

The Influence of E-Service Quality, E-Trust and Social Factors on Purchasing Decisions on Lazada.

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Background: The rapid growth of e-commerce in Indonesia has intensified competition among online marketplaces, including Lazada. To influence consumer purchasing decisions, platforms must build strong electronic trust (e-trust), provide reliable electronic services (e-service), and leverage social factors such as recommendations and online reviews. Consumers today face high uncertainty due to the lack of physical product interaction, making trust a crucial determinant in online transactions. Additionally, quality service features—such as secure payment, responsive customer support, and efficient delivery—play an important role in shaping customer satisfaction and decision-making. Social influences from peers and digital communities further encourage purchase intentions. Therefore, it is essential to examine how e-trust, e-service, and social factors significantly affect purchasing decisions on Lazada.

Purpose: 1. To identify and analyze consumer responses toward e-service quality, consumer trust, and purchasing decisions among Lazada e-commerce users. 2. To determine and analyze the direct influence of e-service quality on consumer trust 3. To determine and analyze the direct influence of e-service quality on purchasing decisions. 4. To determine and analyze the direct influence of consumer trust on purchasing decisions. 5. To determine and analyze the indirect influence of e-service quality on purchasing decisions..

Methodology: Data are collected using an online questionnaire distributed to Lazada users. The measurement of each variable is based on a Likert scale to identify respondent perceptions related to e-trust, e-service quality, social factors, and purchasing decisions. The collected data are analyzed using Structural Equation Modeling (SEM) or multiple linear regression through statistical software to determine the direct and simultaneous effects among variables.

Finding: The results of this research show that consumer trust in Lazada is still relatively low.

Limitation: Practical limitations, such as the author's limited funds to directly access the related data.

Originality: The research conducted is new research and different from previous research.

Keywords: E-Service Quality, E-Trust, Social Factor, Purchasing Decision, E-Commerce.