

The Influence of Knowledge and Attitude as Consumer Behavior on Product Purchase Interest on Lazada E-Commerce



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Abstract

This research was conducted to determine the effect of knowledge and attitudes as consumer behavior on product purchase intention on Lazada e-commerce. The population in this study are all consumers who are all people who will make purchases at e-commerce Lazada in 2021. The sample in this study using the Lemeshow formula shows as many as 100 respondents in the fishing mania community in South Sumatra with the sampling technique in this study and using a non-probability sampling method. The results of the multiple linear analysis show that knowledge as consumer behavior has a positive and significant effect on product buying interest on Lazada e-commerce. Attitudes as consumer behavior have a positive and significant effect on product buying interest in Lazada e-commerce. In the knowledge variable, Lazada needs to fix it in the form of a direct warning to the seller, who is considered problematic in presenting the information. In addition, the consumer attitude variable shows that they are not completely satisfied with the information on the products sold on Lazada. Therefore, Lazada must be even more active in supervising the products that resellers will sell.

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1 Introduction

Business development using online store media or e-commerce continues to experience rapid growth (Rahayu & Day, 2015; Kshetri, 2007). This is growing with the increase in the level of internet users compared to previous years. Based on the survey conducted by the Central Statistics Agency in 2013, the number of internet users in Indonesia has reached 71.19 million people and an increase of about 13% from the previous year wherein 2012 there were only 63 million internet users. This is also shown by the development of internet users in Indonesia, with an average online store market growth of 17% annually. Based on this data, the potential for online business is increasingly wide open with more and more people who do not want to be complicated in getting an item. For this reason, it can make online business continues to increase every year (Permana, 2020).

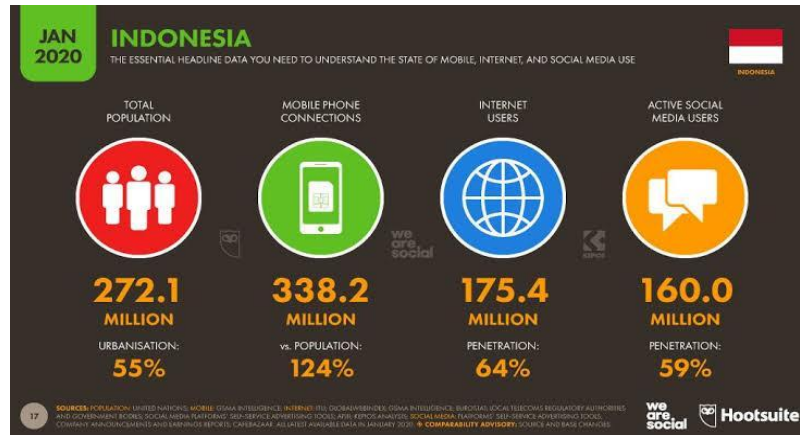


Figure 1. Data on the internet and social media users in Indonesia in 2020
Source: www.andi.link.com, 2021

Based on Figure 1, data on the internet and social media users in Indonesia in 2020 shows a total population or population of 272.1 million people, in the unique mobile user category it shows several 338.2 million people and in the category of internet users around the world shows the number of 175.4 million people with 160 million active social media users (Riyanto, 2020). Based on these trend data, the average internet user accessing social media in Indonesia is almost close to the total number of internet users globally.



Figure 2. Top 10 E-Commerce in Indonesia First Quarter of 2020
Source: www.data.tempo.co, 2021

Indonesia. According to a statistical report on the top 10 most visited e-commerce data in Indonesia, Shopee ranks first with 71.53 million clicks per month in the first quarter of 2020. Apart from Shopee, several other e-commerce sites are frequently visited by users in Indonesia. The open stall is in the second position, with 69.8 million clicks per month

during the first quarter of 2020. Bukalapak is in the third position with 37.63 million clicks per month, while Lazada has 24.4 million clicks per month. Then JD.id, Orami, Bhineka, Sociolla, and Zalora Indonesia received less than 7 million clicks per month during the first quarter of 2020 (Christy, 2020).

The business phenomenon with the adaptation of the new normal in Indonesia also impacts the amount of shopping during the Q2 to Q3 period of 2020. In this trimester, Lazada was ranked 4th in visitor growth at a stable rate since Q2 2020. If it looks at the number of e-commerce website visits in Q3 2019 and 2020, the data shows that the overall average e-commerce visitor has increased. If in Q3 2019, the highest number of visits was held by Tokopedia with a total of more than 66 million visits, and in 2020 Shopee ranked first with total website visits almost touching the number of 97 million per month (Devita, 2020). Based on the above phenomenon, many e-commerce competitors showing some attractiveness to attract consumer buying interest (Wang et al., 2013; Donadini & Porretta, 2017). Lazada, one of the e-commerce that occupies the fourth position in 2020 based on the number of visits, needs to compete in the current digital era.

According to Lazada Group Chief Executive Officer Chun Lin, order volume in Southeast Asia grew 100% YoY as of July 31, 2020. Lazada currently serves a total of more than 80 million consumers in six countries. Lazada will enhance digital innovation and commercial development aimed at empowering sellers and consumers. Going forward, Lazada will continue to implement innovative consumer engagement strategies, supported by technology from Alibaba's digital economy, which will ultimately achieve its goal of becoming the leading e-commerce platform in the Southeast Asia region. Lazada's current focus is to build a healthy and sustainable business for the long term through investment in infrastructure and technological and logistical capabilities, which are expected to realize later Indonesia's mission in accelerating the progress of the digital economy in Indonesia (Setiawan, 2020; Kotabe et al., 2008).

The spread of the COVID-19 virus in early 2020 made social distancing policies. This has an impact on the number of companies that enforce work-at-home policies for their employees. According to Monika Rudijono, Lazada Indonesia's Chief Marketing Officer, along with the widespread implementation of social distancing, online shopping is also increasing because it is the main alternative for many people. For this reason, Lazada ensures that the comfort and safety of consumers remain a top priority. Lazada continues to be committed to helping build the small and medium business e-commerce ecosystem, which is one of the economy's main drivers. Currently, Lazada has 12 central warehouses and works with more than 8,000 couriers and logistics partners to ensure that consumer goods arrive on time (Diah, 2020; Mandasari & Pratama, 2020).

Formulation of the Problem

How does the influence of knowledge and attitudes as consumer behavior influence buying products on e-commerce Lazada?

Research Purposes

To find empirical evidence by analyzing the influence of knowledge and attitudes as consumer behavior on product purchase intention on Lazada e-commerce.

2 Materials and Methods

The population in this study is all consumers who are all people who will make purchases at e-commerce Lazada in 2021. The population in this study is unknown in number, so calculate the minimum number of samples required using the Lemeshow formula for an unknown population (Heiberger et al., 2015; Moore & Dixon, 2015). Based on the Lemeshow formula, the n obtained is 96.04, so that in this study, at least the researcher must take data from a sample of at least 100 people who will make purchases on e-commerce Lazada in 2021. The sampling technique in this study used a non-probability sampling method. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as sample members (Reay, 2014; Sgier, 2012; Grbich, 2012). Respondents selected in this study were the fishing mania community in South Sumatra, with as many as 100 respondents. The reason for choosing the South Sumatran fishing mania community is because the members of the fishing mania are various people who have different jobs, men and women from children to adults.

3 Results and Discussions

Table 1
Multiple linear regression analysis results

Model	Coefficients			
	Unstandardized Coefficients		Standardized Coefficients	
1	B	Std. Error	Beta	Sig.
Constant	.251	.234		.828
Knowledge	.152	.074	.152	.032
Attitude	.726	.074	.725	.000

$$Y = 0,251 + 0,152X_1 + 0,726X_2 + e$$

- The constant value shows a positive value with a value of 0.251. This shows that the interest in buying products on Lazada e-commerce is considered that without the influence of knowledge and attitudes, the magnitude of the buying interest variable is 0.251.
- The knowledge variable regression coefficient value of 0.152 states that knowledge positively affects buying interest. This shows that the higher the knowledge, the higher the interest in buying products on Lazada e-commerce.
- The regression coefficient value of the attitude variable is 0.726, which states that the attitude has a positive effect on buying interest. This shows that the higher the altitude, the higher the interest in buying products on Lazada e-commerce.

Result of Correlation Coefficient (r) and Coefficient of Determination (R²)

Table 2
Model summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.832	.693	.686	.545502

Based on the output model summary in Table 2, the results of the correlation coefficient test (r) show that the magnitude of the influence of the knowledge and attitude variables on buying interest is 0.832 or 83.2%. The R square (R²) is 0.657 or 69.3%; this figure is used to see how knowledge and attitudes affect product purchase interest in Lazada e-commerce. This figure intends to show how the knowledge and attitude variables show the factors that influence the interest in buying the product and collectively amounted to 69.3%, while other factors influenced the remaining 30.7%.

Table 3
Model Fit Test (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.082	2	32.541	109.335	.000 ^a
	Residual	28.865	97	.298		
	Total	93.946	99			

Based on the results in Table 3 obtained a significance value of 0.000 because the significance value is $0.000 < 0.05$, it can be said that the linear regression model obtained is feasible to use to explain the influence of knowledge and attitudes on buying interest.

Table 4
Individual Parameter Significance Test (t-Test)

Model	Coefficients		t	Sig.		
	Unstandardized Coefficients	Standardized Coefficients				
1	B	Std. Error	Beta			
	(Constant)	.251	.234		.218	.828
	Knowledge	.152	.074	.152	2.059	.032
	Attitude	.726	.074	.725	9.797	.000

- a) The knowledge variable (X1) has a beta value of 0.152 with a significant value of 0.032, smaller than 0.05. This shows that the knowledge variable has a positive and significant influence on product buying interest in Lazada e-commerce. This proves that the first hypothesis on the knowledge variable has a positive and significant effect and can be accepted.
- b) The attitude variable (X2) has a beta of 0.726 with a significance value of 0.000, more diminutive than 0.05. This shows that the attitude variable has a positive and significant influence on product buying interest on Lazada e-commerce. This proves that the second hypothesis on the positive and significant attitude variable can be accepted.

Discussion of research results

The effect of knowledge on product purchase interest in Lazada's e-commerce

Knowledge has a positive and significant effect on buying interest. The results of this study are in line with the results of research from [Irvanto & Sujana \(2020\)](#); [Sawaftaha et al. \(2020\)](#); [Astari \(2020\)](#); [Arlanti & Suyanto \(2019\)](#); [Mahardika \(2019\)](#); [Maharani & Silvia \(2019\)](#); [Sugiarto \(2018\)](#); [Rohmatun & Dewi \(2017\)](#); [Alqadrie \(2017\)](#); [Valentine \(2016\)](#); [Dirgantara \(2016\)](#); [Suwarso \(2015\)](#); shows the results that knowledge has a positive and significant effect on buying interest. While the results of research from [Algiffary et al. \(2020\)](#), also show that the celebrity endorser, online advertising, and word of mouth variables positively and significantly affect consumer buying interest.

This study indicates that knowledge is associated with several indicators such as product knowledge, purchasing knowledge, and valuable knowledge ([Zheng et al., 2010](#); [Kourilsky & Walstad, 1998](#)). The indicator "Products sold on Lazada have good quality" shows the highest score. This shows that the products offered on Lazada e-commerce have good quality. Because some products offered are managed directly by Lazada with well-supervised quality control, avoiding damage to goods before delivery was essential. In addition, goods purchased through Lazada use safe packaging so that the goods sent to consumers remain in good condition. Some of the products sold on Lazada have also collaborated with well-known product manufacturers, such as cosmetics, which guarantee the authenticity of the products sold.

According to the product, the indicator "products offered on Lazada provide clear information" shows the lowest value. It is suspected that some of the products offered on e-commerce Lazada still do not provide information in the product description ([Becker-Olsen et al., 2006](#); [Laros & Steenkamp, 2005](#); [Summers & Hebert, 2001](#)). Because sellers who sell products on Lazada are not all managed by Lazada directly, it causes the completeness of product information that is not too detailed so that consumers will have doubts about the quality of the product. In addition, there are still some sellers who are less responsive in responding to consumers in making purchases by asking for information on the products offered.

The influence of attitude on product purchase interest in Lazada's e-commerce

Attitude has a positive and significant effect on buying interest. These results are in line with the research results of [Kussudyarsana & Devi \(2020\)](#); [Sierra Elafansa \(2020\)](#); [Tarabieha \(2021\)](#); [Arlanti & Suyanto \(2019\)](#); [Mahardika](#)

(2019); Sudarti & Ulum (2019); Kurniawati (2009); Utami & Sukresna (2019); Herdioko & Widya (2019); Mantala & Suasana, (2019); Sugiarto (2018); Aryadhe (2018); Jaafar et al. (2012); Lee et al. (2017); Pussandha (2017); Valentine (2016); Binalay et al. (2016); Dwipayani & Rahyuda (2016); Suwarso (2015), found that attitude had a positive and significant effect on buying interest.

The given consumer attitudes are related to cognitive attitudes, affective attitudes, and conative attitudes. The study results show that on the indicator that is satisfied with the products sold at Lazada, other e-commerce shows the highest value. This shows that consumers show a sense of satisfaction with the products sold on Lazada. Based on interviews with several respondents, it shows that consumers will be interested in buying products at Lazada because the products sold have good quality compared to other similar e-commerce. So, consumers will prefer to make purchases at e-commerce Lazada than other e-commerce even though they offer similar products. On the indicator, I like shopping at Lazada because it provides product information clearly showing the lowest value. This shows that consumers still do not feel that the information provided by several sellers at Lazada is still incomplete in providing information about the products offered. This will also make consumers less confident in the products offered, even though some products have been given clear product information and are managed directly by Lazada.

4 Conclusion

Based on the results of research and analysis that have been carried out, it can be concluded as follows: knowledge and attitudes have a positive and significant effect on buying interest in products on e-commerce Lazada.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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