
Determinant of Online Purchase Decision of UIN Mataram College Student Using Lazada Application: Trust as Intervening Variable

Donny Dharmawan¹, Bahtiar Efendi², Silvia Ekasari³, Posman WH hasibuan⁴,
Aat Ruchiat Nugraha⁵

Abstract:

Nowadays, one option that helps customers purchase the things they need more easily is to shop through the marketplace. The issues of supply and demand are not the only ones that face the growth of internet commerce. More than that, though, a number of variables can affect how these days rapidly expanding internet businesses operate. This study aims to analyze and examine the influence of online customer review, celebrity endorser and price discount on online purchase decision of UIN Mataram College Student using Lazada Application with trust as an intervening variable. This study is causally associative with quantitative approach. The data was collected using questionnaires were distributed online to college student as Lazada application users via WhatsApp by filtering questions according to the characteristics of respondents. The type of sampling method used is non-probability sampling, namely purposive sampling. The number of samples in the present research was 60 respondents. The data analysis with Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results of this study indicate that the online customer review, celebrity endorser, price discount and trust has a significant influence on online purchase decision of UIN Mataram College Student Using Lazada Application. The trust is proven to be able mediate the effect of price discount on online purchase decision. While, trust is unable to mediate the influence of online customer review and celebrity endorser on online purchase decision of UIN Mataram College Student Using Lazada Application. The findings of this research can be reference for future researchers who will study similar problems.

Keywords: Online Customer Review, Celebrity Endorser, Price Discount, Trust, Online Purchase Decision

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1. Introduction

Business people are currently conduct interactive marketing through digital marketing to communicate and promote their products. Consumers lifestyles have changed as a result of internet technology advancements, and they are becoming more interested in online shopping. The development of digital technology has made shopping for

¹ Fakultas Ekonomi Universitas Krisnadwipayana (FE UNKRIS), Jakarta, Indonesia. donny28dh@gmail.com

² Fakultas Ekonomi Dan Bisnis Universitas Sains Al-Qur'an Jawa Tengah Di Wonosobo, Indonesia. bahtiarefd@unsiq.ac.id

³ STIE Manajemen Bisnis Indonesia, Indonesia. silvia.ekasari@stiemi.ac.id

⁴ Universitas Tama Jayakarta, Indonesia. posmanhasibuan@yahoo.co.id

⁵ Universitas Padjadjaran, Indonesia. ruchiat@unpad.ac.id

consumers more contemporary. Online shopping is preferred by customers because it is more convenient, faster, and offers significantly lower prices (Harun & Salmah, 2020). Users can communicate and even conduct business with people anywhere in the world quickly, cheaply, and easily thanks to the internet, which removes time and distance barriers. Online shopping is very popular because it's simple, straightforward, and less expensive than traditional retail. Using technology to shop can help reduce obstacles in the transaction process by allowing sellers and buyers to transact without physically meeting (Hidayat et al., 2017).

E-commerce is a relatively new form of trading that involves the electronic transfer of funds or data via an internet network. Because e-commerce has so many advantages over traditional buying and selling activities, it is currently experiencing rapid growth and demand. This is the reason why a lot of businesses are in competition to provide e-commerce services that customers can rely on to expedite and enhance the products offered, making them more affordable and effective (Fortuna & Marwati, 2021). The likelihood that a customer will choose to make a purchase increases with the number of visitors to the e-commerce site and familiarity with the brands that are available. E-commerce is indeed very easy to do and practical, but its use requires a smartphone and a strong internet network. If these two things were absent it would be impossible for someone to shop online (Prasetiawati et al., 2023). At present, Indonesia offers a greater variety of marketplaces, and a considerable number of users express interest in various established platforms like Shopee, Tokopedia, Bukalapak, Blibli, Lazada, and so forth.

Lazada is a company engaged in online buying and selling services also one of Indonesia leading online retailers. Lazada is an online marketplace that sells a wide range of goods, including wholesalers, electronics, fashion, home appliances, sports, health, and beauty products. By the end of 2020, Lazada, the most competitive e-commerce ranking in Indonesia, is expected to come in fourth place. In addition to being the industry leader in COD (cash on delivery) payment methods, which simplify the purchasing process for clients, Lazada is renowned for its wide range of payment options (Dirwan et al., 2021). After receiving an order, customers have the convenience of COD and can pay with cash. For those who would rather shop online, this means that purchasing products on Lazada might be your best choice. The advantages of this website are its speed, accuracy, and affordability. Various innovations that have been made by Lazada in developing application systems, sales, and promotion of goods, still do not rule out decrease in website visitors (Wiradarma & Respati, 2020).

Among UIN Mataram college students, Lazada is the most widely used mobile e-commerce shopping app and at the same time provides safe and comfortable online buying and selling experience. The growing trend of online purchasing is evident in West Nusa Tenggara, according to the <https://databoks.katadata.co.id/>, shopping activities have online increased by transaction values is reached US\$ 8,3 million in 2023. Bank Indonesia (BI) NTB recorded that the value of e-commerce transactions in NTB as of December 2021 reached US\$ 11,234 million. This number is much higher compared to the previous year which only recorded an increase of 97.35%. The

number of accounts has increased, as has the transaction volume which is mostly used via smartphones (<https://lombokpost.jawapos.com/>). Previously, purchases were made at the market, minimarkets, shops, or supermarkets directly. Purchases are increasingly being made online (Isnayati & Rahardjo, 2021).

Making decisions about what to buy online requires careful thought. Consumer behavior, which is the study of how people select, acquire, and use products and services to meet their needs, includes purchase decisions. There are several things that can cause online purchasing decisions, including online customer review. Results from a survey by (Chen et al., 2022) show that almost 60% of consumers look through product reviews online at least once a week, and that 93% of them think these reviews influence their shopping choices, help them make more accurate purchases, and lower their risk of losing money. Each week, 60% of consumers who engage in commercial activity on e-commerce platforms consult comments, and 82% of them read product reviews prior to making a purchase. Most customers read online reviews on a regular basis and base their decisions on the comments (Arief et al., 2023). After reading online reviews, a consumers psychological integration of vision and information processing leads to their purchase decision. Increasing customer interest and confidence can be achieved through online customer reviews and rating in the marketplace.

Apart from online customer review, another factor that influence of online purchasing decision, namely celebrity endorser. Celebrity endorsements are used by many businesses to promote their goods, so using celebrities as brand ambassadors has become a popular social media marketing tactic. A celebrity endorser is a corporate tactic used to market a good or service by enlisting a celebrity in the endeavor. Celebrities are frequently hired by businesses to promote their products in order to draw in more customers, add allure, and make them seem desirable (Algiffary et al., 2020). Celebrities are attractive in their own right and can influence different target audiences to make decisions about what to buy online. Employing celebrities to represent and advertise their goods helps businesses establish a distinctive and pertinent brand image in the eyes of consumers and encourages them to look up more information about the product. Businesses believe that celebrities carrying out promotional messages can draw in a larger audience, make them seem more attractive, and increase the audience's propensity to remember the messages than non-celebrities. Consumer purchase decisions for a product are positively correlated with the quality of the celebrity endorser used in the advertisement (Lestari & Wahyono, 2021).

A price discount is one of the other variables that may affect an online buyer's choice. It is also a reduction in price that a customer receives when making a purchase of goods or services. For both offline and online transactions, discounts are a long-term promotional strategy. Discount prices are one of the keys to achieving marketing goals and can also be changed quickly because they are flexible. Price discounts affect consumer decisions so that they choose to buy the product (Tarigan et al., 2022). One example of the price discount given by Lazada is by buying two products, you will get a 10% discount. So seeing this because they want to get price discount will make consumers to make purchases of more than one or in accordance with the conditions

given so that sales will also increase and the product runs out quickly (Prasetyo et al., 2020). So that unplanned purchases that were previously unthinkable by consumers to make purchases made by consumers. Offering discounts in addition to a low price can increase a customers desire and influence their purchase decision. However, if the product is offered at a high price without a discount, customers will wait to purchase it until the price is lower or a discount is applied (Roviqoh & Supriati, 2022).

There are additional factors that can affect consumer decision-making in addition to the three mentioned above, one of which is the trust factor. In addition to providing customers with the website's convenience, Lazada fosters a sense of trust by providing good service that is simple to find. Always offering prompt, amiable service, 24 hours a day. Customers can use the 24-hour customer service to consult with or ask questions about the product, which helps build trust before completing a purchase transaction. This customer service also overcomes any uncertainty that customers may have about the product they want to buy (Wiradarma & Respati, 2020). The Lazada website provides a resubmission process if the product is not what was ordered, which helps to build buyer confidence by protecting the transaction process and offering problem-solving services. Where the trust and convenience offered still has few visitors to make transactions at Lazada (Dirwan et al., 2021). The conviction that the online marketplace will fulfill its promises is implied by trust. Due to the fact that traditional shopping involves the buyer and seller meeting in person, whereas online shopping involves a lower level of risk

The generation most accustomed to using technology is Generation Z (Gen Z), particularly for social media and internet shopping. Retailers around the world are drawn to Gen Z consumers because of their growing numbers and dominance in the global market. The purpose of this study is to determine the relationship between online customer review, celebrity endorser and price discount on online purchase decision of UIN Mataram college student using Lazada with trust as an intervening variable

2. Theoretical Background

Online Purchase Decision

A purchase decisions involves a number of steps, beginning with the identification of needs, followed by the gathering of information about the product, weighing the various alternatives, selecting the brand and store, and the last is post-purchase evaluation (Andrian, 2019). Compared to traditional purchases, online shopping is probably to offer customers the chance to make higher-quality selections. Better consumer decisions are the outcome of the ease with which one can search through online purchases. Customers can choose a variety of product and price details that are readily available online when they make purchases online (Fortuna & Marwati, 2021). Product benefits, product form, brand, quantity, seller, and payment methods are just a few of the decision-making actions that are made. Other decisions include when and how to make the purchase. In order to understand consumer behavior, it is necessary

to examine how each person, family, or organization behaves both before and after making a purchase of goods, services, or ideas. (Jothimani et al., 2023).

Online Customer Review

Online customer reviews are a type of media that allows customers to read about other customers experiences using and buying products and also services from marketplaces. Meanwhile, online customer reviews as stated by (Aisyah et al., 2021), are evaluations of products provide by customers, which may be positive or negative and are based on the experience of the reviewer. If the reviews satisfy multiple criteria, including information content, accuracy, format, and timeliness, the reviews are deemed high-quality. Customers are less motivated to purchase the product or visit the store when they feel that the review's outcomes are unpleasant. In that case, the evaluation procedure will be based on heuristic data, which is an evaluation derived from the customers interaction with the store or product (Nisa & Dwijayanti, 2022). Customer reviews play a critical role in the success of digital product marketing. Online reviews are important to pay attention to for a number of reasons, including the fact that they have been shown to significantly increase sales. The more positive feedback a product receives, the more buyers it will buy of the product. In other words, the consumers emphasize of platform utility and credibility on reviews as a source of information to help them make purchase decisions (Welsa et al., 2022).

Celebrity Endorser

According to (Mandasari et al., 2023), celebrity endorsement is one of communication channels that is being utilized by celebrities to express their words in promoting product based on their popularity and personality. The idea of celebrity endorsement originated from a number of traditional advertising techniques and media used by marketers that are still in use today. It has expanded quickly in tandem with the advancement of information technology, including social media and the internet. Celebrity endorsement is a marketing tactic that leverages the influence of well-known individuals who are well-respected and frequently speak a lot in public, such as politicians, entertainers, or philanthropists (Clara, 2023). For celebrity endorsement to be a successful practice, it needs the right experience and knowledge. Celebrity endorsers made it easier for customers to recognize products because of their visibility, which helped consumers remember and distinguish between the many product brands available. This improved consumer awareness of the products and gave them more confidence to make purchases. Companies should use celebrities who have a trustworthy personality, are visually and performance appealing, have knowledge of the brand, are in line with the brands attributes, and have good experience and skills in brand promotion. This can therefore ultimately result in a customers intent to purchase (Rosita & Novitaningtyas, 2021).

Price Discount

Price discount is a reduction in price that a buyer receives when they buy products or services. Price reductions are long-term marketing strategy for both offline and online sales. Rosyihuddin & Hendra (2023) define a discount as a price reduction given to clients who pay their invoices on time. Discount prices are a pricing strategy that involves a long-term plan to gradually cut prices following the introduction of

expensive products. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions. Discounts are one of the marketing strategies that have been shown to have an impact on consumer purchasing behavior both conceptually and practically (Prasetyo et al., 2020). Customers will undoubtedly take note of this, so offering discounts in addition to a low price can increase their desire to purchase the product. Conversely, if a high price is offered without a discount, customers will wait to purchase the product until the price is lowered or a discount is applied. Consumers feel encouraged and benefit when they make transactions as soon as possible because the offers are short and prices are cheaper than in normal days. Before making a decision to buy a product, consumers tend to use discounts as one of their references (Wangi & Andarini, 2021).

Trust

Trust is consumers expectations of the results of a product or service sold in an marketplace. A person's relationship with others that they expect to carry out specific transactions with in an uncertain environment is evaluated in terms of trust. When a customer provides her data to a seller in placing an order online, it requires trust. The first thing a buyer looks for when making an online purchase is the safety and reliability of the seller and the websites they visit (Isnayati & Rahardjo, 2021). According to (Rahmadi & Malik, 2018), indicators of trust include honesty of sellers in transactions, responsibility of sellers to buyers and trust that the company has a good reputation. Consumers who are starting to be aroused by their needs and curiosity are increasingly looking for information as desired, so consumer confidence can also arise in online shops on the internet. The main concern of marketers is the sources of information that become the consumers reference and the strong influence of each of these sources is the purchase decision. Consumer knowledge and their conclusions about products, features, and advantages are all considered to be part of trust. According to Mowen (2012), consumers trust encompasses all of the information that consumers know and all of the judgments they make regarding products, features, and advantages. Because the online environment is so much more complex than the traditional one, trust is even more important. When there is no indication of direct physical contact and interactions are solely mediated by electronic devices, trust develops as causation. An intangible instrument that works well to lessen ambiguity and complexity in interactions and transactions in electronic markets is e-trust. Simply put, trust pertains to the way customers view a company credibility, reputation, and ability to meet their expectations (Aziz & Tiarawati, 2021).

3. Methodology

Lazada is the object of this research because it is the top online store in Indonesia, which is considered to have many advantages over competitors. This research is causally associative with quantitative approach. Research that seeks to examine the connection between two variables is known as causal associative research. This study also apply literature studies through citing relevant articles journal and books as theoretical basis. Primary data are collected directly by researchers in the form of

surveys in order to answer research question or achieve the goal of exploratory, descriptive or causal research.

The type of sampling method used is non-probability sampling, namely purposive sampling so that researchers can obtain elements that represent the population being studied, meaning that the samples taken were according to the characteristics of this research, namely customer is college student of Sharia Economics Programme Faculty of Islamic Economics and Business UIN Mataram, often shopped or made purchases product at Lazada least one and made a transaction in the 1 years. The number of samples in the present research was 60 respondents. The Likert scale was employed as the measurement tool in this study, and each respondent's response was assessed on a 4-level scale. Questionnaires were distributed online to college student as Lazada application users via WhatsApp by filtering questions according to the characteristics of respondents.

The data analysis techniques use Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of *SmartPLS* version 3.29. Convergent, discriminant, and AVE validity tests, as well as composite reliability and Cronbach's alpha reliability tests, are included in the instrument test. Structural Equation Modeling (SEM), which can directly analyze latent variables, indicator variables, and measurement errors, is the method used in data analysis. PLS is applicable to all data scales and can be used with small samples. The PLS evaluation model is utilized in two stages: the measurement model, which is the outer model, and the structural model, which is the inner model. In order to determine whether exogenous variables have a significant impact on endogenous variables, the test criteria are applied when the t-statistic value \geq t-table (1.96) and the probability value \leq alpha (0.05) (Solimun, 2017).

4. Empirical Findings/Result

Each dependent variable's results from data processing are explained by statistics. The following are the outcomes of multiple analyses.

1. Analysis Outer Model (Measurement Model)

a. Convergent validity, AVE and Composite Reliability

The correlation between the variables is used to evaluate convergent validity. A construct is considered large if its size is greater than 0.70 and there is a correlation between its scores and item scores. However, obtaining a value of 0.50 to 0.60 is thought to be sufficient for early stage research applications. An indicator's AVE value should be greater than 0.5 in order to determine whether it has a higher correlation value than other indicators. In the meantime, a composite reliability analysis was done to find out how reliable and accurate the instrument was at measuring a particular construct. If the composite reliability value is greater than 0.70, it is rated reliable.

Table 1. Outer Loading, Cronbach's Alpha, Composite Realibility and Average Variance Extracted

Variable	Item Measurement	Outer Loading	Cronbach's Alpha	Composite Realibility	AVE	Conclusion
Online Customer	OCR.1	0,824				Reliable
Review (X1)	OCR.2	0,877	0,864	0,907	0,710	Reliable

	OCR.3	0,862				Reliable
	OCR.4	0,804				Reliable
Celebrity Endorser (X ₂)	CE.1	0,860				Reliable
	CE.2	0,867	0,858	0,904	0,701	Reliable
	CE.3	0,806				Reliable
	CE.4	0,815				Reliable
	PD.1	0,881				Reliable
Price Discount (X ₃)	PD.2	0,891	0,887	0,921	0,745	Reliable
	PD.3	0,839				Reliable
	PD.4	0,841				Reliable
	Trust.1	0,910				Reliable
Trust (Z)	Trust.2	0,854	0,893	0,925	0,755	Reliable
	Trust.3	0,857				Reliable
	Trust.4	0,852				Reliable
	OPD.1	0,931				Reliable
Online Purchase Decision (Y)	OPD.2	0,912	0,919	0,942	0,802	Reliable
	OPD.3	0,925				Reliable
	OPD.4	0,810				Reliable

Source: Processed data, 2024

The aforementioned table shows that each indicator's outer loading value is more than 0.70, indicating the indicator's reliability in measuring online purchase decision. The composite reliability value, which is greater than 0.70, and also Cronbach's alpha value both indicate the degree of reliability. It concluded that all variable is reliable and each indicator has different construct reliability. Furthermore, since all of the AVE values show > 0.5 , the degree of convergence is evident, indicating that each of these indicators satisfies the criteria for strong convergence.

b. Discriminant Validity

In order to apply discriminant validity, one must compare the loading value of the intended construct which must have a higher value with another construct.

Table 2. Discriminant Validity-Fornell Larcker

Indicator	Online Purchase Decision	Online Customer Review	Celebrity Endorser	Price Discount	Trust
Online Purchase Decision	0,896				
Online Customer Review	0,793	0,842			
Celebrity Endorser	0,789	0,810	0,837		
Price Discount	0,742	0,759	0,827	0,863	
Trust	0,736	0,768	0,817	0,844	0,869

Source: Data Processing on SmartPLS, 2024

According to the above table, the AVE values of online customer review, celebrity endorser, price discount, trust and online purchase decision all result in greater than 0.5 and pass the discriminant validity test, which requires that the AVE square root value be greater than the correlation between the latent constructs. The above variable are then deemed to be valid. In summary, the research data model satisfies the good criteria and can be pursued based on the results of the discriminant validity test (Fornell-Larcker Criterion).

2. Analysis Model Structural (Inner Model)

a. R- Square

It is an analysis meant to demonstrate the degree to which the independent variable affects the dependent variable. R-square, a measure of the degree to which an independent variable can influence dependent variables, has three categories: weak, moderate, and strong. Relative to other R-square values, 0.25 is considered weak, 0.50 is considered moderate, and 0.75 is considered strong.

Table 3. R-Square

	R-Square (R ²)	R-Square Adjusted
Online Purchase Decision (Y)	0,627	0,558
Trust (Z)	0,382	0,337

Source: Data Processing on SmartPLS, 2024

According to the R-square results, the impact of Online Customer Review (X₁), Celebrity Endorser (X₂), Price Discount (X₃), and also Trust ((Z) on Online Purchase Decision (Y) has a value of 0,627 or 62,7%, this value is included in the moderate category. While 37,3% can be influenced by other variable not examined.

The R-square value for Trust (Z) was 0,382, which means that 38,2% of the Trust was influenced by Online Customer Review (X₁), Celebrity Endorser (X₂) and Price Discount (X₃). While the remaining 61,8% was influenced by other variables outside of this study.

b. Path Coefficients

The process of bootstrapping was employed in order to ascertain the correlation between the variables. When both the probability value and the t-statistic value are less than or equal to alpha (0.05) and t-table (1.96), the test criteria are met. Exogenous variables are said to have a major impact on endogenous variables.

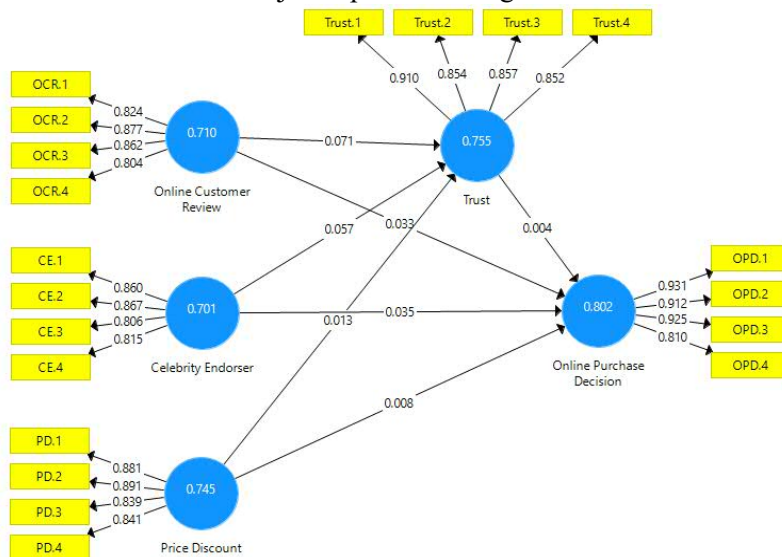


Figure 1. Bootstrapping Results
Source: Data Processing on SmartPLS, 2024

Table 4. Hypothesis Test Results

	<i>Original Sample(O)</i>	<i>Sample Mean(M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Online Customer Review (X ₁) → Online Purchase Decision (Y)	0,412	0,430	0,096	5,601	0,033
Celebrity Endorser (X ₂) → Online Purchase Decision (Y)	0,176	0,195	0,105	2,703	0,035
Price Discount (X ₃) → Online Purchase Decision (Y)	0,307	0,315	0,136	2,278	0,008
Trust (Z) → Online Purchase Decision (Y)	0,176	0,162	0,092	2,225	0,004
Online Customer Review (X ₁) → Trust (Z) → Online Purchase Decision (Y)	0,106	0,093	0,184	0,580	0,071
Celebrity Endorser (X ₂) → Trust (Z) → Online Purchase Decision (Y)	0,254	0,274	0,144	1,535	0,057
Price Discount (X ₃) → Trust (Z) → Online Purchase Decision (Y)	0,236	0,248	0,158	2,066	0,013

Source: Data Processing on SmartPLS, 2024

The above table displays the test results. The first hypothesis, with a t-statistic of 5,601 more than 1.96, and p-value of 0,033 < 0,05, suggests that online customer review significantly effects on online purchase decision. The second hypothesis has t-statistics 2,703 more than 1.96 and a p-value 0,035 < 0,05, that celebrity endorser has significant impact on online purchase decision. The third hypothesis shows that, with t-statistics (2,278) and a p-value (0,008 < 0,05), price discount has a significant impact on online purchase decision. The fourth hypothesis shows that, with t-statistics (2,225) and a p-value (0,004 < 0,05), trust have significant effects on online purchase decision. With t-statistics 0,580 less than 1.96 and a p-value (0,071 > 0,05), the fifth hypothesis shows that the trust unable to mediate the effect of online customer review on online purchase decision. With t-statistics (1,535) and a p-value of (0,057 > 0,05), the results of the sixth hypothesis test demonstrate that the trust is unable to mediate the effect of celebrity endorser on online purchase decision. Conversely, with t-statistic of 2,066 and p-value of 0,013 less than 0.05, the seventh hypothesis test demonstrate that the trust can mediate the effect of price discount on online purchase decision.

5. Discussion

The Effect of Online Customer Review on Online Purchase Decision

Based on the results of data analysis, online customer review have significant effect on online purchase intention of UIN Mataram College Student Using Lazada Application with t-statistics 5,601 and p-value 0,033 < 0,05. This indicate that the greater the degree to which customers perceive the online consumer review feature, the greater the number of purchase decisions. Because they offer general product information as well as positive or negative product characteristics, online consumer reviews used as basis for consideration prior to making purchase. Buyers typically require this information because with multiple assessments, it will give them a wealth of knowledge. so that the availability of online customer reviews can facilitate the decision-making process for potential customers when it comes to making a purchase. Concerns regarding the advantages of using online goods and services are prevalent

among consumers. This is consistent with consumer behavior, which is to search for goods and services that truly benefit them. The results of this study are supported by research (Aisyah et al., 2021; Prasetiawati et al., 2023) which states that the online customer review has significant effect on online purchasing decision. Product reviews are the most popular source of information on consumer purchasing decisions. This is because purchases are made online and consumers do not know the actual shape and condition of the goods.

The Effect of Celebrity Endorser on Online Purchase Decision

Based on the results of data analysis, celebrity endorser have significant effect on online purchase intention of UIN Mataram College Student Using Lazada Application with t-statistics 2,703 and p-value $0,035 < 0,05$. This proves that if consumers feel the image conveyed by Maudy Ayunda and Verrel Bramasta as a celebrity endorser for the Brand Ambassador of Lazada, it can make consumers interested and increase purchasing decisions for a products. The use of celebrity endorse is carried out by Lazada as a tool to communicate directly, so that promotions are made easier because they are carried out by someone who has popularity or achievement. This makes celebrity endorse an attraction for the public to find out more detailed product information and is expected to increase sales volume. Companies that use celebrity endorse will strengthen their brand image in the eyes of consumers. The results of this study are supported by research (Angelina & Kaban, 2022; Kurniawati, 2022) which shows that the celebrity endorser has a significant effect on the purchasing decision. This is because level of popularity that celebrities have, the skills of celebrities in promoting products, and the ability of celebrities to influence consumers to make purchase decisions.

The Effect of Price Discount on Online Purchase Decision

Based on the results of data analysis, price discount have significant effect on online purchase intention of UIN Mataram College Student Using Lazada Application with t-statistics 2,278 and p-value $0,008 < 0,05$. This means that if the flash sale program at Lazada offers high discounts on products sold, the purchase decision will also increase. The price discount given by Lazada is by buying two products, you will get 10% discount. Because they want to get a price discount will make consumers to make purchases of more than one or in accordance with the conditions given so that sales will also increase and the product runs out quickly. So that unplanned purchases that were previously unthinkable by consumers to make purchases made by consumers. When consumers see a discount, it will bring up the minds of consumers to buy the product. The results of this study are in line with research conducted by (Sihaloho & Safrin, 2022; E. S. B. Tarigan et al., 2022) which says that a price discount will increase the online purchase decision. Efforts made by Lazada in marketing their products are by selling flash sales and discounting prices. This promotion is in great demand and eagerly awaited by consumers because the prices given are very cheap and can save time and effort because there is no need to go straight to the store as usual.

The Effect of Trust on Online Purchase Decision

Based on the results of data analysis, trust have a significant influence on online purchase intention of UIN Mataram College Student Using Lazada Application with t-statistics 2,225 and p-value $0,004 < 0,05$. This shows that the better the trust provided by Lazada, the more purchasing decisions will increase. Trust is one of the vital reasons that encourages someone to make an online purchase with low risk considerations. Online transactions require trust, and when a person plans to make transaction, their first concern is whether the seller and the website they are visiting are reliable and secure. Since there is no in-person interaction, the buyer's trust in the seller and the online marketplace takes center stage. The customers are more likely to choose to make a purchase if they have trust in marketplace. The management of Lazada needs to concentrate on growing businesses or utilizing the right technology to help businesses win over customers. Customers will feel more at ease and confident engaging with the marketplace and conducting business there if they think it can meet their needs. The results obtained are in accordance with the research of (Kurniawati, 2022; Wijaya & Kempa, 2018) which states that trust has a significant effect on online purchasing decisions. So that the higher the consumer's trust, will increase the consumer purchasing decisions for e-commerce.

The Effect of Online Customer Review on Online Purchase Decision Mediate by Trust

The outcomes of this study found that the trust unable to mediate the effect of online customer review on online purchase intention of UIN Mataram College Student Using Lazada Application with t-statistics 0,580 and p-value $0,071 > 0,05$. This means that the purchase decision will be reduced if consumers have be seen previous products reviews. Consumers tent to discourage buying if the product reviewed by previous consumers has many negative assessments. Although they have high trust in products and sellers in e-commerce, but ultimately consumers do not buy the products they dream of through e-commerce because there are some negative reviews. Online customer review is used by consumers to information as a consideration for decision making, this is what is referred to as a decision aid. Besides, that it also functions as a mechanism for providing feedback by consumers and recommendations for other online shopping platforms. However, the number of reviews cannot guarantee that consumers will buy the products because there are still many other factors. This research is in line with that conducted by (Firdaus et al., 2023; Herlambang et al., 2023) which states that the trust unable to mediate the effect of online customer review on online purchase decision.

The Effect of Celebrity Endorser on Online Purchase Decision Mediate by Trust

The outcomes of this study found that the trust unable to mediate the effect of celebrity endorser on online purchase intention of UIN Mataram College Student Using Lazada Application with t-statistics 1,535 and p-value $0,057 > 0,05$. Celebrities are considered to represent an ideal lifestyle, where some people or at least fans want to follow their lifestyle. With the behavior of the market that wants to emulate the lifestyle of celebrities, companies are willing to spend a small amount of money to cooperate with celebrities in promoting their products or brands where the celebrity who becomes a pusher can give confidence about a product to prospective consumers. Previous

literature has identified multiple factors that can influence a consumer's buying intentions, such things are simply characteristic of messages, product-related elements, personal relevance, motives, and needs. The differences in consumer characteristics and product engagements have been understood as the main determinants. This finding is in line with research conducted by (Putra et al., 2021; R. S. Tarigan et al., 2023) which states that the trust unable to mediate the effect of celebrity endorser on online purchase decision.

The Effect of Price Discount on Online Purchase Decision Mediate by Trust

Based on the results of data analysis, trust is proven to be able mediate the effect of price discount on online purchase intention of UIN Mataram College Student Using Lazada Application with t-statistics 2,066 and p-value 0,013 < 0.05. Consumers make purchasing decision because the prices provided by Lazada are more affordable than other marketplaces, and consumers can accept the product prices set on the application. In addition, consumers agree that the prices displayed on Lazada vary according to the quality of the product that will be received. This makes consumers not disappointed when making purchase transactions on the Lazada application. Price discounts carried out by Lazada are not only in the form of discount on the products offered, but also in the form of free shipping, cash back and flash sales. Consumers who find this offer are encouraged to increase their trust. So they try to convince themselves by collecting various information that supports the perception that the product are going to buy will not harm them in the future. Once consumers believe that the information on product with price discount is in accordance with what they expect, consumers will tend to have an interest in buying the product. This study results align with previous research (Deza & Lubis, 2020; Rahmawati & Mangifera, 2023), the price discount have a significant influences on online purchasing decisions mediated by trust

6. Conclusions

Based on the formulation of the problem as well as data analysis and discussion, the results of this study indicate that the online customer review, celebrity endorser, price discount and trust has a significant influence on online purchase decision of UIN Mataram College Student Using Lazada Application. The trust is proven to be able mediate the effect of prise discount on online purchase decision. While, trust is unable to mediate the influence of online customer review and celebrity endorser on online purchase decision of UIN Mataram College Student Using Lazada Application. Reviews given by other consumers online can be considered by potential customers and can also create a sense of trust for customers. Celebrity endorser impacts purchase decisions through trust, so an endorser with exemplary achievements and image can provide charm to foster sense of consumer trust which is expected to impact purchasing decisions. Setting a low price by giving discounts can strengthen consumers desire to buy the product they want and decide to buy the product.

The findings of this study can be reference for future researchers who will study similar problems. This study provide more useful information for Lazada can help the

company revenue grow more, meeting the increasing needs of consumers and also achieve outstanding business performance in the future. This study had some limitation that must be considered when interpreting the results, including the examined group consisted solely of college students. Suggestions for further research are expected to further expand the respondents from this research because the majority of respondents live on the Lombok island.

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