

Driving Repurchase Intention in E-Commerce: The Synergistic Role of Promotional Innovation and User Experience among Lazada Consumers

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Abstract

This study is to examine the impact of promotional innovation and user experience on the repurchase intentions of Lazada consumers in Medan City, both individually and collectively. This study also aims to enhance comprehension of how new advertising techniques and gratifying user experiences might augment consumer loyalty in the digital marketplace. The methodology employed is quantitative, utilizing a survey technique. Data were gathered from 200 Lazada users in Medan City, chosen through purposive sampling based on the criterion of having shopped at Lazada multiple times and being residents of Medan. The Partial Least Squares–Structural Equation Modeling (PLS-SEM) method was used to analyze the data and examine the association between the research variables. SmartPLS 4.0 software was used to do this. The data shows that both promotional innovation and user experience have a favorable and significant effect on the intention to buy again, both on their own and together. This analysis shows that good user experiences and inventive marketing methods are important for getting people to buy again and making them more loyal. This study enhances the digital marketing literature by elucidating the synergistic impact of promotional innovation and user experience on consumer repurchase intention, specifically within the realm of e-commerce in Indonesia. These findings underscore the necessity for e-commerce entities such as Lazada to cultivate creative promotional techniques and enhance the user experience to foster enduring consumer loyalty and bolster competitiveness in the digital age. This study was limited to Lazada customers in Medan City; hence, the findings may not be applicable to other regions or e-commerce platforms with distinct consumer demographics.

Keywords: Promotional Innovation, User Experience, Repurchase Intentions

Introduction

Advances in digital technology have fundamentally changed the way people around the world, including in Indonesia, shop and consume goods and services (Ling et al., 2023). In the past ten years, the e-commerce sector has experienced very rapid expansion and become one of the main pillars of the national digital economy. Based on a report by We Are Social and Hootsuite (2024), there are around 221 million internet users in Indonesia, equivalent to 79% of the total population, and more than 76% of them actively make transactions through various marketplace platforms such as Tokopedia, Shopee, Lazada, and Bukalapak. Data from Bank Indonesia (2024) shows that the value of e-commerce transactions also continues to increase significantly, from IDR 401 trillion in 2017 to IDR 572 trillion in 2023. This trend confirms a shift in consumer behavior that increasingly relies on digital technology in the purchasing process, from searching for product information to the final purchasing decision stage (Phamthi et al., 2024).

Lazada is one of the biggest e-commerce companies in Indonesia, but it's getting harder to keep customers loyal as the competition heats up (Xu et al., 2024). iPrice Insight (2023) says that Lazada's market share went down from 19% in 2020 to 12% in 2023. This drop happened because rival platforms that are better at offering new ways to promote things and making users happy are putting more pressure on the company (Toni et al., 2025). This situation shows that having excellent items and low costs is no longer enough. To stay competitive and attract more people to buy from them again, Lazada needs to come up with more inventive



ways to promote their products and ensure that customers have a pleasant, interactive, and customer-focused experience (Dallochio et al., 2024).

In the world of digital marketing, promotional innovation is using new ideas, mediums, and techniques to capture people's attention and engage them more involved with your company. Research has proven that customized interactive promotions can influence customers' decision to make repeat purchases (Hardiyansyah et al., 2024). User experience (UX), on the other hand, is how people feel about how easy, convenient, and enjoyable it is to use a platform (Kosasih et al., 2022). Numerous studies indicate that a more favorable perceived user experience correlates with an increased likelihood of repeat purchases and recommendations of the platform to others (Yu et al., 2024).

The relationship between promotional innovation, user experience, and repurchase intentions has been the subject of several previous studies, yet the results remain varied and inconsistent. Research conducted by (Hasan et al., 2024) shows that promotional innovation has a significant influence on customer loyalty on the Shopee platform. Meanwhile, (Peña-García et al., 2024) found that user experience actually has a more dominant influence than promotions in driving repurchase decisions. (Riswanto et al., 2024) reported that promotional innovation increases purchase interest, but only leads to repurchase intentions when paired with a positive user experience. These disparate results confirm the existence of a research gap in understanding how promotional innovation and user experience simultaneously influence repurchase intentions, especially in the context of Lazada users in Medan City.

Consequently, this study seeks to investigate the impact of promotional innovation and user experience on the repurchase intentions of Lazada users in Medan, both individually and collectively. The results of this study aim to enhance the literature on digital consumer behavior in Indonesia while also offering practical insights for e-commerce enterprises to develop more innovative promotional techniques and enhance the quality of user experience. Thus, businesses may establish long-lasting client loyalty and enhance their position in the digital economy, which is becoming more and more active.

Theoretical Review

Repurchase Intention

Repurchase intentions indicate a consumer's inclination or desire to acquire a product or service again in the future (Tirtayasa et al., 2025). This behavior indicates a person's level of satisfaction and trust based on their previous purchases (Amelia, 2024). Repurchase intentions are a significant indicator of consumer behavior, as they reflect customer loyalty and the long-term viability of a firm (Nasib, 2024). In the realm of e-commerce, repurchase intentions are shaped not solely by product quality or competitive pricing, but also by the comprehensive customer experience, encompassing accessibility, navigational ease, trust in online transactions, and emotional gratification during interactions with the platform (Amelia et al., 2025).

Repurchase intentions are a key indicator of how well a digital marketing plan is working, according to (A. H. D. Siregar, 2021). This is because they have a direct effect on customer retention rates and the steadiness of a company's revenue. People who feel safe and at ease while buying online are more likely to buy things consistently and feel more attached to the brand (Yan, 2022). Additionally, reference (Dabija et al., 2024) indicates that a positive user experience characterized by responsive service, secure transactions, and helpful product recommendations can increase the likelihood of customers making repeat purchases from your business.

Promotional Innovation

Promotional innovation is when businesses come up with new ways to promote their products, write successful marketing messages, and use new media and technologies to attract people's attention and encourage them more involved (Nurbayan et al., 2025). Promotional innovation is a strategic part of digital marketing that tries to do more than just offer items. It also aims to improve the brand's image and deepen the emotional bond between brands and customers (Nurhidayah et al., 2025). Companies may offer more tailored and engaging promotional experiences by adapting to and understanding how consumers behave (Julsari et al., 2025). There are several ways to innovate in advertising, such as using gamification, tailored ads based on user data, dynamic discounts, and

working with digital influencers to reach more people and develop confidence in the brand (Purnama Sari et al., 2025). Promotional innovation is a key tool for making encounters more exciting, improving brand positioning, and getting people to buy things and stay loyal to a company over time (N. W. Siregar et al., 2025).

Several prior research studies have demonstrated that promotional innovation significantly influences customer repurchase intentions (Dewi et al., 2025). Innovative marketing techniques on the Shopee platform have effectively deepened customers' emotional connections, which in turn fosters the development of purchase loyalty (Sari et al., 2025). Conversely, (Tirtayasa et al., 2025) emphasized that consumers exposed to creative promotions exhibit greater pleasure and a higher propensity for repeat purchases than those not exposed to such discounts. Promotional innovation is a key part of building long-term relationships between brands and customers. It does this by making promotional experiences that are engaging, emotionally rewarding, and useful to today's consumers (Nasib, 2024).

H1: Promotional innovation has a positive and significant effect on repurchase intentions.

User Experience

User experience is how a person feels about how simple, convenient, and satisfying it is to use a digital platform (A. H. D. Siregar, 2021). There are five essential parts of user experience: ease of access, transaction speed, system security, appealing interface display, and quality of customer service (Mamakou et al., 2024). Each factor is vital for making a good impression and affecting how people buy things and what they do (Paneru et al., 2024). User experience is a fundamental difference between e-commerce platforms in the highly competitive digital age (Astuti et al., 2024). If users have bad experiences, such as delayed transaction times, confusing interface designs, or bad customer service, they may not want to buy again, even if the products and prices are still good (Shahid et al., 2024). Companies need to focus on improving the user experience if they want to keep customers and stay competitive in the fast-paced digital economy.

Numerous research validates that user experience significantly influences consumer repurchase intentions (Peruchini et al., 2024). A good user experience can make customers more loyal and trustful of e-commerce sites (Konda, 2025). At the same time, (Raza et al., 2024) found that user experience is a mediating variable between the quality of digital services and customer loyalty. This means that user experience is a vital link between the services offered and the behavior of customers who buy from the same company again. These results indicate that the more comfortable, easy, and satisfying the experience is for customers, the more likely they are to buy again [33]. Enhancing user experience is a critical tactic for customer retention in the face of escalating e-commerce competition (Ningsih, 2020).

H2: User experience has a positive and significant effect on repurchase intentions.

Methodology

This study utilized a quantitative methodology, employing a survey as the principal data-gathering device. This study concentrated on Lazada app users in Medan who had conducted more than two online transactions. The population consisted of all Lazada users in Medan, employing a non-probability sample method by purposive sampling. The requirements for respondents were living in Medan, being between the ages of 17 and 24, and having shopped on Lazada at least twice in the preceding six months. Using these criteria, 200 people were chosen to be part of the study. Data were gathered using a standardized questionnaire employing a five-point Likert scale, disseminated both online and offline. Thereafter, the data were analyzed using SmartPLS 4.0 software and Structural Equation Modeling (SEM). This method was chosen because it can look at the correlations between latent variables in a full and simultaneous way, leading to credible empirical data that can be used to build digital marketing plans for the Lazada e-commerce platform.

Results and Discussions

Results

Research Instrument Testing

Testing the validity of research data involves assessing the effectiveness of a research tool, such as a questionnaire, in measuring the intended concept. Validity indicates the degree to which the data produced by the instrument accurately represents the variables under investigation. The Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) was used to evaluate the data in this study. This method was chosen because it can look at the correlations between latent variables in a systematic way. The first step in this procedure is to test the outer model, which is meant to confirm the research instrument's construct validity and reliability. The outer model makes sure that each indication employed really stands for the latent variable that the research is about.

The results of the analysis of the research model related to the convergent validity test in this study are presented as follows:

Table 1. Validity Test Results

Variables	Indicators	Results
Promotional innovation	IP1	0.765
	IP2	0.843
	IP3	0.754
	IP4	0.771
	IP5	0.723
	IP6	0.890
	IP7	0.789
	IP8	0.981
User experience	PP1	0.751
	PP2	0.765
	PP3	0.845
	PP4	0.832
	PP5	0.789
	PP6	0.934
	PP7	0.875
	PP8	0.766
Repurchase intentions	BK1	0.765
	BK2	0.889
	BK3	0.789
	BK4	0.823
	BK5	0.780
	BK6	0.785

Based on the validity test results shown in the table above, all indicators in the research model have values above 0.70. This indicates that all variables in this study meet the validity criteria and can proceed to the next testing stage.

Reliability Test Results

The next data test is to test the reliability of the data from the research. The following are the results of the reliability test of the data in this research:

Table 2. Reliability Test Results

Variables	Alfa Cronbach
Promotional innovation	0,876
User experience	0,897
Repurchase intentions	0,867

According to the reliability test results in Table 2, all of the indicators in this study had an average composite reliability value of more than 0.50. This finding shows that all of the indicators employed met the requirements for dependability and were considered to be consistent in measuring the desired construct.

Coefficient or Value (R2)

Table 3. R-Square Value

Variable	R Square	R Square Adjusted
Repurchase intentions	0,467	0,489

Based on the data from Table 3 above, it is known that the R Square Adjusted repurchase intentions value is 0.489 or 48.9%, the remaining 51.1% is influenced by other variables.

Hypothesis Test Results

The following are the results of the hypothesis testing in this study. The results can be seen in Table 4 below:

Table 4. Results of Research Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Statistik T (O/STD EV)	Standard Deviation (STDEV)	P Value	Conclusion
Promotional innovation -> Repurchase intentions	0,321	0,378	9,174	0,234	0.000	Accept
Pengalaman Pnegguna -> Repurchase intentions	0,243	0,345	3,234	0,389	0,002	Accept

Source: *Smart PLS Processing Results (2025)*

Discussions

The Influence of Promotional Innovation on Repurchase Intentions

The hypothesis testing results of this study demonstrate that promotional innovation exerts a favorable and significant influence on the repurchase intentions of Lazada consumers in Medan. This research corroborates that the more innovative, pertinent, and appealing the promotional strategy employed by Lazada, the greater the likelihood of consumers engaging in repeat purchases. These findings align with prior research indicating that innovative and engaging promotions can enhance emotional ties between consumers and companies, thereby increasing repeat purchases on e-commerce platforms (Trivedi et al., 2025). Promotional innovation can also make people feel more connected to a brand and trust it more, which is especially important in the highly competitive e-commerce market (Dabija et al., 2024). Promotional innovation not only affects how much people know about deals, but it also makes people feel new, personalized, and socially connected through digital marketing activities (Cruz et al., 2025). Flash discounts, personalized vouchers, app gamification, and working with local influencers are all new ideas that can make people feel appreciated and create an emotional connection with the brand (Hu et al., 2024). This approach is in keeping with the idea of experiential marketing, which says that emotional involvement and enjoyment have a big effect on how happy a customer is after they buy something and how loyal they are in the long run (Kang & Feng, 2024).

In practice, the findings of this study offer significant insights for marketing managers and e-commerce stakeholders: successful promotional innovation must harmonize inventiveness, emotional resonance, and timeliness. Lazada Medan's main strategy for keeping clients, getting more people to use the site, and making Lazada the top e-commerce site in Indonesia is to offer new, interesting deals that fit the needs of local customers.

The Influence of User Experience on Repurchase Intentions

The results of the hypothesis testing indicate that user experience has a positive and significant effect on repurchase intentions of Lazada consumers in Medan. This finding indicates that the better the quality of the experience perceived by users when interacting with the Lazada application, the higher their tendency to make repeat purchases. In other words, a satisfying user experience can create a sense of comfort, trust, and satisfaction that forms the basis for customer loyalty. This result is in line with previous research conducted by (Hui et al., 2025), which confirmed that a positive user experience is a major determinant in building repeat purchase intentions on e-commerce platforms. Important elements of user experience include ease of navigation, transaction speed, clarity of product information, payment security, and fast response from customer service, all of which contribute to perceived quality and user satisfaction (Kim et al., 2024). This finding also strengthens the Technology Acceptance Model (TAM) and Expectation Confirmation Theory (ECT), which explain that perceived ease of use and post-usage satisfaction have a significant impact on user intentions to continue using or make repeat purchases on a platform (Errmann & Arango, 2025). A fast, safe, and enjoyable shopping process gives users a positive experience that strengthens their perception of value and encourages long-term loyalty (Zhang et al., 2024). A pleasant user experience not only makes people happy with how well it works, but it also makes them emotionally happy, which has a bigger effect on whether they buy again (Sutejo et al., 2024). Customers can feel a connection to the platform through smooth digital interactions, an attractive UI, and accommodating customer service (Tirtayasa et al., 2024). A purchasing experience that goes well from finding a product to getting it on time will keep users' confidence more easily than its competitors (Djohan et al., 2025).

The findings of this study are highly significant for the management of Lazada Medan. To keep a satisfactory user experience, all parts of the service chain, from the app interface to after-sales assistance, must be managed in the same way and to the same standards. Creating an AI-based system for product recommendations, improving security measures for transactions, and offering customer care around the clock can all help improve the user experience and encourage people to buy again.

Conclusions

The Indonesian e-commerce industry is getting more and more competitive, so companies like Lazada need to go beyond traditional marketing methods and make sure that every part of their business includes new ways to promote their products and a better user experience. This study shows that both criteria have a favorable and significant effect on Lazada customers in Medan's plans to buy again, both on their own and together. This research demonstrates that the success of an e-commerce platform is influenced not only by pricing and product diversity but also by the company's ability to generate engaging, relevant, and emotionally valuable digital experiences for consumers.

This study theoretically enhances our comprehension of the significance of synergy between creative promotional methods and a high-quality user experience in cultivating consumer loyalty. Personalization, gamification, and working with local influencers to promote new ideas have all been demonstrated to make users more emotionally involved. Also, the user experience, which includes how easy it is to navigate, how fast transactions are, how clear the product information is, how safe payments are, and how satisfactory customer service is, is also important for building confidence and happiness with the platform. These two things work together to generate a positive cycle that leads to repeat purchases and stronger long-term ties between consumers and brands.

From a practical perspective, this research has crucial lessons for Lazada management and other e-commerce companies on how to improve user-centered tactics. To keep customers, you need to do more than just provide discounts. You also need to keep coming up with new features for your app, enhance the look of the interface, protect customer data, and offer better services after the sale. In the competitive digital age, this will build trust with customers, keep users coming back, and grow market share.

This study offers significant theoretical and practical advances; yet, it is essential to acknowledge its limitations. First, this study only looked at Lazada customers in Medan; thus, the results may not apply to other areas where consumers are different. Consequently, subsequent research should broaden its focus to include additional significant cities, like Jakarta, Surabaya, and Makassar, to yield more representative outcomes. Second, further study may use variables such as customer happiness, brand trust, or digital engagement as mediating or moderating factors to elucidate the psychological mechanisms that affect repurchase intentions. Third, a qualitative or mixed-methods approach is suggested to explore consumers' views and emotional drivers of e-commerce loyalty more comprehensively.

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