

## Original Article

# The Influence of Social Media Advertising and Cashback Promotions on Purchasing Decisions on Lazada

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This article contributes to:



**Abstract.** Although Lazada has implemented social media advertising and cashback promotion strategies, consumer responses to both strategies vary. This study aims to analyze and measure the influence of social media advertising and cashback promotions on consumer purchasing decisions on the Lazada platform. The research method used is quantitative with data collection through questionnaires. The results showed that the average score for social media advertising was 20.97 and cashback promotions 20.94, indicating a positive perception of respondents towards both variables. Purchasing decisions had an average score of 21.36, indicating a positive influence of both independent variables. Statistical tests showed that social media advertising and cashback promotions had a significant effect on purchasing decisions, with an  $R^2$  value of 0.689, meaning that both variables explained 68.9% of the variation in purchasing decisions. The theoretical implications of this study support the theory of consumer behavior, while the practical implications suggest that Lazada should optimize advertising and design attractive cashback promotions. This study is expected to contribute to the development of more effective marketing strategies in the future.

**Keywords:** Social Media Advertising, Cashback Promotion, Purchase Decision, Lazada, Digital Marketing.

## 1. Introduction

In the increasingly advanced digital era, the development of information and communication technology has drastically changed the way consumers interact with products and services. Social media, which is now an important part of everyday life, has transformed into a very effective marketing platform. According to a report from Lam [1], the number of social media users worldwide is estimated to reach more than 4.9 billion by 2023. This shows that social media not only functions as a means of communication, but also as a powerful tool to influence consumer behavior [2]. Companies in various sectors, including e-commerce, are increasingly relying on social media advertising to reach a wider market and increase sales [3].

Lazada, as one of the largest e-commerce platforms in Southeast Asia, has utilized the potential of social media to promote products and services to attract consumers. Lazada actively markets through advertising on various social media platforms such as Facebook, Instagram, and TikTok, which allows the company to reach consumers in a more interactive and attractive way [4]. In addition, cashback promotions are one of the strategies widely used to provide satisfaction to consumers. Cashback not only attracts consumers' attention, but can also provide added value for those who make purchases, so it is expected to increase loyalty and purchase intensity [5].

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However, the effectiveness of these two strategies in influencing consumer purchasing decisions on Lazada still requires further research. Social media advertising has indeed succeeded in reaching many consumers, but not all of them are motivated to make purchases. This is in line with the findings of Wernerfelt et al. [6] which show that digital advertising exposure does not necessarily always result in direct purchase conversions. Likewise, with cashback promotions, although attractive, not all consumers take advantage of them, because there are doubts regarding the perception of value and trust in e-commerce platforms [7].

There are several factors that can influence the effectiveness of social media advertising and cashback promotions. First, consumer perception of the brand and product being marketed greatly determines purchasing decisions [8]. Consumers with a positive view of Lazada are more likely to respond to the advertisements and promotions offered, while consumers with negative perceptions will tend to ignore them. Second, the level of consumer trust in the e-commerce platform also plays an important role [9]. High trust in transaction security and service quality will increase the likelihood of purchasing after being exposed to advertisements or promotions. In addition, consumer understanding of the benefits of cashback promotions also influences their purchasing decisions [10]. However, to date there have been few studies that simultaneously measure the influence of social media advertising and cashback promotions on purchasing decisions on the Lazada platform in Indonesia.

This study is important to provide deeper insight into the influence of social media advertising and cashback promotions on purchasing decisions [11]. By using a quantitative approach, this study aims to collect data that can be analyzed statistically to identify the relationship between these variables. The results of this study are expected to provide recommendations for Lazada and other e-commerce companies in formulating more effective marketing strategies. In addition, this study can contribute to the development of digital marketing theory and consumer behavior in the competitive digital economy era [12]. Social media marketing has become one of the main strategies for e-commerce companies to reach consumers more widely. Lazada actively utilizes social media advertising to increase product marketing and attract consumer attention. However, despite the wide reach of social media advertising, not all consumers who are exposed feel motivated to make a purchase. This raises questions about the effectiveness of this strategy. Cashback promotions are also popular because they provide direct incentives that are expected to encourage purchases [13]. However, not all consumers take advantage of the available cashback.

According to the Kulsum, Lazada is one of the e-commerce with the largest number of visitors in Indonesia, reaching 51.5 million visits in 2024, ranking third after Shopee and Tokopedia [14]. Based on this background, this study aims to analyze and measure the influence of the two marketing strategies on consumer purchasing decisions on the Lazada platform, as well as provide a more comprehensive understanding of the factors that influence purchasing decisions in the digital era. Thus, this study is expected to provide a significant contribution to the development of more relevant marketing strategies in the future.

## 2. Method

This type of research is quantitative research with a survey approach that includes case studies, using structured questionnaires as the main instrument for data collection [15]. The quantitative method was chosen because it allows researchers to test hypotheses and identify relationships between social media advertising variables,

cashback promotions, and purchasing decisions. The research was conducted in Mataram City, West Nusa Tenggara Province, after obtaining official permission to ensure compliance with applicable research ethics. The population in this study were the people of Mataram City who had made purchases on the Lazada platform [16]. The sample was determined using a non-probability sampling technique with a purposive sampling approach, namely the selection of respondents based on certain criteria, including being at least 17 years old, having seen Lazada advertisements on social media, and having made transactions using cashback promos through the Kretjie table. Because the population is more than 10,000, the sample for this study was 100 respondents. The questionnaire was compiled using a five-point Likert scale to measure respondents' perceptions of the research variables. The distribution of questionnaires was carried out online via Google Form which was shared via social media, local community groups, and student networks.

The data obtained consisted of quantitative data in the form of respondent assessment scores, as well as qualitative data in the form of descriptive responses to transaction experiences. Primary data sources were obtained directly from respondents, while secondary data came from books, scientific articles, and research reports related to e-commerce and consumer behavior. The validity of the research instrument was tested using the Pearson Product Moment correlation, with valid criteria if the calculated  $r$  value  $> r$  table at a significance level of 0.05. Reliability testing was carried out using the Cronbach's Alpha method, and the instrument was declared reliable if the alpha value  $\geq 0.60$ . Data analysis began with a classical assumption test that included a normality test through Kolmogorov-Smirnov, a multicollinearity test with VIF ( $<10$ ) and tolerance ( $>0.10$ ) benchmarks, and a heteroscedasticity test to ensure that the residual variance was homogeneous. The effect of independent variables on the dependent variable was analyzed using multiple linear regression with the equation  $Y = a + b_1X_1 + b_2X_2 + e$ , where  $Y$  is the purchasing decision,  $X_1$  is social media advertising, and  $X_2$  is the cashback promotion. The t-test is used to measure the significance of the influence of each independent variable, while the F-test is used to test the simultaneous influence of independent variables. The coefficient of determination ( $R^2$ ) is calculated to determine how much variation in purchasing decisions can be explained by the regression model.

### 3. Results and Discussion

#### 3.1 Respondent Characteristics

Respondent characteristics reflect the various backgrounds of individuals participating in this study. Respondent characteristics in this study are respondent age and gender. The results obtained can be seen in Table 1.

**Table 1.**  
Characteristics Based on Gender and Age

No	Characteristics	Frequency	Percentage
<b>Gender</b>			
1	Male	39	39%
2	Female	61	61%
<b>Age</b>			
1	20 - 25 Years	44	44%
2	26 - 31 Years	45	45%
3	32 - 37 Years	7	7%
4	>38 Years	4	4%
	Total	100	100%

Based on Table 1, this study used 100 respondents who were or had used Lazada. The number of respondents was very large, dominated by females, as many as 61

respondents and 39 male respondents. This shows that purchasing decisions are mostly made by women. From Table 1 it is also known that this study had 100 respondents, there were 4 age groups who had transacted or were influenced by Lazada, namely 44% aged 20-25 years, 45% aged 26-31 years, then 7% aged 32-37 years and as many as 4% aged >38 years.

### 3.2 Analysis and Research Results

The results of the descriptive analysis for the research variables are as follows:

**Table 2.**  
Descriptive  
Statistics  
Results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Ads	100	5	25	20,97	3,246
Cashback Promotion	100	5	25	20,94	3,544
Purchase Decision	100	5	25	21,36	3,218

Social Media Advertising Average score of 20.97 indicates that respondents have a positive perception of social media advertising displayed on Lazada. Standard Deviation of 3.246 indicates moderate variation in respondents' answers. which means that although most respondents gave a positive assessment, there were also some respondents who had different views. Cashback Promotion Average score of 20.94 indicates that respondents also gave a good assessment of the cashback promotion offered by Lazada. Standard deviation of 3.544 indicates a slightly larger variation compared to variable X1, indicating that respondents have various views on the effectiveness of cashback promotions. Purchase Decision Average score of 21.36 indicates that respondents' purchase decisions tend to be high, indicating a positive influence from both independent variables, namely social media advertising and cashback promotions. The standard deviation value of 3.218 indicates that there is consistency in respondents' answers.

### 3.3 Validity and Reliability Test Results

The results of the validity and reliability tests can be seen in Table 3.

**Table 3.**  
Results of  
Validity and  
Reliability  
Testing

No	Statement	r- count	r-table	Cronbach's Alpha	Information
Social Media Advertising					
1	Indicator 1	0.715**	0.1966	0.788	Valid and Reliable
	Indicator 2	0.778**	0.1966		Valid and Reliable
	Indicator 3	0.762**	0.1966		Valid and Reliable
	Indicator 4	0.698**	0.1966		Valid and Reliable
	Indicator 5	0.728**	0.1966		Valid and Reliable
Cashback Promotion					
2	Indicator 1	0.771**	0.1966	0.840	Valid and Reliable
	Indicator 2	0.777**	0.1966		Valid and Reliable
	Indicator 3	0.805**	0.1966		Valid and Reliable
	Indicator 4	0.785**	0.1966		Valid and Reliable
	Indicator 5	0.769**	0.1966		Valid and Reliable
Buying decision					
3	Indicator 1	0,800**	0,1966	0.800	Valid and Reliable
	Indicator 2	0,747**	0,1966		Valid and Reliable
	Indicator 3	0,663**	0,1966		Valid and Reliable
	Indicator 4	0,738**	0,1966		Valid and Reliable
	Indicator 5	0.776**	0.1966		Valid and Reliable

Based on Table 3 shows that the results of the validity test can be seen all indicators used to measure the variables in this study have a correlation coefficient greater than r table for df (degree of freedom) is  $n-2$ , namely  $100 - 2 = 98$  is 0.1966. It can be concluded

that all statement indicators used to measure social media advertising variables, cashback promotions and purchasing decisions are declared valid and worthy to be instruments in this study. The table above also shows that this test is carried out on a variable basis not on a question item, it can be seen in each variable the results are Cronbach's Alpha values greater than 0.6 then it can be said to be reliable.

### 3.4 Classical Assumption Test Results

The results of the normality test are shown in Table 4. Table 4 shows that the value generated in Asym.sig in the test of 0.043 is smaller than 0.05, which means it is not normally distributed. According to Kini et al. [17], another statistical test that can be used to check the normality of the residual is the non-parametric Kolmogorov-Smirnov (K-S) test. It can be seen in table 4.6 that the value generated in Monte Carlo Sig 0.362 is greater than 0.05, meaning the data is normally distributed.

**Table 4. Results of the Classical Multicollinearity Assumption Test**

Variable	Collinearity Statistics		Sig.	Monte Carlo Sig. (2-tailed)
	Tolerance	VIF		
Social media ads	0.475	2.103	0.233	0.362 <sup>d</sup>
cashback promotion	0.475	2.103	0.156	

Based on the results of the multicollinearity test shown in Table 4, it is known that the variables of social media advertising and cashback promotion have a tolerance value of 0.475 and a VIF value of 2.103. Because the tolerance value of both variables is greater than 0.1 and the VIF value is less than 10, it can be concluded that this regression model does not experience multicollinearity problems. This means that there is no high correlation between independent variables that can disrupt the stability of the regression model estimate. Furthermore, heteroscedasticity testing is carried out to ensure that the regression model meets the assumption of homoscedasticity, namely constant residual variance at each predictor level. The heteroscedasticity test in this study uses the Glejser test method. Based on the test results shown in Table 4, the social media advertising variable has a significance value of 0.233, while the cashback promotion has a significance value of 0.156. Both significance values are greater than 0.05, so it can be concluded that the regression model does not experience heteroscedasticity. Thus, the regression model used in this study has met the classical assumptions and is suitable for use in further analysis [18].

### 3.5 Multiple Linear Regression Statistical Results

This method is used to measure the influence of more than one independent variable (social media advertising and cashback promotion) on one dependent variable (purchase decision). The results of the regression test can be seen in Table 5.

**Table 5. Multiple Linear Statistical Analysis**

Model	Unstandard. Coeff.		Standard. Coeff.	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.378	1.222	NA	2.765	0.007
Social Media Ads	0.584	0.081	0.590	7.255	0.000
Cashback Promotion	0.273	0.074	0.301	3.707	0.000

Based on table 5, it shows that the independent variables have a significant effect on the dependent variable. Of the two independent variables entered into the regression model, all have a significant effect on purchasing decisions. This can be seen from the significance value for the social media advertising variable (X<sub>1</sub>) of 0.000, the cashback promotion variable (X<sub>2</sub>) of 0.000, the significance value of variables X<sub>1</sub> and X<sub>2</sub> is less than 0.05. Based on the table above, the following regression equation can be made:

$$Y = 0.590 X_1 + 0.301 X_2$$

The coefficient for the social media advertising variable (X1) of 0.590 is positive, meaning that the more attractive the Lazada social media advertisement advertised, the more the purchasing decision will increase. The coefficient for the cashback promotion variable (X2) of 0.301 is positive, meaning that the more attractive the cashback promotion given by Lazada, the more the purchasing decision will increase.

### 3.6 Hypothesis Test Results

The t-value generated on the social media advertising variable is 7.255 with a sig of 0.000. The results of the sig. 0.000 analysis are smaller than 0.05, meaning that individually the social media advertising variable has a significant effect on purchasing decisions on Lazada. The t-value generated on the cashback promotion variable is 3.707 with a sig of 0.000. The results of the sig. 0.000 analysis are smaller than 0.05, meaning that individually the cashback promotion variable has a significant effect on purchasing decisions on Lazada. Meanwhile, the results of the ANOVA test can be seen in Table 6.

**Table 6. F Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	712.890	2	356.445	110.765	0.000 <sup>b</sup>
Residual	312.150	97	3.218		
Total	1025.040	99			

Based on table 6, it can be seen that the calculated F value is 110.765 with F sig. 0.000, where F sig. 0.000 is smaller than 0.05. It can be interpreted that simultaneously social media advertising (X1), cashback promotion (X2) have a significant effect on purchasing decisions (Y). The R square value of 0.689 (68.9%) can be interpreted that social media advertising (X1) cashback promotion (X2) explains the variation of the purchasing decision variable (Y) by 68.9% and the rest is influenced by other independent variables by 31.1%.

### 3.7 Discussion

#### 3.7.1 The Influence of Social Media Advertising on Purchasing Decisions

The results of the analysis show that social media advertising (X1) has a positive and significant influence on purchasing decisions (Y) [19]. With a significance value of 0.000, it can be concluded that social media advertising plays an important role in influencing consumer purchasing decisions on Lazada. The average value of social media advertising obtained was 20.97, indicating that respondents had a good perception of the advertisements displayed on social media. This is in line with the theory of consumer behavior which states that attractive advertisements can increase consumer interest and desire to make purchases. This research reference is from previous research with research by Hasan and Sohail [20], which states that social media advertising has a significant influence on purchasing decisions.

#### 3.7.2 The Influence of Cashback Promotions on Purchasing Decisions

The results of the analysis show that the cashback promotion (X2) has a positive and significant impact on purchasing decisions (Y). With a significance value of 0.000, it can be concluded that the cashback promotion provided by Lazada functions as an additional incentive for consumers to make transactions. The average score for the cashback promotion obtained was 20.94, which indicates that respondents responded positively to the promotion offered. An attractive cashback promotion has the potential to encourage consumers to increase their purchasing frequency on the Lazada e-commerce platform. This research reference is from previous research with research Skwara [21], which states that cashback promotions have a significant effect on purchasing decisions.



### 3.7.3 The Influence of Social Media Advertising and Cashback Promotions on Purchasing Decisions on Lazada

The results of the F-test show that the overall regression model has high significance, which means that both social media advertising (X1) and cashback promotions (X2) simultaneously contribute to purchasing decisions (Y). This suggests that a marketing strategy involving both elements can be an effective approach to increasing sales on Lazada.

## 4. Conclusion

Based on the results of data analysis, it can be concluded that there is a positive and significant influence of social media advertising on purchasing decisions. This shows that effective advertising on social media platforms can increase consumer interest and desire to make purchases on Lazada. Cashback promotions also show a positive and significant influence on purchasing decisions. The incentives provided through cashback serve as a driver for consumers to make transactions more often. The results of the analysis show that both social media advertising and cashback promotions simultaneously or simultaneously provide a significant contribution to purchasing decisions (Y). This emphasizes the importance of integrating the two marketing strategies in an effort to increase sales.

This study contributes to the understanding of consumer behavior in the context of digital marketing. This study supports the theory of consumer behavior which states that external factors, such as advertising and promotions, have a significant influence on purchasing decisions. The results of this study strengthen the existing literature on the effectiveness of digital marketing, especially in the context of e-commerce, by showing that strategies that utilize social media and cashback promotions can improve consumer purchasing decisions. This study was only conducted in Mataram City, so the results may not be conclusive for a wider population outside Mataram City. For further research, it is recommended that researchers conduct studies in various geographic locations to get a more comprehensive picture of the influence of social media advertising and cashback promotions on purchasing decisions.

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## 6. Declaration

**Author contributions and responsibilities** - The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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**Availability of data and materials** - All data is available from the author.

**Competing interests** - The authors declare no competing interests.

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