ABSTRACT

In this digital era, the use of e-commerce platforms is very popular in Indonesia. Lazada is one of the most favorite e-commerce that is widely used by the people of Indonesia. The use of e-commerce by companies to develop their business and retain their customers is influenced by several factors which in this study are social external factors. One company that takes advantage of this opportunity is Lazada Indonesia company.

The purpose of this research is to analyze and find out how social external factors influence consumer buying interest and consumer behavior at Lazada, to find out how big external factors are at Lazada.

In this study using quantitative research methods. Data was collected through a questionnaire distributed online. Sampling in this study used a purposive sampling method. The total population in this study was 3.2 million Lazada followers while the sample was 100 Lazada customers. This study uses multiple linear regression analysis techniques using IBM SPSS 26 software.

The results in this study are that social external factors (X) influence the purchasing decision variable so that the coefficient of determination shows the results of (R Square) classified as very influential on Lazada consumers.

The author suggests for Lazada, the company should look at factors, which are more specific, which make consumers not buy products because they might be inferred by other factors. Because family members produce the lowest response rate, it means that external social factors and "neighbors, always tell me to buy new products" have the lowest influence on purchasing decisions.

Key words: Social External Factors, Purchase Intention, Lazada