

**A Concerning Variable In Lazada E-Commerce During The Covid-19 Pandemic Is Web Appearance And Product Variety's Impact On Buying Interest With Trust : Case study on Yogyakarta's Lazada e-commerce consumers**

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**ABSTRACT**

*This study aims to identify: 1) The impact of website appearance on buying attention; 2) The impact of product type on buying attention; 3) The impact of website appearance on belief; 4) The impact of product type on belief, and 5) The impact of confidence on buying attention. All customers who have transacted via Lazada make up the population of this research. Purposive sampling is the technique used in this study to collect examples. One hundred twelve responders who were given an online questionnaire received the information. The Sobel Test is used to analyze the data collected. According to the study, website appearance influences positive and significant buying attention, product type influences negative buying attention, website appearance influences positive and significant belief, product type influences positive and essential belief, and confidence influences positive and significant buying attention. Results of the Sobel test show whether confidence may mediate between the effects of product category and website design on consumer attention.*

**Keywords :** *trust, variety of products, buying interest.*

**INTRODUCTION**

The appearance of the Covid-19 virus towards the end of 2019 stunned the whole globe. On December 31, 2019, the virus allegedly appeared in the Chinese city of Wuhan. The acronym Covid-19 knows as coronavirus, and the year when the virus first surfaced is 2019. Because it spreads globally, the coronavirus is referred to be a pandemic. Indonesian territory is one of them. In Indonesia, the epidemic first surfaced around the beginning of March 2020. The effects on Indonesians are severe, particularly in the economic sectors of all spheres of life. There are a lot of places for buying and selling, but they often shut down, making it difficult for locals to live fulfilling lives. Due to Social Distancing and Work From Home (WFH) restrictions that must be upheld, many residents' participation in events is restricted since they are not permitted to leave their homes. Residents must be obliged to satisfy their daily necessities while being barred from participating in clumped activities or gatherings. Many purchasing and selling establishments take action to shut down during the period, which hinders residents' ability to earn a living, and this issue has a significant impact on the lives of people, one of whom resides in the economic zone. Meeting their needs every day is difficult. During the Covid-19 epidemic, the country's e-commerce industry is expected to increase 5 and 10 times. Although the number of users increased by 51%, the distribution of items was delayed by the lockdown's transportation constraints. E-business involves the

process of purchasing goods and services online, which is known as e-commerce (Kusuma, 2020).

One of Indonesia's most well-known online retailers is Lazada.co.id. With its headquarters in Singapore, the Lazada group already operates in Singapore, Malaysia, Indonesia, Vietnam, Thailand, and the Philippines. On Lazada. Co. Id, an online retailer, can buy anything from health and beauty supplies to home and kitchen appliances for toddlers, toys for kids, travel essentials, gadgets, and books. Lazada view. Co. ID is also an intriguing online marketplace. The number of people using online stores and enterprises of all sizes is still growing. We also aim to get familiar with the many core technologies and make everything possible in commerce that is always connected to the internet or technology. The capacity of businesses and sectors to communicate effectively and to exchange data is being improved by the continued development of websites and internet technologies. (Handayani, 2020).

2019 saw the recommendation of mask wear and social distance rules. Due to this issue, creating a location for people to move to is more challenging, and many groups decide to shop online or via e-commerce rather than going to the store in person. In addition, many everyday commodities are already available for purchase online. Whereas during the epidemic, what emerges is the customer or e-commerce user's purchasing interest, which keeps growing. Thanks to the online site, users may shop whenever and wherever they want. This has led to an increase in interest in internet shopping. It is not unexpected that there have been so many e-commerce websites created, given the number of platforms in Indonesia, which continues to be one of the best marketplaces for online retailers. The desire of a potential customer to acquire anything offered by the service or product producer to potential customers via online media is known as the willingness to buy that is carried out using online media. (Japarianto & Adelia, 2020).

visual provided for the growth is the website look. The prominent presentation of data background on the internet contributes to providing by utilizing high-end user characteristics or conversing with high-end customers / up-to-date and has good beauty quality (Japarianto & Adelia, 2020) to (Yoga Andrianas, Lusiana Tulhusnah, 2022) Product diversity is the completeness of products related to the specificity, breadth, and value of the products presented by service providers, as well as the availability of the product. According to (Nasution & Yunita, 2021) the process of a respondent's propensity to move before making an effort at a purchasing choice is known as "buying attention." Love is attention, and desire is attention. One of the most important/influential factors in buying and selling is belief. The most important thing is to avoid opportunistic behavior that hesitates to manifest itself right away, particularly while purchasing online. (Denni Ardyanto, Heru Susilo, 2018).

This study seeks to identify and evaluate how different items and how a website appears impact consumers' attention and confidence while making purchases on Lazada.com. During the Covid-19 epidemic, Co. id. Here, the website's initial design has a favorable impact on customers' attention when making

purchases; both product types also benefit customers' attention when making purchases, and confidence is a confounding factor.

## **RESEARCH METHODS**

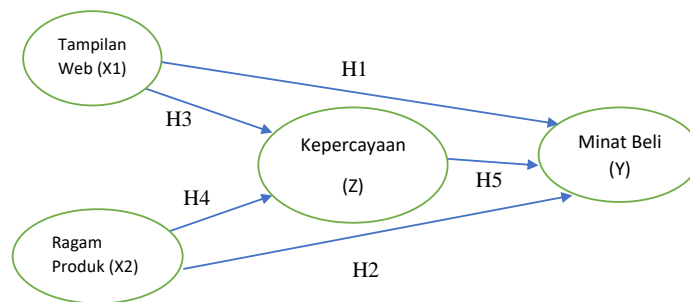
This study is supported by several linear analyses and quantitative descriptive surveys. The research aims to obtain an accurate and reliable reflection of the website's appearance. The type of influence the Lazada Application User's buying attention with confidence as an intervening variable, connecting with theories used, and using a questionnaire as the information collection tool.

Preliminary information is the data utilized in this study; according to (Clara Nutaella, 2020) preliminary information comes from sources that provide data directly to data collectors. By sending surveys to online Lazada app users, this study is conducted. A questionnaire is a written statement or issue presented to someone relevant to the question being asked for the researcher to collect data for the research project they are interested in. In this study, collecting examples is called a "purposive sampling method (Nazirah & Utami, 2017) Purposive sampling is a technique for selecting drawings based on specific criteria that are computed by the traits of the pictures that have been chosen to serve as examples. The traits to be employed in the study are as follows :

- a. 17 and older
- b. have at least two purchases of products using the Lazada app

The participants in this research are those who shop online at Lazada in Yogyakarta City. One hundred twelve respondents were utilized as examples in this research. This study was conducted in Yogyakarta, and its subject is a person who has used or made a purchase using the Lazada application at least twice. This is because, in times of pandemic, most people shop online rather than physically going to a store to make a purchase. Only some people also utilize the internet marketplace for buying and selling. The investigation was carried out in September 2022. In order to evaluate the impact of the website layout and product kinds on purchasing attention with confidence as an intervening variable in Lazada e-commerce during the Covid-19 epidemic, this study employed multiple linear regression analysis and the Sobel test (Sobel test) (Japarianto & Adelia, 2020) is a type of graphic design that aims to make efforts to develop and display internet data area objects to provide with high-end consumer features and aesthetic quality (Itsuya et al., 2018) is a type of graphic design that aims to develop and display internet data area objects to provide high-end consumer features and aesthetic quality. According to (Mely Fitriani, 2021). To (Iskandar et al., 2019) trust is the conviction that a business can build a long-lasting connection with a client and the readiness or confidence to engage in actions to forge that relationship and achieve fruitful outcomes.

**Conceptual Framework**



**Picture 1. Conceptual Framework**

The website design aims to provide application users with a feeling of security, which significantly impacts whether or not they choose to purchase the goods or services offered by service providers. The Solo Tiara hotel web object in Surabaya was used for the first study (Nazirah & Utami, 2017) The study's findings demonstrate that a consumer's purchasing attention is influenced by a website's look both directly and indirectly.

H1: Website appearance has a beneficial impact on attention-seeking behavior.

(Putri et al., 2022) A customer may have a wide range of product selections because the availability of multiple goods makes the products offered by the service bidder more diversified. Because this issue may provide more comprehensive product data and, of course, for someone who may be a possible customer when shopping online, many goods wish to impact the purchasing attention of a consumer significantly.

H2: There is a favorable impact of product types on consumer attention.

To (Anwar & Adidarma, 2016) One of the critical components that online buyers and sellers must develop while engaging in e-commerce is confidence. One part of the beliefs created by product sellers is the ability to draw a customer's attention to their purchasing actions so they may do online shopping using the web that is shown. The seller's position is transmitted to the website in internet designations (Japariato & Adelia, 2020). This issue makes the design and functionality of the web factors that may encourage the trust of online shoppers. Users of the Lazada marketplace application who make purchases on the internet may feel more confident.

H3: Website appearance has a favorable impact on trust.

According to Putri and Gunawan (2021), customers want to continue to be of great interest and confidence to potential buyers if the product provider offers a variety of products. This is because consumers want to believe that the website they visit can satisfy all of their needs.

H4: Product Variety Has a Positive Effect on Confidence..

Because confident online users want to be interested in doing business with company owners, confidence is the key or significant component (Japariato & Adelia, 2020)

H5: Confidence has a favorable impact on attention to buy

**RESULTS AND DISCUSSION**

**Validity Test**

For the Degree of Freedom (df) = n - 2, the validity test is used to test each variable and compare the value of the r count with the r of the table. In this instance, the number of respondents (n) = 112 is used. An r table of 0.185 is obtained using df 110 and its significance level of 5% (alpha = 0.05). Here are the findings of each study variable's validity test.

**Table 1. Validity Test Web View**

Variable	Statement	R Hitung	R Table	Information
Web View (X1)	X1.1	0,898	0,185	True
	X1.2	0,915	0,185	True
	X1.3	0,884	0,185	True
	X1.4	0,835	0,185	True
	X1.5	0,839	0,185	True

Source: Processed Data (SPSS 23), 2022

**Table 2. Validity Test Product Range**

Variable	Statement	R Hitung	R Table	Information
Product Range (X2)	X2.1	0,862	0,185	True
	X2.2	0,922	0,185	True
	X2.3	0,895	0,185	True
	X2.4	0,842	0,185	True

Source: Processed Data (SPSS 23), 2022

**Table 3. Validity Test Buying Interest**

Variable	Statement	R Hitung	R Table	Information
Buying Interest (Y)	Y1	0,899	0,185	True
	Y2	0,913	0,185	True
	Y3	0,905	0,185	True
	Y4	0,859	0,185	True

Source: Processed Data (SPSS 23), 2022

**Table 4. Validity Test Belief**

Variable	Statement	R Hitung	R Table	Information
Belief (Z)	Z1	0,880	0,185	True
	Z2	0,858	0,185	True
	Z3	0,921	0,185	True

Source: Processed Data (SPSS 23), 2022

The Validity Test indicates that each question has a Corrected Item-Total Correlation value that is more significant than the t table based on the findings of Table 1-4. (0.185). Consequently, it may be inferred from the Validity Test findings that all assertions are valid and appropriate for measurement tools for research data.

**Test of Reliability**

To get reliable data, utilize the Reliability Test. Additionally, Cronbach Alpha ( $\alpha$ ), which measures consistency and reliability, is used in this test. If the  $\alpha$  value is  $> 0.60$ , the questionnaire is considered trustworthy.

**Table 5. Reliability Test**

Variable	Cronbach's Alpha	Nilai Kritis	Information
Web View	0,922	$>0,60$	Reliebel
Product Range	0,904	$>0,60$	Reliebel
Buying Interest	0,915	$>0,60$	Reliebel
Belief	0,864	$>0,60$	Reliebel

Source: Processed Data (SPSS 23), 2022

The Reliability Test results indicate that all variables have an Alpha coefficient that is significant enough and above 0.60 to say that all measuring concepts for each variable from the questionnaire are reliable. As a result, the items in each of these variable concepts can be used as measuring tools..

**Test of normality**

**a. Equation 1 for the Kolmogorov-Smirnov Test**

**Table 6. Kolmogorov Smirnov Test  
One-Sample Kolmogorov-Smirnov Test**

		Unrepeatable Residue
N		112
Standard	Mean	.0000000
Parameters <sup>a,b</sup>	Average	2.35839293
	Deviation	
Most Dramatic	Absolute	.081
Different	Positive	.077
Absolute	Negative	-.081
Exam Statistics		.081
Sync. Sig (2-tailed)		.069 <sup>c</sup>

a. The distribution of the test is normal.

b. Determined by data.

c. Lilliefors Significance Correction.

Source: SPSS 23-processed data, 2022

According to table 6. The distributed residual regression model is a common one. The significance or Asymp value shows this. Two-tailed significance larger than 0.05 The worth of Asymp illustrates that. Sig. (2-tailed) = 0.069,  $0.069 > 0.05$ .

Equation 2

**Table 7. Kolmogorov Smirnov Test  
One-Sample Kolmogorov-Smirnov Test**

		Unrepeatable Residue
N		112
Standard Parameters <sup>a,b</sup>	Mean	.0000000
	Average Deviation	1.43867331
Most Dramatic Different Absolute	Absolute Positive	.108
	Negative	.081
		-.108
Exam Statistics		.108
Sync. Sig (2-tailed)		.051 <sup>c</sup>

a. The distribution of the test is normal.

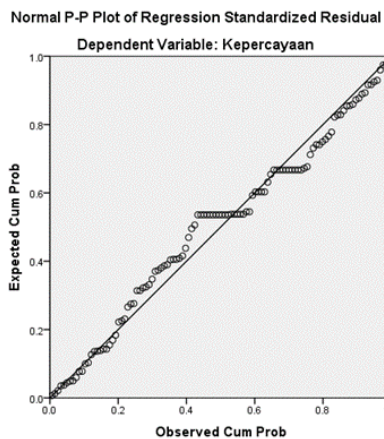
b. Determined by data.

c. Lilliefors Significance Correction.

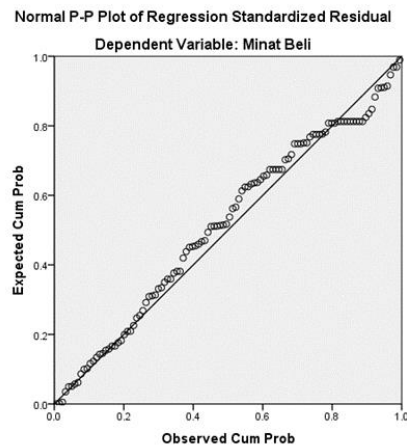
Source: SPSS 23-processed data, 2022

According to table 7. The distributed residual regression model is a common one. The significance or Asymp value shows this. Two-tailed significance larger than 0.05 The worth of Asymp illustrates that.  $0.051 > 0.05$  according to the 2-tailed sign.

**a. P-plot Test**



**Persamaan 1**



**Persamaan 2**

**Picture 2-3. Normalitas Probability plot Test**

Source: Processed Data (SPSS 23), 2022

It may be concluded from pictures 4.1 to 4.2 that the P-Plot standard graph gives a normal distribution based on how it is presented. It may be predicted since it can be seen from the points spread out around the diagonal line, and the spread goes in the same direction as the diagonal line. According to this line, the regression

model is consistent with the Kolmogorov-Smirnov test and passes the normality test.

**Equation 1**

**Table 8. Multikolinearitas Test**  
**Multikolinearitas Test**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Statistics for t-sigma	t	Sig.	collinearity coefficients	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.613	.737		.832	.407		
Tampilan Web	.357	.060	.558	5.963	.000	.345	2.895
Ragam Produk	.242	.076	.299	3.191	.002	.345	2.895

a. Dependent Variable: Trust

Source: Processed Data (SPSS 23), 2022

**Equation 2**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Statistics for t-sigma	t	Sig.	collinearity coefficients	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.480	1.217		.394	.694		
Tampilan Web	.538	.114	.578	4.744	.000	.260	3.839
Ragam Produk	-.208	.131	-.177	-1.597	.113	.316	3.165
Kepercayaan	.541	.158	.371	3.427	.001	.330	3.033

a. Dependent Variable: Buying Interest

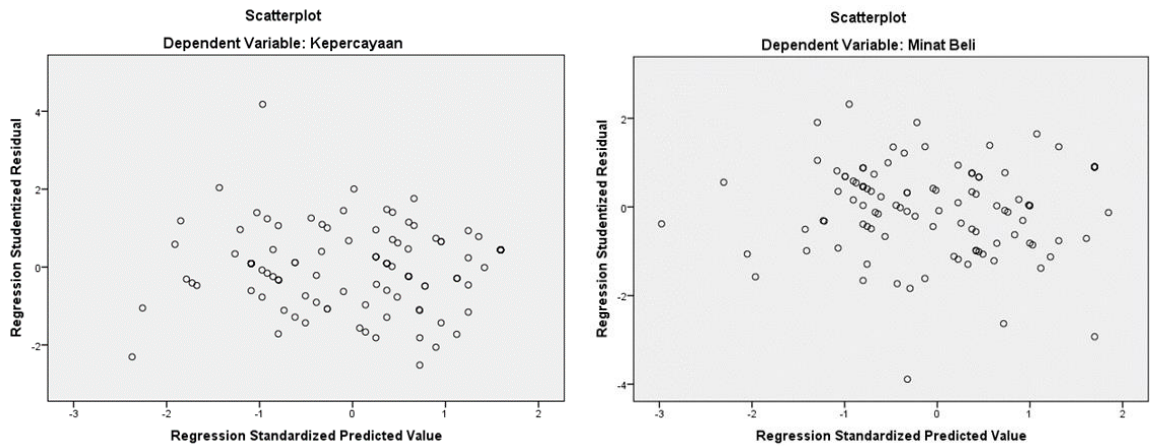
**Table 9. Multikolinearitas Test**

Source: Processed Data (SPSS 23), 2022

Tables 8 and 9 demonstrate that the three variables' tolerance values and VIFs are more than 0.10. Therefore, none of the three free variables in this research are multicollinear.



**Heterokedastitas Test**



**Equation 1**

**Equation 2**

**Picture 4-5 Heterokedastitas Test**

Source: Processed Data (SPSS 23), 2022

The graph in the two scatterplot illustrations above demonstrates how the dots randomly dispersed above or below the Y-axis value of 0.

**Hipotesis Test**

**a. Multiple linear regression analysis test**

**Equation 1**

**Table 10. Results of multiple linear regression analysis tests**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Statistics for t-sigma	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.613	.737		.832	.407
	Tampilan Web	.357	.060	.558	5.963	.000
	Ragam Produk	.242	.076	.299	3.191	.002

a. Dependent Variable: Trust

Source: Processed Data (SPSS 23), 2022

Table 10 above's regression test findings lead to the following conclusion:

$$Y = 1X_1 + 2X_2 = 0.558TW + 0.299RP + e$$

Information:

KP: Webview TW: Trust

Product Line:

1) According to the equation, if other variables are assumed to be constant, an increase will occur for every 0.558 rises in Webviews in Trust. The Trust increases as the Webview value increases.

2) If the variable is considered constant, an increase will occur after any rise in Product Variety in Confidence of 0.29. More Product Diversity Improves Trust.

**Equation 2**

**Table 11. Results Of Multiple Linear Regression Analysis Tests  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Statistics for t-sigma		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.480	1.217			.394	.694
Tampilan Web	.538	.114	.578		4.744	.000
Ragam Produk	-.208	.131	-.177		-1.597	.113
Kepercayaan	.541	.158	.371		3.427	.001

a. Dependent Variable: Buying Interest

Source: Processed Data (SPSS 23), 2022

Table 11 above's regression test findings allow the following conclusion to be drawn:

$$Y = 1X_1 + 2X_2 + 3X_3 = 0.578TW - 0.177RP + 0.371KP + e$$

Information:

MB: Buying Interest.

A: Webview

Product Line

KP: Belief

1) According to the equation, if other variables are assumed to be constant, an increase will occur for every 0.578 rises in Web Views in Buying Interest. The Buy Interest is better, the greater the Webview value.

2) The equation shows that assuming other variables remain constant, an increase in Product Variety will result in a 0.177 reduction in Buying Interest. The quality of the Buying Interest declines as the value of Product Variety increases.

3) According to the equation, if other variables remain constant, an increase will occur after every Trust in Buying Interest rise of 0.371. The Buy Interest is better, the greater the Trust value.

**b. F Test**

**Equation 1**

**Tabel 11. F Test  
ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	466.969	2	233.484	110.774	.000 <sup>b</sup>
	Residual	229.746	109	2.108		
	Total	696.714	111			

a. Dependent Variable: Trust

b. Predictors: (Constant Product Variety, Webview

Source: Processed Data (SPSS 23), 2022

According to table 11 above, the F value is 110.774, and the significance level is 0.000 to 0.005. Conclusion: The look of the website and the range of available goods have an impact on confidence.

**Equation 2**

**Tabel 12. F Test Results ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	861.036	3	287.012	50.207	.000 <sup>b</sup>
	Residual	617.384	108	5.717		
	Total	1478.420	111			

a. Dependent Variable: Buying interest

b. Predictors: (Constant), Trust, Product Variety, Webview

Source: Processed Data (SPSS 23), 2022

According to table 12 above, the F value is 50.207, and the significance level is 0.000 0.005. It is evident that website design, product selection, and trust influence consumer interest in making purchases.

**c. Parsial Test**

The t-test (Partial Test) gauges how much a particular independent variable influences a dependent variable's description.

**Equation 1**

**Tabel 13. T Test Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.613	.737		.832	.407
	Tampilan Web	.357	.060	.558	5.963	.000
	Ragam Produk	.242	.076	.299	3.191	.002

a. Dependent Variable: Trust

Source: Processed Data (SPSS 23), 2022

**Equation 2**

**Tabel 14. Hasil Uji t Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.480	1.217		.394	.694

Tampilan Web	.538	.114	.578	4.744	.000
Ragam Produk	-.208	.131	-.177	-1.597	.113
Kepercayaan	.541	.158	.371	3.427	.001

a. Dependent Variable: Buying interest

Source: Processed Data (SPSS 23), 2022

The following findings were obtained from the test results from tables 13 and 14 :

**Results of the first hypothesis test:** Web Display influences Buying Interest

According to table 14. demonstrates that the web display. The Variable affects the purchasing interest and has a significance value of 0.000 0.05. Using table 14,

**The second hypothesis test's finding is:** "Product Variety to Buying Interest." this demonstrates that the significant value of 0.113 > 0.05 implies that the variable affecting product variety has no impact on the buyer's Interest.

**Third hypothesis test finding:** Trust is impacted by Web Appearance.

According to table 13. The review variable affects trust, according to the significant value of 0.000 0.05.

**Results of the fourth hypothesis test:** Product Variety Affects Trust according to table 13. It has a 0.002 0.05 significant threshold, suggesting that the product Variety variable probably affects trust..

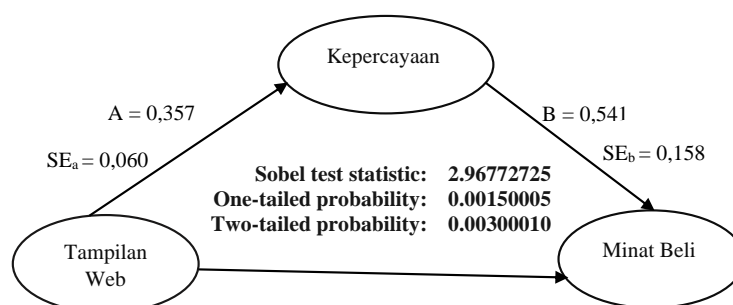
**Test of Hypothesis No. 5:** Trust in Buying Interest

according to table 14. It has a substantial value of 0.001, proving that the trust variable affects the purchasing interest.

### Sobel Test

The Sobel test is used to determine whether a relationship is significantly capable of spreading through a mediating variable. In this Sobel exam, judgments are based on comparing the computed t value and the tablet. There is a mediating impact if the t count exceeds the t table.

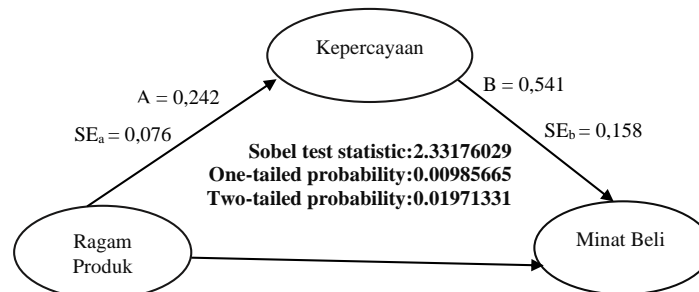
1. Reviews Impact on Buying Interest, Using Trust as a Mediating Factor



**Picture 6. Sobel Test**

The Sobel test findings show that the variable of the impact of Web Display on Buying Interest with trust as an intervening variable is accepted, I am implying 0.001 0.05 with a one-tailed probability value of 0.001.

2. The Impact of Product Variety on Purchase Intent, Using Trust as a Mediating Factor



**Picture 7. Sobel Test**

The Sobel test findings above show that the variable of the Trust is acknowledged as an intervening variable in the influence of Product Variety on Buying Interest, with a one-tailed probability value of 0.009, or 0.009 0.05..

**DISCUSSION**

**1. Reviews Impact on Purchasing Interest**

A Web View variable significance value of 0.000 was achieved based on the hypothesis test t-test (Partial test) calculation results, indicating that the value is less than the significant current threshold of 0.05. Additionally, the WebView variable's regression coefficient of 0.538 and table 1.981's t-count value of 4.744 > t was achieved for this investigation. According to this, Ha is accepted, whereas Ho is refused. The hypothesis in this research may be accepted to conclude that there is a considerable and favorable effect between the factors of Web Display and Buying interest..

**2. Product Variety and Purchasing Interest**

The significance value of the Product Variety variable was calculated using the hypothesis test calculation t-test (Partial test) findings, which indicates that the value is higher than the significant current threshold of 0.05. According to this study's t-count value of (-1.597) t-table 1.981 and regression coefficient of the Product Variety variable of (-0.208), Ho rejected Ha. The hypothesis in this research is rejected since there is no real relationship between the variables of Product Variety and Buying interest.

**3. Reviews Impact on Trust**

A Web View variable significance value of 0.000 was achieved based on the hypothesis test t-test (Partial test) calculation results, indicating that the value is less than the significant current threshold of 0.05. Additionally, the WebView variable's regression coefficient of 0.357 was found for this investigation, leading to a t-count value of 5.963 > t table 1.981. He was allegedly refused, but Ha agreed. The hypothesis in this research may be accepted since it can be inferred that there is a solid and favorable relationship between the elements of web display and trust.

#### **4. The Impact of Variety in Products on Trust**

The significance value of the Product Variety variable is 0.002, which is lower than the significant existing threshold of 0.05, according to the calculation findings of the t-test hypothesis test (Partial test). According to this study's t-count value of 3.191 > t-table 1.981 and the regression coefficient of 0.242 for the Product Variety variable,  $H_0$  was rejected, while  $H_a$  was acceptable. The hypothesis in this research may be accepted to conclude that there is a significant and favorable relationship between the factors of Product Variety on Trust..

#### **5. Trust's Impact on Buying Interest**

According to the results of the hypothesis test calculation t test (Partial test), the significance value of the Trust variable is 0.001, which indicates that the value is less than the current significant level of 0.05 and has a t-count value of 3,427 > t-table 1.981, meaning that the hypothesis is rejected. I will accept,  $H_a$ . It is claimed that there is a relationship between Trust and Buying Interest in this partial test (t-test). The variable regression coefficient for this research came out to be 0.541. Trust, to some extent, has a substantial impact on buying interest, and the study's premise is accepted. The Sobel test's findings demonstrate that both trust and product diversity may influence purchasing interest and the heterogeneity of site appearance..

### **CONCLUSION**

It is clear from this research that the variables of Web View and Buying interest significantly and favorably impact one another. The Lazada app generates more significant interest in online purchases the better the web view. The hypothesis in this research is not supported since there is no significant relationship between the variables of Product Variety and Buying interest. However, there is a substantial and favorable relationship between the Web Display variable and trust. Consumer trust will rise thanks to the Lazada app's improved online presentation, and there is a strong correlation between the variables of Product Variety and Trust. The more items available on the Lazada application, the more confident customers will be. Trust significantly and favorably influences the buying desire. According to the Sobel test's findings, trust may mediate factors related to product reviews and purchasing interest and variables related to the diversity of items.

### **SUGGESTION**

For businesses, it is hoped that Lazada will complete the information on the web display and further enhance its quality so that existing facilities can better meet customer needs, facilitate faster and easier interactions, and encourage customer buying interest and satisfaction when using the Lazada application. This will help Lazada remain competitive with other marketplaces. Due to Lazada's high level of web quality, diversity of goods, promotions, services, and other characteristics, customers will be very interested in purchasing goods from Lazada. They may provide more attractive incentives so that customers have a positive purchasing

experience and feel confident that the Lazada application is a viable alternative for online shopping.

The research is only limited to the Lazada online buying and selling site, so subsequent researchers are expected to conduct research with other objects to obtain more objective results. Additionally, adding additional variables that can affect buying interest in Lazada, such as service quality and promotion, complements this research, as there are still several other independent variables that may affect dependent variables and cannot be mentioned one at a time.

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