,008	**Accepted**
H$_6$	0,348	4,274	0,000	**Accepted**
H$_7$	0,327	4,353	0,000	**Accepted**

The indirect effect test is a sequence of a path through one or more mediating or intermediary variables (Duryadi, 2021). This test is conducted to answer hypotheses of indirect effects. The hypothesis is accepted when the P-value is < 0.05 and the T-statistic is > T-Table (1.96). The results of this test can be concluded that all hypotheses of indirect effects are accepted and have a positive effect, as shown in Table 5.

Table 5. Results of the Indirect Effect Test

Hypothesis	Original sample (O)	T statistics (|O/STDEV|)	P values	Description
H$_8$	0,088	0,032	2,753	**Accepted**
H$_9$	0,098	0,041	2,398	**Accepted**
H$_{10}$	0,114	0,034	3,331	**Accepted**

Model Validity Test (Model Fit)

The model fit assessment is conducted to evaluate the extent to which the model corresponds with the observed empirical data. The results of the model goodness of fit test show an SRMR value < 0.08 and an NFI value between 0 and 1, with values closer to 1 indicating better goodness of fit. Therefore, the model used can be considered good or suitable for use in research.

Discussion

The results of the path coefficient test show that the first hypothesis is accepted. It can be seen that brand awareness can influence purchasing intention in Lazada e-commerce and shows a positive relationship. In this case, consumers can be able to recognise or remember Lazada as an e-commerce platform that attracts attention, thereby creating a desire to purchase. Even though consumers have limited purchasing power, Lazada, with its various advantages, has successfully established itself in the minds of consumers. Consumers can easily recognise Lazada's logo, images, name, slogan, and other distinctive features. These results are similar to the research conducted by Agustini, Bakti, and Olinfia (2022) and Prasetyo, Budiyanto, and Reformasi (2022), which proves that brand awareness plays a role in increasing purchase intent.

The results of the path coefficient test show that the second hypothesis is accepted. It can be seen that brand image can influence purchasing intention in Lazada e-commerce and shows a positive relationship. Brand image is related to consumer perceptions of Lazada. These consumer perceptions are influenced by, among other things, the various attractive and innovative programmes offered by Lazada. These programmes can provide a pleasant and exciting shopping experience for Lazada consumers. These results are consistent with the research by Purwati and Cahyanti (2022) and Prasetyo, Budiyanto, and Reformasi (2022), which indicate that brand image plays a role in influencing purchase intent.

The results of the path coefficient test show that the third hypothesis is accepted. It can be seen that e-service quality can influence purchasing intention in Lazada e-commerce and shows a positive relationship. Lazada's superior e-service quality can further increase consumer purchasing intention. Lazada has a secure, efficient, easy-to-use system that operates well. This is what makes consumers intentioned in using Lazada e-commerce when they want to buy something. These results are consistent with the findings of Urnika and Khasanah (2023) and Putri and Adriyanto (2024), who stated that e-service quality can influence purchasing intent.

The results of the path coefficient test show that the fourth hypothesis is accepted. It can be seen that brand awareness can influence purchasing decisions on Lazada e-commerce and shows a positive relationship. Brand awareness can be seen when consumers make purchases because it is related to consumers' ability to recognise a brand. Consumers who actively use social media are more likely to see various promotions and advertisements conducted by Lazada. This makes it easier for them to recognise and remember Lazada. The results of this study are in line with the research by Simanjuntak, Soenhandji, and Indira (2024) as well as Salsabiela, Listyorini, and Purbawati (2022), which state that brand awareness can influence purchasing decisions.

The results of the path coefficient test show that the fifth hypothesis is accepted. It can be seen that brand image can influence purchasing decisions on Lazada e-commerce and shows a positive relationship. A good brand image can be seen when consumers' perceptions of Lazada are positive. Positive perceptions of Lazada are

influenced by the availability of various programmes that provide benefits to consumers. With limited income, consumers choose Lazada because it offers attractive programmes that provide benefits, thereby maximising the fulfilment of consumer needs. These results are consistent with the research by Dwitama (2021) and Aditria, Digdowiseiso, and Nurwulandari (2023), which state that brand image can influence purchasing decisions.

The results of the path coefficient test indicate that the sixth hypothesis is accepted. It can be seen that e-service quality can influence purchasing decisions on Lazada e-commerce and shows a positive relationship. Consumers can feel comfortable and secure with the superior e-service quality offered by Lazada, thereby deciding to make a purchase. When shopping, consumers choose to make purchases through Lazada e-commerce due to its convenience, security, efficient system, and reliable operation. The findings of this study align with those of Sugiyanto, Purwaningrum, and Chamidah (2022) as well as Putri and Adriyanto (2024), which indicate that e-service quality can influence purchasing decisions.

The results of the path coefficient test indicate that the seventh hypothesis is accepted. It can be seen that purchase intention can influence purchasing decisions on Lazada e-commerce and shows a positive relationship. High purchase intention felt by consumers will increase the tendency to make purchases. The desire to make a purchase is influenced by the role of social media. The lifestyle or items that consumers see on social media make them intentioned in owning them, such as clothing and cosmetics. The results of this study align with those of Purwati and Cahyanti (2022) and Urnika and Khasanah (2023), who noted that purchase intention can influence purchasing decisions.

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The results of the indirect effect test show that the eighth hypothesis is accepted. It can be seen that brand awareness can influence purchasing decisions through purchasing intention on Lazada e-commerce, and shows a positive relationship. The creation of good brand awareness in the minds of consumers makes consumers intentioned and ultimately decide to make purchases through the Lazada application. By choosing Lazada, consumers believe that Lazada can be relied upon to meet their needs

with limited income. Their activity on social media makes it easy for them to find Lazada promotions on social media, enabling them to easily recognise or remember Lazada and become intentioned in purchasing. These results are similar to the research by Salsabiela, Listyorini, and Purbawati (2022) as well as Anggraini (2022), which states that purchase intention can act as an intermediary between brand awareness and influencing purchasing decisions.

The results of the indirect effect test show that the ninth hypothesis is accepted. It can be seen that brand image can influence purchasing decisions through purchasing intention on Lazada e-commerce, and shows a positive relationship. Lazada has a recognisable logo and various unique innovations through programmes that can attract consumers' attention. The large number of Generation Z users on Lazada can be influenced by various programmes that easily capture their attention, such as games, coins, Lazreward, and others. Additionally, they can more easily understand the technology and programmes available. The positive brand image of Lazada makes consumers intentioned in purchasing. The high level of intention or desire makes them more likely to decide to purchase. The results of this study align with the research by Aditria, Digdowiseiso, and Nurwulandari (2023) as well as Purwati and Cahyanti (2022), which state that purchase intention can serve as an intermediary between brand image and influencing purchasing decisions.

The results of the indirect effect test indicate that the tenth hypothesis is accepted. It can be seen that e-service quality can influence purchasing decisions through purchasing intention in Lazada e-commerce, and shows a positive relationship. Lazada has superior e-service quality, which attracts consumers and encourages them to make purchases using Lazada. With the development of technology, consumers are shopping more frequently using e-commerce. When shopping, they require e-commerce platforms with good e-service quality, such as Lazada. Good e-service quality can be assessed based on a secure, easy, and efficient system. The results of this study are in line with Putri and Adriyanto (2024) and Urnika and Khasanah (2023), who stated that purchase intention can act as an intermediary between e-service quality and purchasing decisions.

CONCLUSION AND SUGGESTION

The conclusions of this study are as follows: (1) Brand awareness can influence purchase intention on Lazada e-commerce; (2) Brand image can influence purchase intention on Lazada e-commerce; (3) E-service quality can influence purchase intention on Lazada e-commerce; (4) Brand awareness can influence purchase decisions on Lazada e-commerce; (5) Brand image can influence purchasing decisions on Lazada e-commerce; (6) E-service quality can influence purchasing decisions on Lazada e-commerce; (7) Purchase intention can influence purchasing decisions on Lazada e-commerce; (8) Brand awareness can influence purchasing decisions through purchasing intention on Lazada e-commerce; (9) Brand image can influence purchasing decisions through purchasing intention on Lazada e-commerce; (10) E-service quality can influence purchasing decisions through purchasing intention on Lazada e-commerce.

Future researchers are encouraged to add other variables that have not yet been discussed, such as social media marketing (Zuhad & Yoestini, 2023), brand ambassadors (Purwati & Cahyanti, 2022), risk perception (Urnika & Khasanah, 2023), and others. Additionally, it is hoped that the scope of the research will be expanded and the sample size increased, while still aligning with existing sample calculation theories.

For the company, Lazada is encouraged to continue innovating through programmes that attract consumer attention. Additionally, it should consistently improve service quality and conduct effective promotions and marketing.

The implication is that Lazada must consider factors that can influence consumer perceptions, particularly in its programmes. Additionally, Lazada must prioritise system quality, consumer data security, delivery speed, product stock availability, and the optimal use of logos or other distinctive features. This ensures Lazada remains the top choice when consumers wish to make purchases via e-commerce.

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