

Research Article

The Influence of Brand Image and Brand Reputation on Purchase Decision at Lazada: A Study of the Community in Pontianak City

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ABSTRACT

The rapid development of the e-commerce industry in Indonesia, particularly Lazada, has changed consumer shopping patterns. In the world of e-commerce, brand image and brand reputation are key factors influencing consumer purchase decision. Increasing competition among e-commerce platforms requires companies to strengthen their brand image and reputation in order to attract consumers and increase loyalty. This study aims to analyze the influence of brand image and brand reputation on purchase decision on the Lazada platform in Pontianak City. This study uses a quantitative approach with an association method, where data was collected through the distribution of questionnaires to 100 respondents who had made purchases on Lazada. The analysis techniques used are multiple linear regression, validity and reliability tests, as well as classical assumption tests such as normality, linearity, and multicollinearity tests. The results of the F-test in this study indicate that brand image and brand reputation simultaneously have a significant influence on purchase decision on Lazada. The results of the t-test show that brand image and brand reputation have a positive and significant partial influence on purchase decision. This highlights the importance for companies to pay attention to and improve their brand image and reputation in creating a positive shopping experience for consumers. This study provides new insights into how brand image and brand reputation simultaneously influence purchase decision in the context of e-commerce in Indonesia, particularly on the Lazada platform, and can serve as a foundation for companies to formulate more effective marketing strategies in facing increasingly intense competition.

Keywords: Brand Image; Brand Reputation; Purchase Decision; Lazada; Cummunity

1. INTRODUCTION

Currently, technological growth in the world is developing very rapidly, making people familiar with it, especially in the field of e-commerce industrial technology, which is currently bringing significant changes to people's lifestyles, one of which is the way they shop. Changes in obtaining information and the desire to express oneself in the digital world directly or indirectly influence consumer behavior in purchasing and using products or services. For some people, online shopping has become an essential need to support their lifestyle as consumers. The rapid advancement of information and communication technology has opened up new business opportunities, one of which is e-commerce. This is further supported by the ease of accessing the internet anytime and anywhere, thanks to the widespread availability of internet access, which facilitates the use of e-commerce today (Nasution et al., 2020). The number of e-commerce users in Indonesia has increased to 65.65 million users in 2024, with 38.72 million users in 2020, 44.43 million users in 2021, 50.89 million users in 2022, and 58.63 million users in 2023 (Ahdiat, 2024). This indicates the significant potential of the rapidly growing digital-based industry, particularly in e-commerce. The presence of e-commerce has made it easier for people to transact anytime and anywhere. This convenience has made online shopping increasingly popular (Dermansyah & Yosepha, 2020).

In Indonesia alone, there are already numerous e-commerce platforms offering various advantages (Priandewi, 2021). These include both domestic platforms such as Bukalapak, Tokopedia, and Blibli, as well as international platforms like Shopee and Lazada, giving consumers a wide range of options when choosing where to shop online. Competition in the e-commerce industry is extremely high, prompting e-commerce platforms to compete fiercely to provide the best possible service to their customers (Indiani & Devi, 2023). The e-commerce platforms in Indonesia that are the most popular online marketplaces based on visitor numbers can be seen in the [Figure 1](#).

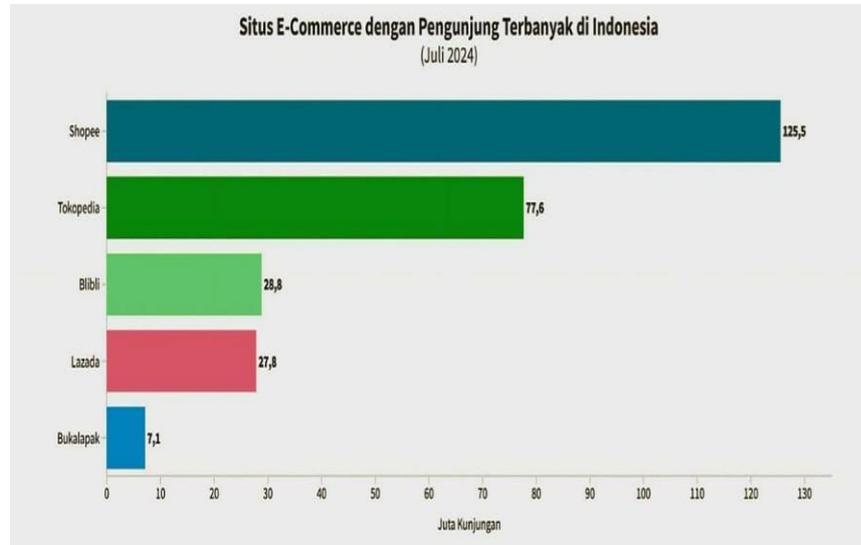


Figure 1. E-commerce sites with the most visitors in Indonesia

Source: Indonesia Data, 2024

Based on the data in [Figure 1](#), it shows that in July 2024, Shopee e-commerce received 125.5 million visits, Tokopedia received 77.6 million visits, Blibli received 28.8 million visits, Lazada received 27.8 million visits, and Bukalapak received 7.1 million visits. It can be concluded that the number of visits to various e-commerce platforms in Indonesia in July 2024 showed significant differences. Thus, Lazada ranked fourth after Shopee, Tokopedia, and Blibli. The use of the internet indirectly influences individual behavior in terms of shopping (Umma & Nabila, 2023).

Lazada is a Singapore-based e-commerce company operating in the online shopping and e-commerce retail sector, developed by the German internet technology incubator Rocket Internet in 2011. Lazada is known as a pioneer in e-commerce in several countries with the fastest growth in the world, offering fast, safe, and comfortable online shopping experiences. Lazada is one of the most popular online shopping apps in Indonesia (Subhan & Thalib, 2022). As an e-commerce company in Indonesia, Lazada aims to provide convenience for consumers in purchasing products from various categories. Lazada enables consumers to make various online transactions, from purchasing electronic goods to daily necessities, thanks to the wide range of products and services offered (Mansur & Evyanto, 2024). Lazada also makes it easier for consumers to obtain desired items with the convenience of transactions anytime and anywhere. In addition to providing transaction convenience, Lazada offers various promotions and discounts with price cuts during specific events.

Lazada's top priority is to create the best online shopping experience for every customer. Based on the Lazada app accessed on December 13, 2024, there were several complaints from consumers who shopped at several stores selling their products on Lazada about product quality that was unsatisfactory or did not match the product description, such as the size requested by the consumer not matching the size sent by the seller. This can lead to negative perceptions of the Lazada brand. As a result, consumers who wish to purchase these products may hesitate, as purchasing decisions can influence how the decision-making process is carried out (Wahyunita et al., 2024). However, some customers who purchased products on Lazada received items that matched the description and the price offered was consistent with the quality of the materials chosen. However, there were also cases where the price offered was the same but the quality of the product provided was different. Therefore, Lazada must consider the strategies needed to meet consumer expectations and build consumer trust in using Lazada, especially in facing competition by enhancing its brand image and brand reputation.

Consumer purchasing decisions are fundamentally influenced by various factors such as brand image and brand reputation. According to Rahayu et al. (2023), the decision-making process is an important activity because it involves various sequential steps before consumers make a decision. Before deciding to purchase a product on an online shopping site, consumers generally seek information that can be obtained through various means. Unlike offline transactions, online purchases do not occur directly, which ultimately increases the risk associated with uncertainty about the product to be purchased (Anggita, 2022). In the world of e-commerce, consumers tend to choose platforms that have a good brand image and a trustworthy reputation. Brand image is the perception formed in consumers' minds about a brand, influenced by consumers' experiences and interactions with the brand. Brand image can also influence consumers to make purchasing

decisions to choose a product (Astuti et al., 2021). Brand image is a reaction that often comes to mind when consumers think of a particular brand, so companies must create awareness of the existence of their product or service brand to attract consumers (Sinaga & Hutapea, 2022). A brand with a positive brand image will more easily attract consumers' attention and encourage them to make a purchase.

In addition, brand reputation also plays a very important role in consumer purchasing decisions. Brand reputation is related to consumers' perceptions of the quality, integrity, and reliability of the brand. A good brand reputation can build consumer trust and encourage them to choose products from brands with a positive reputation, even in situations where there are many similar product choices. The objective of this study is to examine the influence of Brand Image and Brand Reputation on consumer purchasing decisions on the Lazada e-commerce platform, specifically in the city of Pontianak. This study aims to provide insights into how Brand Image and Brand Reputation can influence consumer decisions to make purchases, as well as the importance of building these two factors to enhance customer loyalty and strengthen Lazada's competitive position in the increasingly competitive e-commerce industry.

2. RESEARCH METHOD

This study uses an associative approach that aims to identify the relationship between variables that can help explain, predict, and control the phenomena studied by Siregar (2020). In this case, the study aims to determine the influence of Brand Image and Brand Reputation on purchasing decisions at Lazada (A Study of the Community in Pontianak City). Data collection techniques in this study use primary and secondary data. Primary data is data collected directly by the researcher from the first source, namely the object studied by Siregar (2020). Questionnaires were distributed to all respondents who had shopped on the Lazada application on their own initiative and were given statements related to the variables studied. Secondary data was obtained from sources published by organizations that are not the data processors (Siregar, 2020). Secondary data in this study consists of top brand index data, e-commerce user data, and e-commerce visitor data. The population in this study is the people of Pontianak who have shopped online using the Lazada application with their own decision. The sample in this study was determined using Rao Purba formula in Sujarweni (2019), resulting in a minimum sample size of 96 respondents. The researcher set the sample size at 100 respondents. The sampling technique used was Purposive Sampling, which means that the sample was selected based on certain criteria (Sujarweni, 2019). The sample criteria were respondents aged at least 18 years, respondents residing in Pontianak City, and respondents who shopped on the Lazada app on their own decision. This study used two types of variables, namely Independent Variables, which were Brand Image (X1) and Brand Reputation (X2). The dependent variable is Purchase Decision (Y). The measurement scale used is the Likert scale. According to Sugiyono (2023), the Likert scale is used to measure a person's attitude, opinion, and perception of a social phenomenon. This study uses a Likert scale with five alternative answers, ranging from strongly agree (5) to strongly disagree (1). Data analysis techniques in this study first involve validity and reliability tests. Validity is tested using Pearson Product Moment correlation (Siregar, 2019), and reliability is tested using Cronbach's Alpha (Siregar, 2019). Classical assumption tests were used to ensure that the data met statistical requirements. Normality was tested using the Kolmogorov-Smirnov method (Siregar, 2019), linearity using the Test for Linearity (Purnomo, 2016), and multicollinearity was tested by examining the Tolerance and VIF values (Ghozali, 2018). The primary data analysis technique was multiple linear regression, which was used to determine the influence of each independent variable on purchase decision (Siregar, 2019). The F-test was used to examine the simultaneous effect (Siregar, 2019), and the t-test was used to examine the partial effect (Siregar, 2019). To measure the extent to which independent variables contribute to the dependent variable, the coefficient of determination R^2 is used (Siregar, 2019), along with the correlation coefficient to assess the strength of the relationship between variables (Siregar, 2019).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The r table value is obtained by looking at the r table with $(df) = n-2 = 100-2 = 98$ and a significance level of 0.05. Thus, the r table value in this study is 0.196. To determine the results of the validity test for all variables in this study, see [Table 1](#).

Table 1. Validity Test Results

Variable	Indicators	r value	r table	Description
Brand Image (X1)	X1.1	0,701	0,196	Valid
	X1.2	0,542		
	X1.3	0,692		
	X1.4	0,632		
	X1.5	0,711		
	X1.6	0,685		
	X1.7	0,616		
	X1.8	0,635		
	X1.9	0,554		
	X1.10	0,584		
	X1.11	0,497		
	X1.12	0,624		
Brand Reputation (X2)	X2.1	0,584	0,196	Valid
	X2.2	0,587		
	X2.3	0,523		
	X2.4	0,584		
	X2.5	0,580		
	X2.6	0,611		
	X2.7	0,564		
	X2.8	0,497		
	X2.9	0,584		
	X2.10	0,587		
	X2.11	0,523		
	X2.12	0,584		
	X2.13	0,580		
	X2.14	0,611		
	X2.15	0,564		
	X2.16	0,497		
Purchase Decision (Y)	Y.1	0,443	0,196	Valid
	Y.2	0,480		
	Y.3	0,468		
	Y.4	0,639		
	Y.5	0,595		
	Y.6	0,510		
	Y.7	0,594		
	Y.8	0,661		
	Y.9	0,556		
	Y.10	0,528		
	Y.11	0,479		
	Y.12	0,535		
	Y.13	0,602		
	Y.14	0,583		
	Y.15	0,595		
	Y.16	0,573		
	Y.17	0,649		
	Y.18	0,554		
	Y.19	0,377		
	Y.20			

Source: Processed Data, 2025

The validity test results shown in the table above indicate that the correlation values of all statements show r value > r table with a significance level of 5%, thus validating them as a measurement tool.

3.1.2 Reliability Test

The results of the reliability test can be see [Table 2](#).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0,855	Reliable
Brand Reputation (X2)	0,859	
Purchase Decision (Y)	0,878	

Source: Processed Data, 2025.

Based on the reliability test calculations in Table 2 above, it can be concluded that all variables used in this study are reliable, because all statement items have a *Cronbach's Alpha* value greater than 0.6.

3.2 Classic Assumption Test

3.2.1 Normality Test

This normality test aims to determine the distribution of data in the variables that will be used in the study. Data normality can be seen using the normal kolmogorov-Sminov test. The results of the Normality test calculation can be see [Table 3](#).

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.080
Asymp.Sig.(2-tailed)	.117 ^c

Source: Processed Data, 2025.

Based on the normality test results, *Asymp. Sig. (2-tailed)* was obtained at 0.117. Because sig > alpha (0.05), the regression residuals are normally distributed.

3.2.2 Linearity Test

Linearity testing in this study used the Test for Linearity. The testing criteria were that if the significance of Deviation from Linearity > alpha (0.05), then there was a linear relationship between the independent and dependent variables, or vice versa. The results of the linearity test for all variables in this study can be seen in [Table 4](#).

Table 4. Result of Linearity

Variable	Deviation From Linearity	Description
Purchase Decision * Brand Image	0,275	Linear
Purchase Decision * Brand Reputation	0,246	

Source: Processed Data, 2025.

Based on [Table 4](#) above, it can be seen that the significance value of *deviation from linearity* > 0.05. Therefore, it can be concluded that all variables in this study have a linear relationship.

3.2.3 Multicollinearity Test

Multicollinearity testing is useful for testing whether the regression model finds correlations between independent variables. The way to determine whether multicollinearity exists is by looking at the *Tolerance* and VIF values of each independent variable. If the Tolerance value is > 0.10 and the VIF value is < 10, then the regression model is free from multicollinearity. The results of the multicollinearity test can be seen in [Table 5](#).

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Image	.843	1.187
Brand Reputation	.843	1.187

Dependent Variable: Purchase Decision

Source: Processed Data, 2025.

Based on **Table 5**, the results of the multicollinearity test indicate that each variable, brand image (X1) and brand reputation (X2), has a tolerance value of 0.843, which is greater than 0.10, meaning that there is no multicollinearity. Additionally, the VIF values for each variable, brand image (X1) and brand reputation (X2), are 1.187, which is less than 10.00, indicating that there is no multicollinearity.

3.3 Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	33.154	4.076	.000
Brand Image	.624	5.546	.000
Brand Reputation	.288	2.368	.020

Dependent Variable: Purchase Decision

Source: Processed Data, 2025.

Based on **Table 6**, it can be seen that the multiple linear regression equation is as follows:

$$Y = 33,154 + 0,624X1 + 0,288X2$$

From the multiple linear regression equation, it can be explained as follows:

- The constant value (a) is 33.154. This means that if the brand image (X1) and brand reputation (X2) variables are zero (0), then the purchase decision variable (Y) is 33.154 units.
- The regression coefficient (b₁) of the brand image (X1) variable is 0.624. This value indicates that if the brand image (X1) variable increases by 1 (one) unit, the purchase decision variable (Y) will increase by 0.624 units.
- The regression coefficient (b₂) of the brand reputation variable (X2) is 0.288. This value indicates that if the brand reputation variable (X2) increases by 1 (one) unit, the purchase decision variable (Y) will increase by 0.288 units.

3.4 Correlation Coefficient Analysis (R)

The results of the correlation coefficient test calculation can be seen in the following **Table 7** below;

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.351	4.88177

Predictors: (Constant), Brand Reputation, Brand Image

Dependent Variable: Purchase Decision

Source: Processed Data, 2025.

Table 7, shows that the correlation between brand image (X1) and brand reputation (X2) with purchasing decision (Y) is 0.603, which means that brand image (X1) and brand reputation (X2) have a strong relationship with purchase decision (Y).

3.5 Analysis of the Coefficient of Determination R²

The coefficient of determination in this study can be seen in **Table 7** above. The coefficient of determination value is 0.364, which means that the purchase decision variable (Y) can be influenced by the brand image (X1) and brand reputation (X2) variables by 36.4%, while the remaining 63.6% is explained by other variables not included in this study.

3.6 Simultaneous Test (F Test)

The results of the simultaneous test (F test) can be seen in the following **Table 8** below;

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	1323.489	661.744	27.767	.000 ^b
Residual	2311.671	23.832		

Dependent Variable: Purchase Decision

Predictors: (Constant), Brand Reputation, Brand Image

Source: Processed Data, 2025.

Based on **Table 8**, it shows that the calculated F value of 27.767 > F table value of 3.94 and the significance value (sig) of 0.000 < 0.05, so it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a significant simultaneous influence of brand image and brand reputation on purchase decision.

3.7 Partial Test (t Test)

The t-test is used to determine how much influence an independent variable has individually in explaining the dependent variable at a significance level of $\alpha = 0.05$. The formula for obtaining the t-table value is $(\alpha / 2: 100-2-1)$, so $(0.05 / 2: 100-2-1)$ $(0.025: 97 = 1.984)$, resulting in a t-table value of 1.984. The results of the partial influence test can be seen in **Table 9**

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	33.154	4.076	.000
Brand Image	.624	5.546	.000
Brand Reputation	.288	2.368	.020

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

The partial test results in **Table 9** can be explained as follows:

- The partial effect of brand image on purchasing decisions in Table 9 above can be seen that the t-value of 5.546 > t-table value of 1.984 and the significance value of 0.000 < 0.05, so it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a significant partial effect between brand image and purchase decision.
- The partial influence of brand reputation on purchasing decisions in Table 9 above can be seen that the t-value of 2.368 > t-table 1.984 and the significance value of 0.020 < 0.05, so it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a significant partial influence between brand reputation and purchase decision.

4. CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that there were 100 respondents in this study, and the multiple linear regression equation obtained was $Y = 33.154 + 0.624X_1 + 0.288X_2$. The correlation coefficient (R) value of 0.603 indicates a strong relationship between brand image and brand reputation with purchase decisions. The coefficient of determination (R^2) is 0.364, indicating that 36.4% of purchase decisions can be explained by brand image and brand reputation, while 63.6% are influenced by other factors. The simultaneous influence test (F-test) shows that the calculated F value is 27.767 > F table 3.94, meaning that brand image and brand reputation have a significant influence on purchase decisions. The partial influence test (t-test) shows that the calculated t-value for brand image (5.546) and brand reputation (2.368) is greater than the t-table value (1.984), indicating that both have a significant partial influence. Based on these conclusions, the author recommends that Lazada design more effective marketing campaigns, focusing on promoting product diversity and uniqueness through social media and collaborations with local influencers. Lazada is also encouraged to optimize digital technology to enhance the shopping experience, such as developing an efficient search system and personalized product recommendation features. Additionally, Lazada is advised to display product reviews and ratings openly to increase transparency and consumer trust, which can encourage repeat purchases. Further research is recommended to consider other variables that may influence purchasing decisions to generate more diverse findings.

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