

## The Effect of Sales Promotion and Trust on Purchase Decisions on the Lazada Marketplace

Lulu Suwaryu<sup>1)</sup>

[lulusuwaryu@gmail.com](mailto:lulusuwaryu@gmail.com)

Endang Taufiqurahman<sup>2)</sup>

[endang.taufiqurahman@gmail.com](mailto:endang.taufiqurahman@gmail.com)

<sup>1)2)</sup>S1 Management, Faculty of Economics, University Singaperbangsa Karawang

### ABSTRACT

The purpose of this study is to determine the influence and trustworthiness of purchasing decisions on the Lazada marketplace. The method used in this research is to use verification with a quantitative approach. The sample used in this study was 400 of the total Lazada Indonesia *e-commerce visitors*. The sampling technique used is *non-probability sampling* with incidental sampling method. Analysis of the data used is using path analysis with partial and simultaneous hypotheses. The results of this study are that there is a partial influence between Sales Promotion (X1) on Purchase Decisions (Y). there is a partial influence between Trust (X2) on the Purchase Decision (Y) of the Lazada *marketplace* . There is a simultaneous influence between sales promotion (X1) and trust (X2) on purchasing decisions (Y) Lazada marketplace.

Keywords: Sales Promotion; Trust, Purchase Decision

## PRELIMINARY

The rapid development of information technology, including the internet, has had a considerable impact on all aspects of life, one of which is in the world of business and marketing. Technological developments also affect every element of human life, including in the economic field. This can be seen from the change in the economic system that was originally still traditional, now it has turned into an economy based on information and communication technology. Technology has become a friend to people's daily lives. According to the Directorate General of Informatics Applications, internet users in Indonesia reach 150 million people with a penetration of 56% spread throughout the region. This number is only slightly different from the number of mobile internet users which amounted to 142.8 million people with a penetration percentage of 53%. With these changes, the lifestyle in society also undergoes a change, the most obvious thing is in terms of communication technology such as *gadgets* that make a person tend to do activities in cyberspace, such as shopping *online*. (Source: [aptika.kominfo.go.id](http://aptika.kominfo.go.id), 2021)

In the new era of globalization, the contribution of the digital aspect to Indonesia's economic growth increases. This is supported by increasingly sophisticated technology and infrastructure, the convenience and speed offered in a digital-based economy has facilitated, accelerated and changed the pattern of *supply* and demand of economic actors from various sides, such as marketing, purchasing, distributing products and so on. Now, buying and selling products can be done quickly by utilizing electronic networks or more often called *E-Commerce*. *E-commerce* technology greatly facilitates the process of buying and selling transactions for various goods and services needs. (Source: [Katadata.id](http://Katadata.id), 2021)

Changes in shopping behavior patterns are also shown by the increasing volume of *e-commerce transactions*. According to a report from [databoks](http://databoks), as many as 88.1% of internet users in Indonesia have used *e-commerce services* to buy certain products in recent months. Shopping *online* is considered to be able to cut time more effectively and through *online shopping* the community can be much easier to find the item or something they want. With the technology that is growing rapidly, it really helps the Indonesian people, especially to buy and sell products *online*. Indonesia has many online shopping sites such as Tokopedia, Shopee, Lazada, Bukalapak, and others. (Source: [databoks.katadata.co.id](http://databoks.katadata.co.id), 2021)

According to Agus Sriyanto and Aris Wahyu Kuncoro (2018) in research (Nurmanah, 2020), purchasing decisions do not only depend on the needs or desires of consumers, but decisions on the needs or desires of consumers. According to Poel and Buckinx (2005) in (Amaludin, 2019) reveal that *online purchasing decisions* are very different from classical purchasing decisions, because the online purchasing decision process has characteristics beyond the boundaries of classic buying decisions, namely by including formal and informal sub-processes in it, not structured and very dynamic.

Basically in *e-commerce* involves digitally activated commercial transactions between organizations and organizations, organizations with individuals and individuals with individuals. Through *e-commerce*, companies can reach all markets because the marketing of their products and services is getting wider throughout the world without any geographical restrictions. Sales growth is getting higher from year to year. ([Katadata.id](http://Katadata.id), 2021)

increasing number of *e-commerce* in Indonesia makes competition in the business world increasingly tight. This level of competition can be seen from the number of visits by Marketplace users to access *e-commerce sites* every month. On the site iPrice ranks the big *e-commerce players* based on average website visitors each quarter. The *e-commerce list* is taken from the IDEA (Indonesia *E-commerce* Association) website. This site also gives selection to *e-commerce* that has a minimum number of 100,000 monthly visitors or a minimum of 100,000 followers on their social media accounts. (iPrice.co.id, 2021).

There are approximately fifteen *e-commerce in Indonesia*, but in this study, researchers only selected the 5 most popular e-commerce each year. The top 5 rankings are Tokopedia, Shopee, Lazada, Bukalapak, and Blibli. Of the top 5 *e-commerce* in Indonesia, the author focuses on observing the growth rate of Lazada 's *e-commerce* , because every quarter it always occupies the same position, and tends to experience a decrease in the number of visits and consequently makes Lazada ranked third after Tokopedia and Shopee. This data is summarized into numbers in each quarter starting in the third and fourth quarters in 2020 and 2021.

Lazada is one of the largest *E-commerce* companies in Southeast Asia that has succeeded in taking advantage of market opportunities. Lazada Indonesia has been operating in 2012 which is one of the branches of Lazada's *online network company* in Southeast Asia. Lazada is a company that makes it easy for customers to buy all the products provided by simply accessing the Lazada Indonesia website. Lazada site started as a market that has a business model *Business to Customer (B2C)* . B2C is something activity *E-businesses* in service by direct to consumer through goods and services, or could termed with market transactions . ( Source : Katadata.id, 2021)

On research (Amaludin, 2019) , decision purchase online is influenced \_ various factor among them that is factor trust , comfort , convenience , security . Besides that There are also factors that influence people to decide purchase that is promotion sales, because promotion considered could interesting attention and will push consumer for To do transaction by *online* .

Activity promotion one \_ very thing \_ important for sale as well as in To do marketing . Activity promotion play a role as tool communication Among perpetrator effort with consumer in purchase something product or usage suitable service \_ with needs as well as desire . Promotion according to Tjiptono (2015) in (Susy Ayuning Tyas, 2021) is element mix focused marketing \_ in effort give information, persuade as well as affirm return to consumer will brand as well as products offered . \_

Sales promotions have provided benefits to *e-commerce players* , especially Lazada *e-commerce* . One of the things that is of interest to the promotion is its effectiveness in reaching Indonesian consumers. Big promotions can be one of the big attractions to attract consumers because they offer a very large incentive compared to visiting the store directly.

Lazada conducts several sales promotions to attract consumers to visit shopping sites and make purchases. Promotions carried out by Lazada including Free Shipping, *Cashback* , Flash Sale, Lucky Tickets, Discount Vouchers, Discount Vouchers, Special Discounts, and for new users who have never shopped at Lazada will get free shipping and additional discount *vouchers* plus prizes immediately after downloading the Lazada application. (Source: Lazada Indonesia, 2021).

These sales promotion tools are useful in the communication process, namely being able to attract attention, provide information to introduce customers to products and can stimulate or encourage consumers to make transactions at Lazada Indonesia. (Amaludin, 2019) .

Lazada has done a lot of promotions, this can be seen from the comparison of google *trends graph data* . Visible data compare Lazada's popularity in 2020 with year 2021 when To do promotion sales . Lazada is one of the largest *E-commerce* companies in Southeast Asia that has succeeded in taking advantage of market opportunities. Lazada Indonesia has been operating in 2012 which is one of the branches of Lazada's *online network company* in Southeast Asia. Lazada is a company that makes it easy for customers to buy all the products provided by simply accessing the Lazada Indonesia website. Lazada site started as a market that has a business model *Business to Customer (B2C)* . B2C is something activity *E-businesses* in service by direct to consumer through goods and services, or could termed with market transactions . ( Source : Katadata.id, 2021) /

Besides To do promotion things to do conducted for increase purchase consumer is build trust consumers . In study (Hendra, 2019) , shows that trust have significant influence \_ to decision purchase . There is also research conducted by ( Nurmanah, 2020) , in research say that variable trust have positive influence \_ to decision purchase consumers .

According to (Nurmanah, 2020) , in the journal explain that trust could describe situation feelings, behaviors, beliefs and perceptions . Trust consumer could formed with various factor that is reputation from shopping site online, security moment To do transaction, authenticity products , and security moment transaction .

On research (Amaludin, 2019) , decision purchase online is influenced \_ various factor among them that is factor trust , comfort , convenience , security . Besides that There are also factors that influence people to decide purchase that is promotion sales,because promotion considered could interesting attention and will push consumer for To do transaction by *online* .

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In book kotler (2019:12) explains that draft trust customer rice no like before more \_ \_ vertical, however draft the changed be horizontal. That thing because of existence convenience connectivity cell phone allow customer access suggestions and feedback from many people as ingredient consideration in make decision more purchases \_ good . According to (Susy Ayuning Tyas, 2021) in research explain that trust is condition critical in determination success purchase shopping *online* . Because if without existence trust, transaction sell buy no will walk with good .

Based on background the back that has been outlined so writer take study with title “ **Influence Promotion Sales And Trust Against Purchase Decisions on the Lazada Marketplace** ”

## THEORETICAL FOUNDATIONS AND HYPOTHESES

### Correlation Promotion Sales and Trust

Influencing factors \_ decision buy one \_ that is promotion sales and trust (Amaludin, 2019). Promotion be one \_ factor important in increase purchase at a company . Based on study previously conducted by ( Cherstiawan , 2019) , the variable promotion sales and trust have significant influence \_ positive to decision purchase .

### Influence Promotion Sale to Purchase Decision

For interesting attention consumer various strategy marketing done by one company \_ with To do promotion . Though activity promotion produce period short, but with do promotion will cause effect side for consumer to something product . Inside \_ study (Amaludin, 2019) , promotion sale have positive influence \_ to decision purchase although promotion could cause different effects \_ to decision purchase in accordance with tool promotion used . \_ Promotion product or service could help for build connection with customers, because everyone is looking for deal best match \_ with desire them .

### Influence Trust Against Purchase Decision

A nice way \_ for build trust with customer is for let customer year that company with care about needs them . In study (Sukma et al., 2016) , trust have positive and significant influence \_ to decision purchase . trust will arise if customer have confidence in loss provider service and can petrified reduce risk cognitive and insecurity so that will cause maintenance connection period long . On research (Nurmanah & Nugroho, 2021) , stated that decision purchase have effect positive on trust consumers . The more tall trust consumer to something company so will the more success for in the future .

### Influence Promotion Sales and Trust Against Purchase Decision

One of the strategies of a company in promoting its products is to use promotions. In doing promotions, companies must be able to convince consumers and make consumers buy the products being promoted. If consumers already have confidence when they want to make a purchase or experience in using the product, it will create a satisfaction and can make consumers make a purchase decision.

Based on research (Adhawiyah & Yuniati, 2018) it can be seen that promotion and trust have a positive and significant effect on product purchasing decisions in an *e-commerce application*. This can be seen from the results of the tests carried out, the promotion variable has a significant and positive effect on purchasing decisions with a regression coefficient of 0.326 and a significance level of 0.000. While the trust variable has a significant and positive effect on purchasing decisions with a regression coefficient of 0.567 and a significance level of 0.000. With thereby promotion and trust have enough influence \_ strong there is decision purchase .

### Hypothesis

H1: There is a positive and significant relationship between the Sales promotion variable and the Trust Variable

H2: There is a positive and significant effect between the Promotion Promotion variable and the trust variable partially on the purchasing decision variable

H3 : There is a positive and significant effect between the variables of sales promotion and trust on purchasing decisions

## RESEARCH METHODS

Methods The research conducted in this study is verification with a quantitative approach. Operational variables are concepts in the form of a framework which are then converted into words that describe the observed behavior or symptoms, which can be verified by others.

**Table 1**  
**Operational Variable**

No	Variable	Sub Variable	Indicator	No Question		
1	Promotion Sale *	<i>Couponing</i> ( Coupon )	Voucher Interesting	1		
			Power Level pull	2		
		<i>Price Off Deal</i> ( Discount price )	Frequency Level Discount	3		
			Various promotions	4		
			Piece Price profitable	5		
		<i>Bonus Pack</i> ( Gift )	Prize Attraction _	6		
			Warranty	Feature Guarantee	7	
		2	Trust **	<i>Ability</i> ( Ability )	Provide goods quality tall	8
					Send goods appropriate time	9
					Provide Required product _	10
Able to manage transactions for a long time	11					
<i>Benevolence</i> ( Kindness heart )	Give Service best			12		
	Give Satisfaction			13		
	Have empathy to consumer			14		
<i>Integrity</i> ( Integrity )	Services provided in accordance			15		
	Guard Reputation			16		
	Committed in increase performance			17		

No	Variable	Sub Variable	Indicator	No Question
3	Buying decision ***	Product Selection	Large selection of products	18
			Product excellence	19
		Brand Selection	Interest in Brand	20
			Price match	21
		Dealer Choice	Services provided	22
			Item Interest	23
		Purchase Amount	Purchase amount decision	24
			As needed	25
			Reason for purchase	26
		Payment method	Choice of payment method	27

Source :\* (Sutisna, 2003) ,\*\* (Mayer R Davis, 1995) in (Sukma et al., 2016) , \*\*\* (Kotler and Keller, 2016:188)

In this study, the population comes from the number of Lazada *marketplace visits* in 2021 as many as 28,173,300 visits with the criteria that they have made transactions or purchases in the Lazada marketplace at least once or more. (Source: Iprice, 2021)

Based on a total population of 28,173,300 visits can be used as a population and a survey will be carried out with sampling. A number of sample required \_ when tolerance 5% error .

$$n = \frac{28.173.300}{1 + 28.173.300 (0,05)^2} = 399,9$$

With thereby sample got as much as 399.9 which is rounded up Becomes 400 of amount visitors Lazada Indonesia *e-commerce* . the sampling technique used that is *non-probability sampling* with incidental sampling method . Incidental sampling is technique determination sample based on coincidence, that is who only incidentally \_\_\_ meet with researcher could used as sample , if seen random person \_ found that suitable as data sources (Sugiyono, 2019).

The data analysis technique used in this study is path analysis with partial and simultaneous hypothesis testing.

## RESULTS AND DISCUSSION

### Results Correlations Sales Promotion (X1) and Trust (X2 )

In the path analysis, to determine the magnitude of the indirect effect which is the relationship between the path coefficient and the correlation coefficient, it is necessary to first calculate the correlation magnitude of the independent variable with the help of correlation test through SPSS 16 software.

**Table 2**

**Table Correlations**

		Correlations	
		Sales promotion	Trust
Sales promotion	Pearson Correlation	1	.540 **
	Sig. (2-tailed)		.000
	N	400	400
Trust	Pearson Correlation	.540 **	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Processing Results, 2022

Based on Table 2 above, it shows that the value of the correlation coefficient between the independent variables, namely Sales Promotion (X1) and Trust (X2) is 0.540. The correlation between sales promotion (X1) and Trust (x2) has a positive relationship and is in the same direction as the correlation coefficient value of 0.540. That is, if the sales promotion (x1) is increased, the Trust variable (X2) is increased, the Sales Promotion (X1) will also increase the correlation coefficient between the independent variables, namely Sales Promotion (X1) and Trust (X2), a value of 0.540 is obtained. Thus Sales Promotion (x1) and Trust (X2) have a fairly strong relationship level because the correlation coefficient interval is in the range 0.40 – 0.599 with quite strong criteria.

**Path Analysis Results**

**Table 3**

**Coefficients Tabel Table  
Coefficients <sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	10,430	1.576		6.619	.000
	Sales promotion	.572	.063	.401	9.107	.000
	Trust	.336	.040	.367	8.334	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Processing Results, 2022.

Table 3 above shows the path coefficient value of the Sales Promotion (X1) and Trust (X2) variables on Purchase Decisions (Y). Meanwhile, the path coefficient values can be explained as follows

**1. Coefficient Track Variable Promotion Sales (X1) to Purchase Decision (Y)**

Figure 3 Path Coefficient of Sales Promotion Variable (X1) on Purchase Decision (Y)

Based on Table 4.45 above, the path coefficient of the Sales Promotion variable (X1) on the Purchase Decision (Y) is obtained a value of 0.401 so that the equation  $Y = 0.401 X_1$ .

## 2. Coefficient Track Variable Trust (X2) on Purchase Decision (Y)

Based on table 3 above, the path coefficient of the Trust variable (X2) on the Purchase Decision (Y) obtained a value of 0.367. So that the equation  $Y = 0.367 X_2$  is obtained.

## 3. Coefficient Track Variable Promotion Sales (X1) with Trust (X2) on Purchase Decision (Y)

The path coefficients of Sales Promotion (X1) and Trust (X2) variables on Purchase Decisions (Y) can be described as follows.

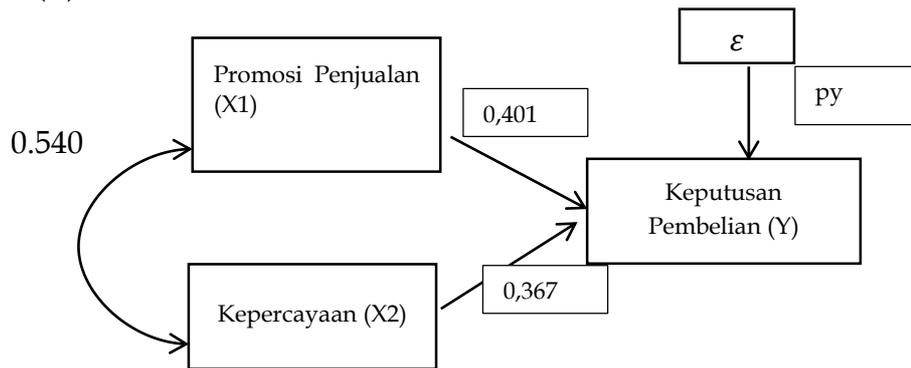


Figure 1

Sales Promotion Variable Path Coefficient (X1) and Trust (X2) on Purchase Decision (Y)

Source: SPSS Data Processing Results, 2022 Researcher.

Based on Figure 1 above, it shows that the correlation between the Sales Promotion variable (X1) and Trust (X2) gets a value of 0.540 and the path coefficient value of the Sales Promotion variable (X1) is 0.401 which indicates that the path coefficient value is greater than the path coefficient value for the Trust variable (X2) with a value of 0.367. This shows that the Sales Promotion variable (X1) directly affects the Purchase Decision (Y) more than Trust (X2). The path equation is as follows:  $Y = 401X_1 + 0,540X_2 + py$

Information :

X1 = Sales Promotion

X2 = Trust

Y = Purchase Decision

= Other variables that are not measured, but affect Y.

## Determination Test Results

Table 4

### Coefficient Determination

#### Model Summary

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.674 <sup>a</sup>	.454	3.14651	.454	165,374	2	397	.000	

a. Predictors: (Constant), Trust , Promotion Sale

Source: SPSS Data Processing Results, 2022.

Based on Table 4 above, it shows that the coefficient of determination ( $R^2$ ) is 0.454 or with a percentage of 45.4%. This means that the Purchase Decision (Y) is influenced by the Sales Promotion (X1) and Trust (X2) variables of 45.4%. Meanwhile (100% - 45.4%) = 54.6% is explained by other variables ( $\epsilon$ ) which were not examined in this study.

**Hypothesis Test Results**

**Partial Hypothesis Results**

**1) Partial Effect of Trust (X2) on Purchase Decision (Y)**

For the partial influence between Sales Promotion (X1) on Purchase Decision (Y) with a significant level ( $\alpha$ ) = 0.05 or 5% *degree of freedom* (df) = (n - k) = 400-2 = 398, it is obtained ttable = 1.996. Based on table 3 above, it shows that t count = 9.107 and sig. 0.000. Thus, the partial influence between Sales Promotion (X1) on Purchase Decision (Y) can be shown in the following table

**Table 4**

**Partial Effect of Sales Promotion (X1) on Purchase Decision (Y)**

Structure	Sig.	$\alpha$	t count	t table	Conclusion
pyX1	0.000	0.05	9.107	1,966	H0 rejected

Source: SPSS Data Processing Results, 2021 Researcher.

Table 4 above shows the value of sig. (0.000) < (0.05) and tcount (9.107) > (1.966) then H0 is rejected. Thus it can be concluded that partially the Sales Promotion variable (X1) has a positive and significant effect on Purchase Decisions (Y). that is, if Sales Promotion (X1) is increased, it will have an effect on increasing Purchase Decision (Y).

**2) Influence Partial Among Trust (X1) with Purchase Decision (Y )**

For the partial effect of trust (X2) on purchasing decisions (Y) with a significant level ( $\alpha$ ) = 0.05 or 5% *degree of freedom* (df) = (n - k) = 400 - 2 = 398 obtained t table = 1966. Based on table 3 above, it shows that th counts 8,334 and sig. 0.000. Thus, the partial effect of Trust (X1) on Purchase Decisions (Y) can be shown in the following table:

**Table 5**

**Influence Partial Among Trust (X2) on Purchase Decision (Y)**

Structure	Sig.	$\alpha$	t count	t table	Conclusion
pyX2	0.000	0.05	8.334	1,966	H0 rejected

Source: SPSS Data Processing Results, 2022 Researcher.

Table 5 shows the value of sig (0.000) < ( 0.05 ) and tcount (8.334) > ttable (1.966) then H0 is rejected. Thus it can be concluded that partially the Trust variable (X2) has a positive and significant effect on Purchase Decisions (Y). That is , if Confidence (X1) is increased so will effect on increasing the Purchase Decision (Y).

**Discussion**

**Discussion of the Correlation between Sales Promotion (X 1 ) and Trust (X 2 )**

The results of the study show that there is a correlation between Sales Promotion (X1 ) and Trust (X2 ) in the Lazada *marketplace* as evidenced by the

correlation coefficient value of 0.540. That is, Sales Promotion (X 1 ) and Trust (X 2 ) have a fairly strong relationship level. In addition, in testing the correlation hypothesis between Sales Promotion (X 1 ) and Trust (X 2 ) shows the value of t count (15.214) > t table (1.966) so that H0 is rejected. That is, there is a positive correlation or relationship between Sales Promotion (X1 ) and Trust (X2 ) . Thus, it indicates that if one variable increases, the other variables will also change. This also means that Sales Promotion (X1) can increase Trust (X2) and vice versa.

#### **Influence Partial Among Promotion Sales (X 1 ) to Purchase Decision (Y)**

The results of the study show that there is a partial effect between Sales Promotion (X 1 ) on the Purchase Decision (Y) of the Lazada *marketplace* by 0.24 or with a percentage of 24%. This is reinforced by the results of hypothesis testing on the partial effect of Sales Promotion (X 1 ) on Purchase Decisions (Y) which shows the value of sig. of (0.000) < (0.05) and t count (9.107) > t table (1.966) so that H0 is rejected. This means that partially Sales Promotion (X1) has a positive and significant effect on Purchase Decisions (Y). Thus, this indicates that if the Sales Promotion (X1) given by the Lazada *marketplace* is increased, it will have an effect on increasing Purchase Decisions (Y).

#### **Influence Partial Among Trust (X2) on Purchase Decision (Y)**

Research results show that there is influence Partial Among Trust (X2) in the Purchase Decision (Y) of the Lazada *marketplace* is 0.214 or with percentage by 21.4 % . Thing this strengthened by testing hypothesis on influence Partial Trust (X2) towards Purchase Decision (Y) which shows sig value . equal to (0.000) < (0.05) and t h count ( 8.334 ) > t table (1.966) so that H0 is rejected . That is , by pasrial Trust take effect positive and significant to the Purchase Decision . With thereby Thing this signify if The trust (X2) provided by the Lazada *marketplace* is increased eat will effect on increasing Purchase Decision (Y).

#### **Discussion Influence Simultaneous Santara Promotion Sales (X1) and Trust (X2) on Purchase Decisions (Y)**

Research results showing that there is influence by simultaneous Among Promotion Sales (X1) and Trust (X2) on the Purchase Decision (Y) of the Lazada *marketplace* are 0.454 or with percentage by 45.4%. Meanwhile, the contribution of other variables ( ) not examined is 0.546 or with a percentage of 54.6%. In addition, the results of hypothesis testing on the simultaneous effect of Sales Promotion (X1) and Trust (X2) on Purchase Decisions (Y) show the value of sig. of 0.000 < from ( 0.05 ) and the calculated f value (165.374) > f table (3.018) so that H0 is rejected. That is, simultaneously Sales Promotion (X1) and Trust (X2) on Purchase Decisions (Y) have a positive and significant effect. Thus, this indicates that if Sales Promotion (X1) and Trust (X2) provided by the Lazada *marketplace* are jointly increased, it can have an effect on increasing Purchase Decisions (Y).

## **CONCLUSION**

based on the research that has been done, it can be concluded that the correlation between sales promotion and trust has a strong and positive level of relationship with a correlation coefficient value of 0.540. This means that if Sales Promotion is increased then Trust will also increase. Partially Sales Promotion has a positive and significant effect on

Purchase Decisions with a percentage of 24%. This means that if the Seller Promotion given by the Lazada *marketplace is increased, it will affect the Purchase Decision*. This means that if trust in the Lazada *marketplace is increased, it will have an effect on increasing Purchase Decisions*. Simultaneously, Sales Promotion and Trust have a positive and significant effect on Purchase Decisions with a percentage of 45.4%. The magnitude of the contribution of other variables not examined is 54.6%. This means that if the Sales Promotion and Trust provided by the Lazada *marketplace are jointly increased, it will have an effect on increasing Purchase Decisions*.

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