

CHAPTER I

INTRODUCTION

1.1 Background of Study

E-commerce, or electronic commerce, refers to the process of buying and selling goods and services through digital platforms, primarily via the internet. It has significantly transformed traditional business models by enabling transactions without the constraints of physical location or operational hours. The rapid advancement of digital technology, including secure online payment systems, artificial intelligence, and data analytics, has made e-commerce more accessible and efficient for both businesses and consumers. The continuous evolution of e-commerce, supported by innovations like virtual reality shopping experiences, automation in supply chains, and integrated customer service through chatbots, ensures that this industry will keep growing and redefining how global trade operates.

E-commerce has become an integral part of everyday life, significantly improving convenience and accessibility for consumers. The ability to shop online at any time of the day eliminates the need to visit physical stores, reducing time spent commuting and waiting in lines. For individuals with busy schedules, disabilities, or limited access to shopping centers, e-commerce offers a more inclusive and flexible shopping experience. Additionally, digital marketplaces provide a wider range of products and competitive pricing, often with promotions, discounts, and cashback offers that traditional retail stores cannot always match.

Besides retail, e-commerce has transformed various industries, including banking, entertainment, education, and food delivery services, making online transactions a normal part of daily routines. The pandemic further accelerated the reliance on e-commerce, proving its importance in sustaining businesses and providing essential services when physical movement was restricted. As technology advances, the influence of e-commerce will only continue to grow, shaping modern lifestyles and making digital transactions an essential aspect of human interaction.

Lazada is one of Southeast Asia's leading e-commerce platforms, offering a diverse range of products, from electronics and fashion to home essentials and groceries. Established in 2012, Lazada was later acquired by Alibaba Group in 2016, benefiting from Alibaba's advanced logistics, cloud computing, and artificial intelligence capabilities. The platform operates across multiple Southeast Asian countries, including Indonesia, Malaysia, Singapore, Thailand, the Philippines, and Vietnam. In Indonesia, Lazada competes with other major e-commerce giants, even though it's a stiff competition Lazada continuously expanding its market presence through aggressive promotions, discounts, and etc.

Figure 1.1 Google Review





Sintia Agustin



2 Februari 2025

Tolong perbaiki lagi, karena saya tidak bisa cuek out belanja. Padahal sebelumnya, saya selalu bisa cuek out belanja.



Aprilla Aulia



13 Januari 2025

Apk hama, iklan nya maksa sama ganggu banget, ga di klik apa-apa tiba2 masuk apk, gajelas lemot

Apakah konten ini berguna bagi Anda?

Ya

Tidak

Source : Google Play Review of Lazada Application

Lazada, a prominent e-commerce platform in Southeast Asia, has recently garnered significant criticism from users, as evidenced by a deluge of 1-star ratings across app stores and review platforms. These complaints collectively highlight systemic issues spanning three critical dimensions: purchase experience, ease of use, and application quality. First, the purchase experience has been marred by recurring frustrations. Customers frequently cite misleading product descriptions, such as discrepancies between advertised and delivered items, including cases of counterfeit goods or incomplete orders. Compounding this issue are reports of unresponsive third-party sellers, delayed resolutions for refunds or returns, and logistical failures, such as packages arriving weeks past estimated delivery dates or not arriving at all. Such inefficiencies erode consumer trust, particularly when coupled with opaque communication channels and a perceived lack of accountability from Lazada's customer support team. Second, critiques of the

platform's ease of use underscore a poorly optimized user interface (UI) that many describe as cluttered and unintuitive. Users struggle with navigation due to disorganized categorization, an overcomplicated search algorithm that fails to prioritize relevant results, and cumbersome checkout processes plagued by repetitive verification steps.

Additionally, features like order tracking and promotional code applications are often buried within submenus, creating unnecessary friction for both tech-savvy and less digitally literate users. Accessibility issues, such as poor font scaling for older demographics or inconsistent language localization, further alienate segments of Lazada's diverse user base. Third, the technical quality of the Lazada application itself has drawn sharp rebukes. Common grievances include frequent app crashes during peak shopping hours, prolonged loading times for product pages, and persistent bugs—such as cart items disappearing mid-transaction or payment gateways failing to process orders. The cumulative impact of these deficiencies has been profound.

Dissatisfied customers increasingly vocalize their frustrations on social media and review platforms, with many vowing to migrate to competitors like Shopee or Tokopedia. This trend not only threatens Lazada's market share but also underscores broader challenges in balancing scalability with user-centric design in the fast-paced e-commerce sector. For researchers, these complaints provide critical insights into the pitfalls of prioritizing rapid expansion over platform reliability and customer satisfaction—a cautionary tale for digital marketplaces globally.

Figure 1.2 Purchase Experience



Source : Google Play Review

The cited customer complaints—unauthorized order fulfillment post-cancellation, rejected return requests despite product discrepancies, and ineffective bot-driven support delaying issue resolution—expose critical flaws in Lazada’s end-to-end purchase experience, eroding customer confidence and loyalty. The first issue, where canceled orders proceed unchecked, reflects systemic failures in order management and inventory synchronization, leaving customers burdened with unwanted items. The second grievance, involving rigid return policies and unaccommodating resolutions, highlights a lack of empathy and flexibility in post-purchase support, alienating users who expect fair redress for defective or misrepresented products. The third complaint, marked by inadequate bot responses

and misleading delivery statuses, underscores inefficiencies in communication channels and logistical transparency, leaving customers feeling ignored and misled. To restore faith in the purchase journey, Lazada must overhaul its processes: implementing real-time order cancellation verification, revising return policies to prioritize customer satisfaction (e.g., automated approvals for valid claims), and integrating human-led support to complement chatbots during critical issues. Enhancing delivery tracking accuracy and providing proactive updates on delays would further bridge trust gaps. By addressing these pain points—ensuring order integrity, equitable conflict resolution, and responsive communication—Lazada can transform its purchase experience into one defined by reliability, fairness, and attentiveness. This holistic improvement will not only retain dissatisfied users but also position the platform as a customer-first marketplace where transactions feel secure, transparent, and hassle-free.

Figure 1.3 Ease of Use





Jin Tomang



★☆☆☆☆ 1 Februari 2025

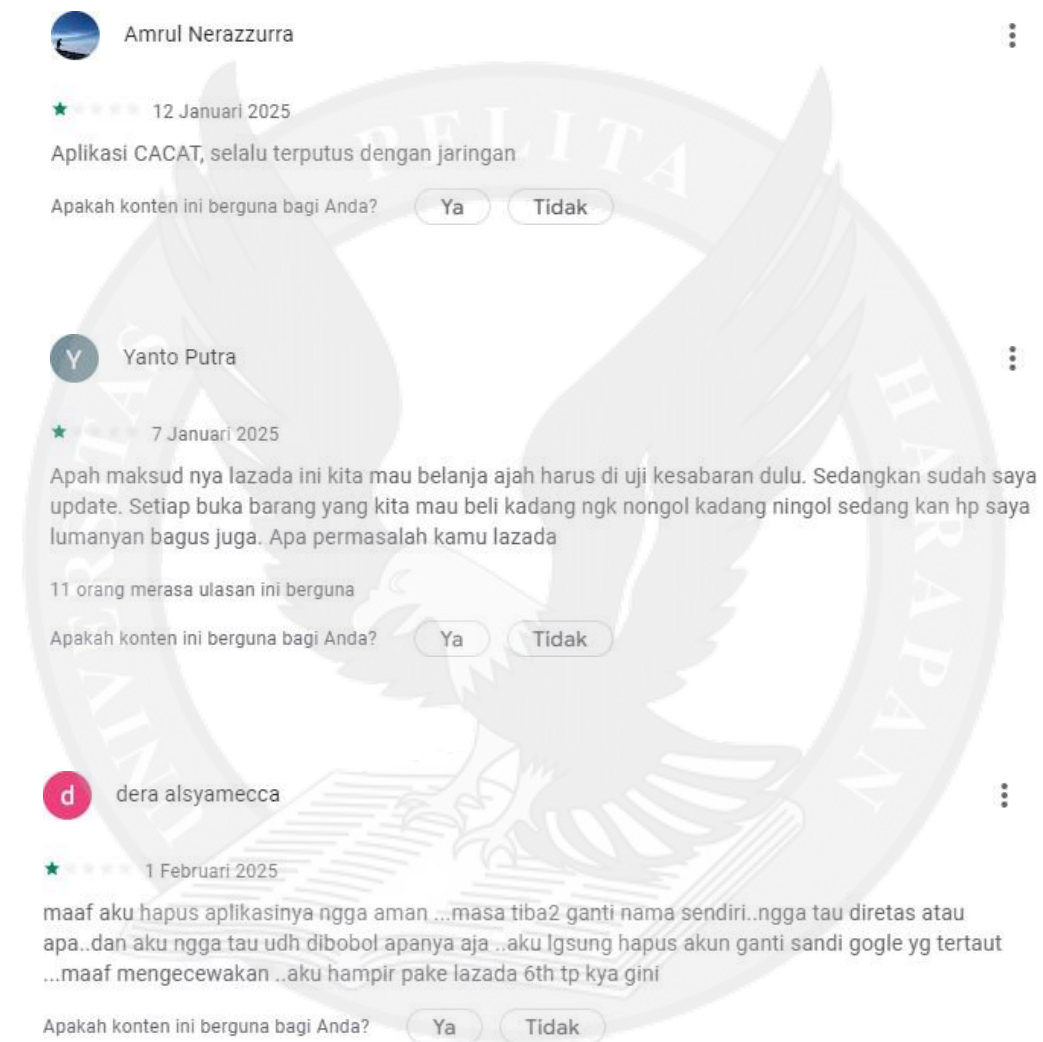
Lazada. kalo saya nyari atau mengetik nama barang, saya mohon yang di tampilkan sesuai atas nama barang yang saya ketik jangan yang lain agar lebih kompeten dan sesuai

Source : Google Play Review

The recurring customer complaints about the Lazada application—ranging from the inability to checkout items, perceived platform complexity, and inaccurate search results—collectively underscore systemic challenges tied to ease of use, a cornerstone of user satisfaction in digital platforms. The first complaint highlights friction in the checkout process, suggesting issues with interface intuitiveness (e.g., unclear buttons or payment steps) or backend stability. The second grievance, centered on confusion, points to poor navigation design, cluttered layouts, or insufficient user guidance, which overwhelm customers and erode confidence. The third complaint, involving mismatched search results, reflects flaws in algorithmic accuracy or filtering tools, directly impacting the platform's usability and efficiency. These issues collectively signal a need for Lazada to prioritize user-centric redesigns: simplifying workflows, decluttering interfaces, optimizing search algorithms, and embedding real-time assistance (e.g., tooltips or error prompts). Proactive usability testing, customer feedback integration, and iterative updates are critical to resolving these pain points. By addressing ease of use holistically—streamlining tasks from search to checkout—Lazada can reduce frustration, minimize cart abandonment, and rebuild trust. A seamless, intuitive experience will not only resolve immediate complaints but also position the platform as accessible

and reliable, fostering long-term customer loyalty in a competitive e-commerce landscape.

Figure 1.4 Application Quality



Source : Google Play Review

The highlighted customer complaints—persistent app disconnections, chronic sluggish performance despite updated software and stable connectivity, and unauthorized alterations to account details—reveal critical gaps in application

quality, directly impacting Lazada's reliability and user trust. The first issue, frequent disconnections, points to instability in backend infrastructure or poor network synchronization, undermining the app's basic functionality. The second complaint, unresponsive performance, suggests inefficiencies in code optimization, server capacity, or resource management, which degrade the user experience even under ideal conditions. The third grievance, unauthorized username changes, raises alarming concerns about security vulnerabilities, such as weak authentication protocols or flawed data-handling processes, jeopardizing user privacy and account integrity. To address these systemic quality issues, Lazada must prioritize technical robustness: conducting rigorous stress testing to stabilize connectivity, optimizing server response times and app performance, and fortifying security frameworks (e.g., multi-factor authentication, encryption). Transparent communication about bug fixes, coupled with compensation for affected users (e.g., service credits), can help rebuild trust. Proactive measures like real-time performance monitoring, regular penetration testing, and infrastructure upgrades are essential to ensure consistency, speed, and safety. By elevating application quality—ensuring stability, efficiency, and security—Lazada can mitigate frustration, protect its user base, and reinforce its reputation as a dependable, high-performance e-commerce platform in a competitive market.

Based on the background study, the writer is interested to conduct research with the title: **“The Effect of Purchase Experience, Ease of Use and Application Quality toward Customer Repurchase Intention in the Lazada E-commerce Application.”**

1.2 Problem Limitation

Due to the limited of time, writer will focus on three variable which are Purchase Experience (with indicator consist of previous purchase experience, decision to repurchase, and the comfort feeling when purchase), Ease of Use (with indicator consist of easy to use/understand, easy to learn, and easy to find when browsing product), Application Quality (with indicator consist of reliability, performance, and durability) as independent variable while Repurchase Intention (with indicator consist of considering to buy a product, intending to try the product, planning to buy the product, interested in using the product) as dependent variable. This research will focus on Lazada application.

1.3 Problem Formulation

The identification problem in this study are:

1. Does Purchase Experience have partial effect toward Repurchase Intention in the Lazada E-Commerce Application?
2. Does Ease of Use have partial effect toward Repurchase Intention in the Lazada E-Commerce Application?
3. Does Application Quality have partial effect toward Repurchase Intention in the Lazada E-Commerce Application?
4. Do Purchase Experience, Ease of Use and Application Quality have simultanous effect toward Repurchase Intention in the Lazada E-Commerce Application?

1.4 Objective of the Research

The objective of the research as follow:

1. To analyze whether the Purchase Experience has effect toward Repurchase Intention in the Lazada E-Commerce Application.
2. To analyze whether the Ease of Use has effect toward Repurchase Intention in the Lazada E-Commerce Application.
3. To analyze whether the Application Quality has effect toward Repurchase Intention in the Lazada E-Commerce Application.
4. To analyze whether the Purchase Experience, Ease of Use and Application Quality has effect toward Repurchase Intention in the Lazada E-Commerce Application.

1.5 Benefit of the Research

The benefit of the researches as follow:

1. Theoretical Benefit

The benefit in conducting this research is to provide the deeper understanding of Lazada E-commerce Application, especially in purchase experiences, ease of use, application quality, and repurchase intention. This study can be reference for future researcher. By analyzing the impact of the factor toward customer repurchase intention, the research expected to add existing knowledge business management.

2. Practical Benefit

a. For Company

The researcher expects the result from this study could benefit the business to evaluate, and take the result as suggestion to know the effect of Purchase Experience, Ease of Use and Application Quality towards Repurchase Intention.

b. For Writer

The result from this study make the writer gain new experience and more knowledge about the importance of Purchase Experience, Ease of Use and Application Quality towards Repurchase Intention.

c. For Future Research

The researcher expects the result from this study could become a comparison for the future researchers who are interested of studying the same topic which is the influence Purchase Experience, Ease of Use and Application Quality towards Repurchase Intention.