OPTIMIZING LAZADA'S ONLINE SALES PERFORMANCE: EXAMINING RATING, PACKAGING AND BRAND IMAGE FACTORS IN THE SHARIA MARKETING FRAMEWORK

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Abstract

In the rapidly evolving landscape of digital commerce, this study meticulously examines the impact of three critical factors product ratings, packaging quality, and brand image-on Lazada's online sales growth, viewed through the innovative lens of Sharia marketing principles. Employing a rigorous quantitative approach, data was collected from a sample of 108 Pekalongan students, all active Lazada users, selected via random sampling. The research utilized SPSS 26 for comprehensive data analysis, encompassing quality tests, classical assumption checks, multiple linear regression, and hypothesis testing. The results reveal compelling insights. Product ratings significantly influence consumer purchasing decisions, serving as a crucial trust indicator in the digital marketplace. Packaging quality emerges as a key factor, not only ensuring product safety but also enhancing aesthetic appeal, thereby driving sales. Brand image proves pivotal in shaping consumer perceptions and fostering loyalty, contributing substantially to sales growth. The study concludes that these three elements ratings, packaging, and brand image individually and collectively exert a positive and significant influence on Lazada's online sales performance. These findings offer valuable insights for e-commerce platforms seeking to optimize their strategies within the framework of Sharia-compliant marketing practices. By leveraging these factors, businesses can potentially revolutionize their approach to Islamic digital commerce, enhancing customer satisfaction and driving sustainable growth in the competitive online marketplace.

Keywords: *Rating, Packaging, Brand Image, and Increase of Sales*

A. INTRODUCTION

Sales is one of the marketing activities or the ability of a company to achieve its goals, including generating money which is used to develop the company and ensure the company's survival (Lustono & Laila Cahyani, 2020). Increasing sales aims to increase production and streamline the process of selling goods or services. Increasing sales has become a form of muamalah activity and daily life which includes buying and selling activities (Arny et al., 2021). The form of buying and selling in Islam is buying and selling according to sharia principles which prohibits Muslims from acting in ways that are not in accordance with sharia principles, an example of which is sharia marketing. Sharia marketing is sales that use sharia contracts and principles as well as Islamic values that are free from usury (Lukitaningsih, 2019).

Islamic values and ethics are closely related to sharia marketing, which describes the uniqueness and overall quality of sales that are based on Islamic teachings. According to sharia principles, marketing activities must be based on the spirit of worshiping Allah SWT and strive to create collective prosperity, not for group or personal interests (Riyanto & Kartini, 2020). Marketing has an important role in establishing relationships between businesses and consumers. Through marketing, businesses can increase their value and competitiveness. In the context of Islamic marketing, it is important to avoid unethical behavior, such as setting high prices, committing fraudulent practices, providing misleading information about products and services, hoarding goods, providing poor customer service, and breaking the law in selling products that harm society (Pesoth et al., 2019). Sharia marketing aims to maintain market morality so that justice is created in the market for all stakeholders.

One way to increase sales, companies need to pay attention to effective strategies to achieve this goal. One way is to pay attention to sales ratings. Ratings are survey items from buyers who have completed their purchases by giving a star symbol in their assessment of a particular product or item (Mawa & Cahyadi, 2021). Ratings function as an indirect indicator of customer satisfaction or dissatisfaction in the form of overall buyer suggestions. (Faruq, 2021). In sharia marketing, the rating is expected to be in accordance with the original situation, sellers must not cheat or deceive buyers to increase sales. Sellers may not shoot their merchandise by asking users to give a good rating.

Apart from paying attention to sales ratings, another factor that needs to be considered is packaging or what is usually called packaging. Packaging is a container or place for goods that functions to package or keep wrapped goods so that they are safe and have an aesthetic appeal to buyers (Nafingatunisak & Hirawati, 2022). Packaging is related to sharia marketing, namely in the packaging process the seller must pay attention to sales ethics. When the buyer has purchased a product at the shop, it means the buyer already trusts the shop, so the seller should not disappoint the buyer by providing packaging that does not meet the buyer's expectations. As with products that are easily broken, the seller must package them so that the product inside remains protected, protected and safe until it reaches the buyer's hands. Consumers will prefer packaging that uses materials that are safe, comfortable, easy to carry, and materials that do not contaminate the product, as well as offering adequate product information (Gundlach & Wilkie, 2019).

Product packaging design has a significant impact on sales (Immawati & Rosyid, 2019). The greater the value of the product and the more attractive the packaging, the better the product. Because increasing sales can be influenced by the packaging of a product, if the packaging is better, the level of sales will increase or sell better (Kusumawati Indra et al., 2020). Packaging that is not up-to-date will give the impression of an old product, unless the product is widely known and has strong brand awareness. That way, packaging will influence increased sales. To increase sales, marketing strategies must be implemented (Widiati, 2019).

43

Apart from packaging, brand image also plays an important role in increasing sales, therefore, companies must be able to create and develop a brand with all its advantages and functions. A company's ability to increase consumer confidence in its products depends on its brand image (Yoeliastuti, Y., Darlin & Sugiyanto, 2019). Brand Image is consumers' understanding of a particular brand. Company development is greatly influenced by brand image. A good brand image will make consumers interested and encourage them to buy the product (Kurdi et al., 2019).

The development of technology and information has caused more and more online stores to appear in various circles. This technology makes it possible for users to carry out various activities more efficiently compared to conventional methods (Lisa Octaviani, 2019). The company is now choosing to promote its products to the public through the use of internet-based media, one of which is the Lazada online buying and selling platform. Of the many online

Table 1. 1
TOP Brand Index (Phase 2) 2022

Brand	TBI	
Shopee.co.id	43.70%	TOP
Tokopedia.com	14.90%	TOP
Lazada.co.id	14.70%	TOP
Blibli.com	10.10%	
Bukalapak.com	8.10%	

Source: www.topbrand-award.com

shops in Indonesia, Lazada is one of the most popular online shops because it is easy for anyone to recognize, so many Indonesians are interested and use the Lazada Online Shop application. As a member of the Lazada Southeast Asia online retail network, Lazada Indonesia was founded in 2012. Lazada established online marketing by developing a website to advertise product sales (Budhi, 2019). The following is the top brand index table phase 2 for 2022:

According to topbrand-award.com, Lazada is the TOP e-commerce site in third place after Shopee.co.id and Tokopedia.com. Lazada is one of the best e-commerce sites in Indonesia with a complete product concept and easy online shopping for delivery which provides an online shopping experience with fast, safe, comfortable, trustworthy and reliable delivery, as well as easy delivery and free shipping. Increasingly tight business competition means that marketplaces must be innovative and creative to create good ratings, packaging and brand images. Ratings, packaging and a well-known brand image can make consumers feel safe because they can avoid risks that could harm consumers. Marketplace companies must approach consumers in an effort to form ratings, packaging and brand image for their consumers. Consumers can easily recognize brands and can differentiate between marketplaces and other marketplaces so that consumers can choose to make purchases in that marketplace.

The e-commerce platform Lazada.co.id has captured researchers' attention due to its remarkable performance in a highly competitive market. Despite intense rivalry, Lazada, a leading e-commerce entity in Southeast Asia, has consistently maintained its position as the third-highest ranked brand in the sector's top brand index. This achievement has piqued scholarly interest, particularly in light of Lazada.co.id's implementation of diverse competitive strategies. Notably, the company's approach of enlisting various Asian celebrities as brand ambassadors has been identified as a key tactic in its efforts to gain a competitive edge in the market.

The research object used is Lazada sellers in Pekalongan because Pekalongan has experienced an eight-fold growth in sellers during the pandemic to date, with the majority of products sold being fashion products. Pekalongan is also a city that is predominantly Muslim, so when selling,

44

Table 1. 2
Lazada Product Sales Data in Indonesia

No.	Year	Number of Products Sold (Rupiah)
1.	2020	822,246,600,000,000.00
2.	2021	1,306,891,950,000,000.00
3.	2022	1,492,947,750,000,000.00

you must pay attention to the products being sold in accordance with sharia.

The following is sales data for Lazada Indonesia products from 2020 to 2022, which in the following table states that from 2020 to 2022 there has been a significant increase in sales.

Based on this data, there has been an increase in sales from year to year. The following is an example of some data from Lazada sellers in Pekalongan who have become Lazada sellers in Pekalongan who have experienced an increase in their sales:

Table 1. 3
Data on Increased Product Sales in Pekalongan

No.	Seller / Shop Name	Amount orders per month	Income per month
1.	Nelfan Collection	April 2023 (331) May 2023 (416) June 2023 (538)	Rp. 28,752,468 Rp. 41,371,193 Rp. 51,217,461
2.	1314 Fasion Store	November 2022 (168) December 2022 (342) January 2023 (409)	Rp. 16,814,814 Rp. 34,099,731 Rp. 38,697,492
3.	Marsa Batik	November 2022 (14) December 2022 (86) January 2023 (91)	Rp. 1,756,000 Rp. 9,798,754 Rp. 13,642,728
4.	Koko Shirt	February 2023 (82) March 2023 (308) April 2023 (794)	Rp. 9,807,381 Rp. 36,394,389 Rp. 93,656,414
5.	Atscollection	January 2023 (23) February 2023 (65) March 2023 (379)	Rp. 2,530,192 Rp. 9,061,231 Rp. 56,131,347

Source: Primary Interview Data, 2023

45

Based on the data in the table, there has been a significant increase in sales at the Nelfan Collection store. In April - May 2023 there was an increase in sales of 43.89% with the number of orders increasing by 25.68% and in May - June 2023 there was an increase in sales of 23.80% with the number of orders increasing by 29.33%. At store 1314 Fasion Store there was a significant increase in sales, in November 2022 - December 2022 there was an increase in sales of 102.80% with the number of orders increasing by 103.57% and in December 2022 - January 2023 there was an increase in sales of 13, 48% with the number of orders increasing by 19.59%. At the Batik Marsa shop there was a significant increase in sales, in November 2022 - December 2022 there was an increase in sales of 456.02% with the number of orders increasing by 514.29% and in December 2022 - January 2023 there was an increase in sales of 39.23%. % with the number of orders increasing by 5.81%.

At the Koko shirt shop there was a significant increase in sales, in February 2023 - March 2023 there was an increase in sales of 271.09% with the number of orders increasing by 275.61%

and in March 2023 - April 2023 there was an increase in sales of 157.34 % with the number of orders increasing by 157.79%. At the Atscollection store there was a significant increase in sales, in January 2023 - February 2023 there was an increase in sales of 258.12% with the number of orders increasing by 182.61% and in February 2023 - March 2023 there was an increase in sales of 519.47% with the number of orders increasing by 483.08%.

Research by F. A. Pratama et al., (2020) has demonstrated the significant impact of cashback offers on consumer behavior, particularly in the realm of online transactions. This finding is complemented by the work of Fitria & Nawawi (2023), which highlights Shopee's strategic approach as an e-commerce platform. Shopee has implemented innovative promotional features designed to enhance the seller experience, facilitating both product sales and marketing efforts. These studies collectively underscore the evolving dynamics of e-commerce, where promotional strategies play a crucial role in shaping market interactions and consumer decisions.This feature allows sellers to increase sales and expand marketing systematically. Ratings can be used for promotional and advertising purposes to attract more consumers and increase sales.

According to research conducted by W. Setianingsih & Hafizhoh, (2020) Variable Green Packaging does not have a significant effect on increasing sales of Gamis Branijaya in Beji Andong Boyolali village. Meanwhile, research conducted by Enri, U. et al., (2023) stated that packaging had a very positive impact on sales of Mak Eha Rempeyek products in Malangsari Village.

According to research G. P. Pratama & Tholok, (2020) Brand Image is stated to have or

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46

influence, but not too significantly, the increase in sales at the Tangerang Used Car Showroom. According to research L. Sony, (2020) brand image has a significant influence on increasing sales of gold medal ikat woven products.

From some of the research it can be concluded that there are no consistent results in previous research, and there are several differences (research gaps) between previous research and the research I conducted which lies in the objects studied. This study aims to investigate how product ratings, packaging, and brand image influence the growth of online sales in e-commerce platforms. Based on this background description, researchers will conduct research entitled "The Influence of Rating, Packaging, Brand Image on Increasing Online Sales at Lazada Based on Sharia Marketing (Study of Lazada Seller in Pekalongan)".

B.   RESEARCH METHOD

This study employs a quantitative research methodology, utilizing a survey approach to examine the influence of ratings, packaging, and brand image on Lazada's online sales growth. Data collection was primarily conducted through Google Form questionnaires, supplemented by interviews with Lazada sellers in Pekalongan. This dual-method approach ensures a comprehensive gathering of primary data, targeting respondents who form the research sample. The research focuses on Lazada e-commerce as its object of study, with Pekalongan-based Lazada sellers as the primary subjects.

The study incorporates both independent and dependent variables. Rating (X1), Packaging (X2), and Brand Image (X3) serve as the independent variables, while Sales Increase (Y) is the dependent variable. To measure these variables, the researchers employed a Likert Scale, a widely recognized tool in quantitative research. The sampling technique utilized is Accidental Sampling, allowing for a random selection of participants from the population of Lazada sellers in Pekalongan. This method, while opportunistic, provides a diverse and representative sample of the target population, enhancing the study's validity and applicability to the broader e-commerce landscape (Fauzy, 2019).

C.   RESULTS AND DISCUSSION

3.1 Research Results

3.1.1 General description of research objects

Lazada e-commerce was founded in 2012 and operates until now. Lazada Group, founded by Rocket Internet and Pierre Poignant and now owned by Alibaba Group, operates e-commerce platforms across six Southeast Asian countries. The company has attracted significant investment, raising approximately US$647 million from various prominent investors, demonstrating its strong position in the regional digital marketplace (Daniswara, 2022).

Lazada sells various products, ranging from cellphone accessories, kitchen equipment, foodstuffs, fashion, and many others. Lazada Indonesia collaborates with JNE, J&T, ninja, and Lazada express for delivery services. Lazada seller shipping costs are subsidized by Lazada with the free shipping feature, which is a feature that sellers can use to subsidize shipping costs for buyers. Lazada has a free shipping promotion that applies to sellers and buyers based on predetermined areas

47

3.1.2 Description of Research Data

Data descriptions are used to see the characteristics of respondents in this study. The respondents of this research are Lazada sellers in Pekalongan. In taking samples, this research uses the Accidental Sampling method, namely a sampling technique by choosing who you meet by chance. This research used the hair formula to determine the sample size and obtained 108 Lazada sellers in Pekalongan who were respondents. The survey phase was conducted in June, focusing on gathering quantitative data from the seller respondents in the region.

3.1.3 Description of Respondents

The respondent description explains general descriptive data about the respondent. Descriptive statistics provide crucial contextual information about the respondent population, offering valuable insights that enhance the interpretation and understanding of the study's findings. Data collection employed a mixed-method approach, combining interviews and questionnaires administered to Lazada sellers in Pekalongan.

Based on research data obtained through interviews and distribution of questionnaires, data regarding the characteristics of respondents are identified according to gender, age and domicile.

3.1.4 Gender

Table 4. 1 Gender

No	Gender	Amount	Percentage
1	Man	42	39%
2	Woman	66	61%
Total		108	100%

Source: Processed Primary Data, 2023

Based on table 4.1, it can be seen that the 108 respondents to this research were Pekalongan students who used Lazada, with a percentage of 39% male and 61% female.

3.1.5 Respondent's Age

Table 4. 2 Respondent's Age

No.	Age (Years)	Amount	Percentage
1	19	8	7%
2	20	11	10%
3	21	25	23%
4	22	48	44%
5	23	16	15%
Total		108	100%

Source: Processed Primary Data, 2023

48

Table 4.2 shows that Pekalongan student respondents aged 19 years as Lazada users are 7% of respondents, aged 20 years are 10% of respondents, aged 21 years are 23% of respondents, aged 22 years are 44% of respondents, aged 23 years are 15% of respondents.

3.1.6 Domicile

Table 4. 3 Domicile

No	Domicile	Amount	Percentage
1	PEKALONGAN	108	100%

Source: Processed Primary Data, 2023

Table 4.3 shows that 100% of respondents live in Pekalongan.

3.2 Data Analysis

3.2.1 Instrument Test

3.2.1.1 Validity Test

Questionnaire validity was assessed using Pearson correlation with a significance level of 0.05. Items were considered valid if the calculated R value exceeded the critical R value. For this study's 108 respondents, the critical R value was determined to be 0.1891 (df = 106, α = 0.05).

Table 4. 4
Validity Test Analysis Results
Rating Variables

RATING (X1)			
Instrument	r count	r table	Information
X1.1	0.721	0.1891	Valid
X1.2	0.681	0.1891	Valid
X1.3	0.810	0.1891	Valid
X1.4	0.843	0.1891	Valid

Source: Processed Primary Data, 2023

Table 4.4 shows that the entire research instrument is considered valid because the rating variable meets the requirements by having a value of rcount > rtable, so that the instrument can be used well in carrying out research.

Table 4. 5
Validity Test Analysis Results
Packaging Variables

PACKAGING (X2)			
Instrument	R Count	R Table	Information
X2.1	0.828	0.1891	Valid
X2.2	0.823	0.1891	Valid
X2.3	0.822	0.1891	Valid
X2.4	0.740	0.1891	Valid

Source: Processed Primary Data, 2023

Table 4.5 shows that the entire research instrument is considered valid because the Packaging variable meets the requirements by having a value of rcount > rtable, so that the instrument can be used well in carrying out research

Table 4. 6
Validity Test Analysis Results
Brand Image Variable

BRAND IMAGE (X3)			
Instrument	R Count	R Table	Information
X3.1	0.824	0.1891	Valid
X3.2	0.810	0.1891	Valid
X3.3	0.847	0.1891	Valid
X3.4	0.810	0.1891	Valid

Source: Processed Primary Data, 2023

Table 4.6 shows that the entire research instrument is considered valid because the Brand Image variable meets the requirements by having a value of rcount > rtable, so that the instrument can be used well in carrying out research.

Table 4. 7
Validity Test Analysis Result
Sales Increase Variable

INCREASED SALES (Y)			
Instrument	R Count	R Table	Information
Y.1	0.823	0.1891	Valid
Y.2	0.786	0.1891	Valid
Y.3	0.701	0.1891	Valid
Y.4	0.743	0.1891	Valid

Source: Processed Primary Data, 2023

Table 4.7 shows that the entire research instrument is considered valid because the Sales Increase variable meets the requirements by having a value of rcount > rtable, so that the instrument can be used well in carrying out research.

3.2.1.2 Reliability Test

Reliability tests are used in this research to evaluate the accuracy and quality of the data obtained. The analysis technique used is Alpha Cronbach. Data can be considered reliable if the Cronbach's Alpha value is > 0.700. The following are the reliability results obtained:

Table 4. 8
Instrument Reliability Test Results

Variable	Cronbach's Alpha	Information
Ratings (X1)	0.766	Reliable
Packaging (X2)	0.822	Reliable
Brand Image (X3)	0.889	Reliable
Increase in Sales (Y)	0.840	Reliable

Source: Processed Primary Data, 2023

50

Reliability analysis yielded Cronbach's alpha coefficients of 0.766, 0.822, 0.899, and 0.840 for rating, packaging, brand image, and sales increase, respectively. All coefficients exceeded the 0.700 threshold, indicating high internal consistency for both independent and dependent variable measures.

3.2.2 Classic Assumption Test

3.2.2.1 Normality Test

The normality of residuals in the regression model was assessed using the One-Sample Kolmogorov-Smirnov test in SPSS 26. Data was considered normally distributed if the significance level exceeded 5% (Asymp. Sig. > 0.05), ensuring the validity of subsequent parametric analyses.

Table 4. 9
Normality Test Results
Kolmogrov-Smirnov method
One-Sample Kolmogorov-Smirnov Test

Variable	Asymp. Sig. (2-tailed)	Information
Unstandardized Residuals	0.068	Normal

Source: Processed Primary Data, 2023

The analysis of the data reveals compelling evidence for normality in the residual distribution. The One Sample Kolmogorov-Smirnov test yielded a significance value of 0.185, which exceeds the conventional threshold of 0.05. This result strongly suggests that the residuals follow a normal distribution pattern. To further corroborate this finding and enhance the robustness of our normality assessment, we conducted an additional examination using the probability plot (P-Plot) method. The outcomes of this supplementary test are presented and discussed in the following section.

51

Figure 3. 1
P Plot Graphic Normality Test Results
Sales Increase Variable
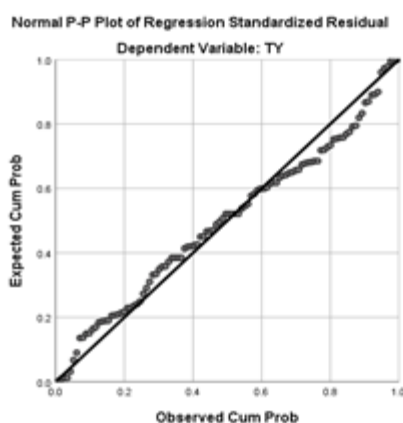
3.2.2.2 Multicollinearity Test

To assess the independence of predictor variables within our model, we employed a multicollinearity test. This examination involves scrutinizing the tolerance and Variance Inflation Factor (VIF) values. The presence of multicollinearity is indicated when the tolerance value falls below 0.10 or when the VIF exceeds 10. These thresholds serve as critical indicators,

allowing us to determine whether the independent variables exhibit excessive intercorrelation, which could potentially compromise the validity of our regression analysis.

Table 4. 10
Multicollinearity Test Results

| Model	Collinearity Statistical Tolerance	VIF	Information
Ratings (X1)	0.879	1,137	Free
Packaging (X2)	0.463	2,162	Free
Brand Image (X3)	0.448	2,231	Free

Source: Processed Primary Data, 2023

The results presented in Table 4.10 provide strong evidence for the absence of multicollinearity in our regression model. All independent variables demonstrate tolerance values exceeding 0.10 and Variance Inflation Factor (VIF) values below 10. These findings are crucial, as they indicate that the predictor variables in our study do not exhibit problematic levels of intercorrelation. Consequently, we can confidently assert that multicollinearity does not pose a threat to the validity and reliability of our regression analysis, thereby strengthening the robustness of our research findings.

3.2.2.3 Heterocdasticity Test

In our study, we employed a heteroscedasticity test to examine the consistency of residual variance across observations in the regression model. This crucial assessment helps ensure the reliability of our statistical inferences. To detect potential heteroscedasticity issues, we utilized two complementary methods: scatterplot analysis and the Glejser test. Our approach focused on identifying probability significance values exceeding 0.05, which would indicate homoscedasticity. The following section presents the results of these heteroscedasticity tests, providing insight into the stability of our model's error variance and enhancing the overall robustness of our statistical analysis.

Table 4. 11

Scatterplot Chart
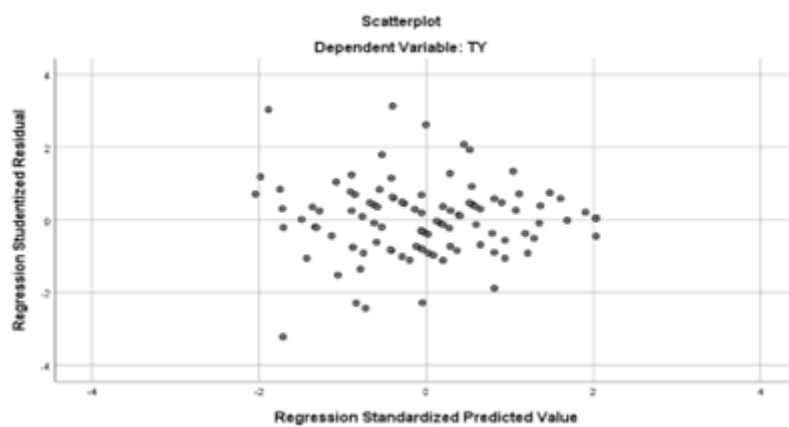
Source: Processed Primary Data, 2023

An examination of Table 4.11 reveals compelling evidence for the absence of heteroscedasticity in our model. The data points exhibit no discernible pattern, instead

52

displaying a random distribution above, below, and around the zero line. This scatter pattern strongly suggests homoscedasticity, indicating that the variance of residuals is consistent across the range of predicted values. To further corroborate these visual findings, we conducted a more rigorous statistical assessment using the Glejser test. The results of this complementary analysis are presented below, offering additional insight into the homogeneity of variance in our regression model.

Table 4. 12
Glejser Test Results

Variable	Significance	Information
Ratings (X1)	,929	Heterocysticity does not occur
Packaging (X2)	,321	Heterocysticity does not occur
Brand Image (X3)	,171	Heterocysticity does not occur

Source: Processed Primary Data, 2023

Based on table 4.12, it can be seen that the three variables have a significance value of > 0.05. Therefore, it can be concluded that no heteroscedasticity occurs.

3.2.3 Multiple Linear Regression Test

To elucidate the relationships between our variables of interest, we conducted a multiple linear regression analysis. This statistical approach allows us to quantify the impact of our independent variables—Rating (X1), Packaging (X2), and Brand Image (X3)—on the dependent variable, Sales Increase (Y). This analytical method provides crucial insights into the factors driving sales performance. The outcomes of this comprehensive regression analysis are presented in Table 4.13, offering a detailed examination of the relationships between these key variables and their collective influence on sales growth.

53

Table 4. 13
Multiple Linear Regression Test Results
Coefficientsa

Understandardized Coefficentd	
Model	B
1 (Constant)	3,441
Total *Rating Variables* (X1)	,552
Total *Packaging Variables* (X2)	,322
Total *Brand Image Variables* (X3)	,359
a. Dependent Variable: Increase in Sales	

Source: Processed Primary Data, 2023

Based on table 4.13, the following multiple linear regression equation can be obtained:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

$Y = 3.441 + 0.552X_1 + 0.322X_2 + 0.359X_3 + e$

The regression equation above can be explained as follows:

1. A constant value of 3.441 means that if the Rating (X1), Packaging (X2) Brand Image (X3) variables are constant or have no zero value (0), then the increase in sales (Y) will increase by 3.441 or around 34.41%.

2.   The Rating regression coefficient (X1) of 0.552 means that every additional one Rating point (X1) will increase sales (Y) by 0.552 or 55.2%.
3.   The Packaging regression coefficient (X2) of 0.322 means that every additional point of Packaging (X2) will increase sales (Y) by 0.322 or 32.2%.
4.   The Brand Image regression coefficient (X3) of 0.359 means that every additional point of Packaging (X2) will increase sales (Y) by 0.359 or 35.9%.

3.2.4 Hypothesis Testing

3.2.4.1 T Test (Partial)

The T test is used to evaluate whether the independent variables (Rating (X1), Packaging (X2), Brand Image (X3) have a partial influence. In this test, there are two decision making criteria used:

1.   The decision criterion for hypothesis testing is based on the comparison of the calculated t-value with the critical t-value. A calculated t-value exceeding the critical value leads to the rejection of the null hypothesis (Ho) and acceptance of the alternative hypothesis (Ha), indicating a significant effect. Conversely, a calculated t-value below the critical threshold results in the retention of Ho, suggesting no significant influence.

If the significance value (Sig) <0.05, then Ho is rejected and Ha is accepted, which indicates there is a significant influence. If the Sig value is > greater than 0.05, then Ho is accepted and Ha is rejected, which indicates there is no significant influence

Table 4. 14
T Test Results
Coefficientsa

Model		t	Sig.
1	(Constant)	1,768	,080
	TX1	5.113	,000
	TX2	2,758	,007
	TX3	4,322	,000

a.   Dependent Variable "TY

Source: Processed Primary Data, 2023

Statistical analysis, based on a t-table value of 1.66 (df=106), reveals significant influences of three key variables on sales growth. Rating (t=5.113, p<0.001), Packaging (t=2.758, p=0.007), and Brand Image (t=4.322, p<0.001) all demonstrate t-values exceeding the critical threshold, with significance levels below 0.05. These results consistently support the rejection of the null hypotheses, confirming the substantial impact of each variable on sales performance.

3.2.4.2 F Test (Simultaneous)

We conducted an F-test to evaluate the collective influence of our independent variables on the dependent variable. This test determines whether the predictors jointly affect the outcome. The decision rule is straightforward: reject the null hypothesis if the calculated F-value exceeds the critical F-value from the table. The results of this crucial analysis, which illuminate the overall significance of our model, are presented below. C

Table 4. 15
F Test Results

ANOVA [a]		F	Sig.
Model			
1	Regression	54,409	,000 [b]
	Residual		
	Total		
a. Dependent Variable: TY			
b. Predictors: (Constant), TX3, TX1, TX2			

Source: Processed Primary Data, 2023

Table 4.15 produces a calculated F value of 54.409, while the table F value is obtained from df N1 (k-1) or 4-1 = 3 and df N2 (nk-1) or (108-4-1) = 104 and gets the F value table is 2.69. So it can be concluded that the calculated F value is 54.409 > F table 2.69, meaning that Ho is rejected and Ha is accepted. The significance value is 0.000 < 0.05, so it is proven that simultaneously the rating, packaging and brand image variables have a significant effect on increasing sales.

3.2.4.3 Coefficient of Determination Test (R²)

The coefficient of determination (R^2) quantifies the explanatory power of our model. As R^2 approaches 1, it indicates a stronger relationship between the predictors and the outcome variable, suggesting that a larger proportion of variance in the dependent variable is accounted for by the independent variables.

Table 4. 16
Coefficient of Determination Test Results (R²)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782[a]	,611	,600	2,051

Predictors (Constant): Rating, Packaging, Brand Image
Dependent Variable: Increase in Sales
Source: Processed Primary Data, 2023

The SPSS analysis reveals an Adjusted R Square value of 0.600, indicating that 60% of the variance in sales growth (Y) is attributable to the combined effects of Rating (X1), Packaging (X2), and Brand Image (X3). This robust explanatory power suggests that these factors play a significant role in driving sales, while the remaining 40% of variance may be influenced by factors beyond the scope of this study.

DISCUSSION

Based on the results of the analysis in this research that has been carried out by researchers, it can be explained as follows:

1.   The Effect of Ratings on Increasing Online Sales at Lazada Based on Sharia Marketing. Statistical analysis revealed that the independent variable 'rating' has a significant impact on sales growth, as evidenced by the t-statistic (5.113) exceeding the critical value (1.66) and the significance level ($p < 0.05$).

Ratings have an important role for companies in increasing sales. Ratings can be used for promotional and advertising purposes to attract more consumers and increase sales. However, if a product gets a poor rating, this can result in unbalanced competition with other products and reduce the selling value of the store. Therefore, entrepreneurs need to have various strategies to increase sales, one of which is improving product quality. In sharia marketing, ratings must reflect actual conditions, and sellers are prohibited from cheating or cheating buyers to increase sales.

These results support previous research from Fitria & Nawawi, (2023) which stated that ratings also have an effect on increasing sales. This research is also in line with research Pratama et al., (2020) that the word cashback has a big influence on the buying and selling process, especially in online buying and selling. Ratings have a significant impact on increasing sales. When a store's sales on a platform like Lazada increase, its performance level will automatically increase as well. As the level increases, the store is entitled to a cashback program that can encourage further sales increases. Through participation in cashback programs, stores can gain benefits that have a positive impact on increasing sales.

2.   The Influence of Packaging on Increasing Online Sales at Lazada Based on Sharia Marketing.

The analysis demonstrates that the independent variable 'packaging' significantly influences sales growth, as indicated by the t-statistic (2.758) surpassing the critical value (1.66) and the p-value (0.007) falling below the threshold (0.05).

Packaging is a container or place to package and protect goods to keep them safe and provide aesthetic appeal to buyers. Packaging in sharia marketing emphasizes the importance of sales ethics. After the buyer purchases the product, the seller must meet the buyer's expectations by providing appropriate packaging so as not to disappoint the buyer who has trusted the shop.

Previous research entitled "Analysis of the Influence of Social Media and Product Packaging on Increasing Sales of Peyek Mak Eha in Online Shops" states that packaging has a very positive impact on sales of Rempeyek Mak Eha products in Malangsari Village Y. Pratama et al., (2021) If the packaging is good, customers will feel satisfied and sales will increase. However, the results of this research are not in line with research by W. Setianingsih & Hafizhoh, (2020) which found that the influence of packaging on increasing sales did not have a significant effect.

3.   The Influence of Brand Image on Increasing Online Sales at Lazada Based on Sharia Marketing.

Statistical analysis reveals that brand image, as an independent variable, exerts a significant positive impact on sales growth. This is evidenced by the t-statistic (4.322) exceeding the critical value (1.66) and the p-value ($p < 0.05$), confirming the rejection of the null hypothesis.

Brand Image is the consumer's perception or understanding of a particular brand or brands. Brand image has an important role in increasing sales. Therefore, companies need to create and develop a brand with all its advantages and functions. A company's ability to increase consumer confidence in its products is very dependent on the brand image it has. A good brand image strategy will make the products being marketed more easily remembered and recognized by

56

potential customers. Brand image in sharia marketing emphasizes the importance of sales ethics, one of which is not deceiving buyers, not selling goods that do not match the quality of the goods, maintaining product quality and continuing to provide the best service to consumers.

From previous research entitled "The Influence of Marketing Mix and Brand Image on Increasing Product Sales in Maintaining the Existence of Kediri City Gold Medal Ikat Weaving" by L. Sony, (2020) stated that brand image has a significant effect on increasing sales of gold medal ikat woven products. However, this is not the case with research by G. P. Pratama & Tholok, (2020) which states that Brand Image is stated to have or influence, but not too significantly, the increase in sales at the Tangerang Used Car Showroom.

4.   Simultaneous Influence of Rating, Packaging, Brand Image on Increasing Online Sales at Lazada Based on Sharia Marketing.

The analysis reveals a significant collective influence of rating, packaging, and brand image on Lazada's online sales growth. This is evidenced by the F-statistic (54.409) substantially exceeding the critical value (2.69), indicating a robust simultaneous effect of these variables

D.   CONCLUSION

This research illuminates the complex dynamics driving online sales growth on the Lazada platform. Our findings reveal that three key pillars - Rating, Packaging, and Brand Image - play crucial roles in enhancing sales performance. Each of these factors, both individually and collectively, exerts a significant influence, creating a powerful synergistic effect in propelling sales expansion. Intriguingly, the strength of this relationship is underscored by a substantial coefficient of determination, highlighting the central role of these three variables in the e-commerce landscape. These results not only enrich our understanding of the mechanisms underlying online sales success but also spotlight key areas that e-commerce businesses can optimize. Overall, this study provides valuable insights for practitioners and researchers in the field of e-commerce, offering an empirical foundation for more effective marketing strategies and informed decision-making in the increasingly competitive arena of online commerce.

57

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59