

The Impact of Privacy and Data Protection Policies on Digital Marketing Strategies in The Lazada Application (Case Study on Students of University of Tribhuwana Tunggadewi, Malang, Management Study Program Class of 2021 And 2022)

Elisabeth Ariyati Bui^{1*}, Moch Nurhidayat², and Yuni Setyawati³

* Correspondence Author: bauyanti5@gmail.com

^{1,2,3} Management, Faculty of Economics, University of Tribhuwana Tunggadewi, Malang, Indonesia

INDEXING	ABSTRACT
<p>Keywords: Keyword 1: Privacy Policy Keyword 2: Data Protection Keyword 3: Digital Marketing Keyword 4: Policies</p>	<p>The purpose of this study was to determine the impact of privacy policies and data protection on digital marketing strategies in the Lazada application on students of Tribhuwana Tunggadewi University, Malang, Management Study Program, Class of 2021 and 2022. The type of research used was quantitative. The determination of the sample for this study used saturated sampling so that the research sample was 50 respondents. The data collection steps used by the researcher were questionnaires. The data analysis technique was multiple linear regression analysis using the SPSS program. The results of the study prove that privacy policies have a significant effect on the performance of digital marketing strategies in the Lazada application on students of Tribhuwana Tunggadewi University, Malang, Management Study Program, Class of 2021 and 2022, which means that students as digital users who are aware of the importance of data protection, give a positive response to the privacy policy implemented. Data protection does not have a significant effect on the performance of digital marketing strategies in the Lazada application for students of Tribhuwana Tunggadewi University Malang Management Study Program Class of 2021 and 2022, which means that although privacy policies are important for protecting user data, most students do not make it the main factor in assessing the effectiveness of digital marketing strategies.</p>

Article History

Received 22 June 2025; Revised 12 November 2025; Accepted 09 January 2026;

Publish 11 January 2026

INTRODUCTION

In this era of globalization, there are many changes and advances in the modern business world, changes have been seen in the mindset of society, technological advancements, and also in lifestyles. Similarly, the internet has a positive impact on the world of business and marketing. Many today are using the internet as a medium for e-commerce marketing that takes advantage of and benefits specifically from buying, selling, trading, and serves as a means of making transactions in a vast business network that is not limited by place and time (Kotler, 2015).

Providing protection for the right to privacy means also providing protection for the right to freedom of speech. This means that the right to privacy guarantees protection from the threat of fear to act or do something that is a human right. The development of computer-based information and communication technology has rapidly advanced in society. The community is then facilitated by this technological development.

Security in e-commerce is a major control issue for companies that operate it. It is very important that data related to e-commerce, such as buyer and seller information, is kept confidential while being transmitted electronically. The data being transmitted must also be protected from being altered or modified by anyone other than the sender. The importance of privacy data security makes consumers feel satisfied when using the lazada.com application.

Among many online shopping applications that are rapidly developing in Indonesia today, the Lazada application is becoming widely known, especially among management students of the 2021 and 2022 batches at UNITRI. The Lazada application also offers a wide range of items that can be purchased, from clothing, cosmetics, beauty tools, electronics, books, to other household needs.

Lazada is an application created by a Southeast Asian company, officially launched on March 27, 2012, which initially was just a music application. Lazada's presence in Indonesia on March 27, 2012, according to Viv Gong, the Head of Marketing for Lazada Indonesia, was one of the company's targets, leveraging the significantly increasing statistics of internet usage. In early July 2018, the Ministry of Communication and Information Technology (Kominfo) blocked the Lazada application in Indonesia for several reasons, including negative content and age restrictions for users in Indonesia. The block was lifted with the condition of age limitations and user monitoring by Lazada and Kominfo in Indonesia. Lazada then adapted its application features accordingly. Besides service quality, price, and promotions are also important factors that the company must pay attention to as part of its competitive strategy in business.

Promotion plays an important role in a business strategy to attract consumers to see the products offered by e-commerce and sellers. Promotion can be referred to as a form of marketing activity that can provide information to consumers, influence, or increase the interest of the target market in sales and its products to make purchases; buyers will be consumptive towards the companies they are interested in (Sanjaya *et al.*, 2024).

Based on the initial observation, there are still many digital marketing strategies applied by Lazada in the case study of students from Universitas Tribhuwana Tungadewi Malang, majoring in management from the classes of 2021 and 2022, the impact on user trust in how to address changes in user behavior of the Lazada application in this digital marketing case study. Adjusting digital marketing strategies involves analyzing advertising techniques and data collection, compliance with privacy regulations, analyzing adherence to data privacy regulations, and the impact of regulations on digital marketing.

Through this research, it is hoped to provide deeper insights into privacy policies and data protection in marketing strategies. The researcher chose to case study students and selected the research location in the campus environment of Universitas Tribhuwana Tungadewi because they wanted to understand online shopping behavior through the Lazada marketplace among young people, especially students of Universitas Tribhuwana Tungadewi. Furthermore, it is mentioned in the survey report by the research agency Snapcart in January 2018 titled 'Online Shopping Behavior in Indonesia' that based on age, 50% of consumers shopping on Lazada are mostly from Generation Y (aged 25-34 years), Generation Z (15-24 years) represents 31%, Generation X (35-44 years) accounts for 16%, and the remaining are Baby Boomers (aged 45 years and above) totaling 2% (Kompas.Lifestyle 2018).

With the aim of understanding the impact of privacy and data protection policies on students of Universitas Tribhuwana Tungadewi Malang from the management

study program of the 2021 and 2022 cohorts, to determine its influence on marketing strategies in the Lazada application among students of Universitas Tribhuwana Tunggaladewi Malang from the management study program of the 2021 and 2022 cohorts, and to understand how privacy and data protection policies affect digital marketing strategies in the Lazada application among students of Universitas Tribhuwana Tunggaladewi Malang from the management study program of the 2021 and 2022 cohorts.

LITERATURE REVIEW

Privacy is more of a form of personal freedom, which can avoid interference or intrusion by others. It is largely related to personal personality or beliefs. Privacy is a condition where a person does not want to be disturbed by others. This situation describes an individual's desire to protect and safeguard their own affairs, so that the public does not know about them. The term also implies privacy or freedom to govern one's life. Privacy is the degree of interaction or openness that a person desires in a certain condition or situation. The desired level of privacy involves openness or closeness, which reflects a desire to interact with others, or conversely, a desire to avoid or make it difficult to be reached by others. Privacy is the right to freedom in doing something without interference, such as surveillance or spying. Privacy encompasses three main aspects: data protection, location, and identity. However, people often overlook individual privacy, especially if they are very familiar with each other. Meanwhile, privacy can only be applied in certain applications.

The understanding of data protection is that individuals have the control and responsibility to maintain the security of their personal data. Personal data includes information such as name, address, phone number, email, and transaction history. Data privacy becomes crucial in the digital age because personal data can be misused by others without permission, infringing on privacy, or even used to uphold individual privacy rights and prevent data misuse. Privacy is the right to freedom in doing something without interference, such as monitoring or spying. Privacy includes three main aspects: data protection, location, and identity. However, people often overlook individual privacy, especially if they are very close to each other.

Digital marketing is an effort to promote products or services through digital channels such as the internet, social media, search engines, and applications. Digital marketing allows companies to reach consumers more broadly and personally. Unlike traditional marketing that relies on print and electronic media, digital marketing utilizes technology to create more effective two-way interactions between companies and consumers. Digital marketing is an adaptation of information technology developments that allow companies to optimize marketing in a faster, more measurable, and targeted way. Furthermore, digital marketing prioritizes a data-driven approach, where consumer data becomes an important component in designing digital marketing strategies.

RESEARCH METHOD

The research design used is descriptive research, which is structured to provide a systematic overview of scientific information derived from research subjects or objects. The research conducted is explanatory using quantitative methods, as this study highlights the relationship between research variables and tests previously formulated hypotheses, with an emphasis on explaining the relationship between the variables.

This research was conducted on management students of Universitas Tribhuwana Tunggaladewi, located at Jl. Telaga Warna, Tlogomas, Kec. Lowokwaru, Kota Malang, East Java 65144. Based on interviews with the Academic and Student Affairs Bureau

(BAK) of the campus on March 20, 2025, it was recorded that the population of Management students from the 2021 and 2022 batches at Universitas Tribhuwana Tungadewi is 450 students. This population data will be used as the basis for determining the sample size for the research to ensure that the results obtained can accurately reflect the actual conditions. By referring to the population of management students from the 2021 and 2022 batches, it is hoped that the selected sample will provide a clear and in-depth description of the behavior and needs of students using the Lazada application at Universitas Tribhuwana Tungadewi. The sample used in this study consisted of 83 management students from UNITRI Malang. The data collection methods included the distribution of questionnaires and documentation.

RESULT AND DISCUSSION

RESULTS

Multiple Linear Regression Analysis

The regression analysis test was conducted using the Statistical Package for Social Science (SPSS) version 26.0 for Windows with $\alpha = 5\%$ (0.05). This study only uses the t-test, because the research model does not test or predict the partial effects of variable X on variable Y. Therefore, in the examination of this simple linear regression analysis, it can be presented in the following table:

Table 1 Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	X	Sig
	B	Std. Error	Beta		
(Constant)	0.803	1.744		0.460	0.646
Kebijakan Privasi (X1)	0.646	0.189	0.489	3.418	0.001
Perlindungan Data (X2)	0.400	0.218	0.263	1.838	0.070

Source: (Processed primary data, 2025)

Based on the analysis results found in the table above, the simple linear regression equation obtained is as follows:

$$Y = 0.803 + 0.646 X_1 + 0.400 X_2 + e$$

Based on the results above, it can be explained as follows:

1. The analysis results of the privacy policy variable (X1) show a positive value (0.646), which means that the regression coefficient has a positive direction indicating that the privacy policy variable (X1) has a minimal impact on the digital marketing strategy in the Lazada application. The strict implementation of privacy policies in the Lazada application has a less favorable impact on the company's digital marketing strategy. Restrictions on collecting and utilizing user data lead to a decrease in the effectiveness of ad personalization, market segmentation, and retargeting, which have been the main strengths in digital marketing.
2. The change in the data protection variable (X2) shows a positive value (0.747), which means that the value of the regression coefficient has a positive direction, indicating that the data protection variable (X2) implies that the data protection implemented by the Lazada app has a positive impact on long-term digital marketing strategies. By maintaining user trust through transparency and data security, Lazada is able to build customer loyalty and a stronger brand image. This trust encourages users to be more open in voluntarily providing data, thus still allowing for personalized marketing strategies to be implemented ethically and in accordance with regulations.

T-test (partial) Hypothesis Testing

Table 2. t-test (Partial)

Model 1	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	0.803	1.744		0.460	0.646
Kebijakan Privasi (X ₁)	0.646	0.189	0.489	3.418	0.001
Perlindungan Data (X ₂)	0.400	0.218	0.263	1.838	0.070

Source: (Processed primary data, 2025)

Based on this calculation, the regression coefficient value can be seen in the table, and it can be explained as follows:

1. Hypothesis One (H1) states that the privacy policy variable has a positive and significant effect on digital marketing strategies in the Lazada application among students of Tribhuwana Tunggaladewi Malang University, Management Study Program Class of 2021 and 2022. This can be proven based on the results of the statistical test where t calculated $>$ t table ($3.418 > 1.990$), as well as with a Sig value $>$ 0.005 ($0.001 < 0.05$), so it can be concluded that H1 is accepted, which means that the privacy policy variable has a positive and significant effect on digital marketing strategies in the Lazada application among students of Tribhuwana Tunggaladewi Malang University, Management Study Program Class of 2021 and 2022.
2. Hypothesis one (H2) states that the data protection variable does not have a significant effect on the digital marketing strategy on the Lazada application for students of Tribhuwana Tunggaladewi University, Management Study Program, Class of 2021 and 2022. This can be proven based on the results of the statistical test t count $>$ t table ($1.838 < 1.990$), as well as on the Sig value $>$ 0.005 ($0.070 > 0.05$), so it can be concluded that H2 is rejected, which means that the data protection variable does not have a significant effect on the digital marketing strategy on the Lazada application for students of Tribhuwana Tunggaladewi University, Management Study Program, Class of 2021 and 2022.

Model Test (F statistic test)

Table 3 Model Feasibility Test (F test)

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	200.481	2	100.241	44.284	0.000 ^b
	Residual	181.085	80	2.264		
	Total	381.566	82			

Source: (Processed primary data, 2025)

Based on the analysis results shown in the table above, it can be seen that the significance level is 0.05. It can be concluded that the significant value of 0.05 is less than the significant level α of 0.05. ($F_{table} 3.107 < F_{count} 44.284$). Thus, it can be concluded that H_0 is rejected and H_a is accepted. This means that the variable of privacy policy (X₁) and data protection (X₂) together (simultaneously) have an effect on the digital marketing strategy in the Lazada application for students of Universitas Tribhuwana Tunggaladewi Malang, Management study program Class of 2021 and 2022.

Coefficient of Determination (R²)

Table 4 Test of Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.725 ^a	0.525	0.514	1.50451	1.763

Source: (Processed primary data, 2025)

Based on the results of the analysis of the Coefficient of Determination (R²) above, it can be concluded that the coefficient of determination (R square) value of 0.525 indicates that the influence of the privacy policy variable (X1) and data protection (X2) on the digital marketing strategy in the Lazada application (Y) is 52.5%, while 47.5% can be influenced by other factors outside of this research.

DISCUSSION

The Influence of Privacy Policy on Digital Marketing Strategy in the Lazada Application for Students of Tribhuwana Tungadewi University Malang, Management Study Program, Class of 2021 and 2022

Based on the results of multiple linear regression analysis used to test the influence of privacy policy variables on digital marketing strategies in the Lazada application for students of Tribhuwana Tungadewi University Malang, Management Study Program, Class of 2021 and 2022, it was found that the regression coefficient for the privacy policy variable obtained from this research is 0.646 with a positive coefficient sign, so it can be concluded that the stronger the privacy policy, the stronger or better the marketing strategy will be.

Abbas and Thahir (2025).examined how trust in the use of personal data affects the effectiveness of digital ad personalization. They found that personalization succeeds only when supported by good privacy policies and consumers' perceptions of data security. Without this trust, personalization can be seen as intrusive and can trigger consumer resistance. Martin and Murphy (2017) emphasize the importance of integrating privacy policies with branding strategies. According to them, brands that actively communicate personal data protection to the public will be more trusted, valued, and successful in attracting consumer attention on digital platforms.

Martin (2018) introduced the concept of 'digital social contract' between companies and consumers, where transparency in privacy policies is the primary basis for building healthy relationships in digital marketing. Privacy policies are not only a legal obligation but also a strategic tool for building brand reputation and loyalty.

The Influence of Data Protection on Digital Marketing Strategies in the Lazada Application Among Students of Tribhuwana Tungadewi University Malang, Management Study Program Class of 2021 and 2022

Based on the results of the multiple linear regression analysis used to test the influence of data protection variables on digital marketing strategies in the Lazada application for students of Tribhuwana Tungadewi University Malang, Management Study Program, Class of 2021 and 2022, it was found that the regression coefficient value of the data protection variable obtained from this study is 0.400 with a positive coefficient sign, thus it can be concluded that if data protection is strengthened, then the marketing strategy will also be much stronger or better.

Based on the results of testing H2 using the t-test, it is known that H2 is rejected, meaning there is an effect and no significant influence of privacy policy on the performance of digital marketing strategies on the Lazada application among students of Universitas Tribhuwana Tungadewi Malang, Management study program Class of 2021 and 2022. This means that although data protection is an important issue in the digital world, most students in this group do not consider this aspect as a main factor in assessing the effectiveness of digital marketing. They are more influenced by promotional content, discounts, and the ease of access and use of the application. Thus, data protection does not directly affect the success of Lazada's digital marketing strategy in this student user segment, although it remains relevant in the context of regulatory compliance and platform responsibility. The results of this study are not in line with the research conducted by Rahmadini and Muslihat (2022) which state that social media has a positive and significant simultaneous effect on purchase interest in the Lazada application. The conclusion indicates the importance of marketing through social media and reviews in influencing consumer purchase interest, particularly in the context of using the Lazada application by students.

This can help companies develop more effective marketing strategies to attract consumers in the university environment. Sanjaya *et al.*, (2024) in their research stated that data protection is one of the key factors that influences the success of digital marketing strategies. Students tend to be more responsive to marketing campaigns from platforms that they believe can safeguard their personal data security.

The Influence of Privacy Policy and Data Protection on Digital Marketing Strategy in the Lazada Application Among Students of Tribhuwana Tungadewi University Malang, Management Study Program, Class of 2021 and 2022

Based on the results of multiple linear regression analysis used to test the influence of privacy policy and data protection variables on digital marketing strategy in the Lazada application among students of Tribhuwana Tungadewi University Malang, Management Study Program, Class of 2021 and 2022, the results of the feasibility test showed that there is an influence that is simultaneous or collective. Based on the results of testing H3 using the F test, it is known that H3 is accepted, which means that there is a simultaneous influence of privacy policy and data protection on digital marketing strategy in the Lazada application among students of Tribhuwana Tungadewi University Malang, Management Study Program, Class of 2021 and 2022. This means that although individually their influence may not be significant, together these two variables shape students' perceptions of safety and comfort in using the application. This contributes to the level of user trust, which impacts the effectiveness of interaction with digital marketing content. Therefore, digital marketing strategies accompanied by clear and transparent privacy policies and data protection can create added value in building loyalty and enhancing the user experience among students.

Ramadhani (2018) state that Privacy Policy has a positive and significant influence on consumer trust. Consumers tend to feel safer using e-commerce applications when they know that their personal data is well protected. Data Protection also significantly affects consumer loyalty. The security of personal information is one of the main reasons users continue to use applications like Lazada. Trust serves as an important mediator between privacy policy and loyalty. This means that privacy policies not only have a direct effect on loyalty, but also through the enhancement of trust.

CONCLUSION

As discussed in the results and discussion, the conclusion drawn from this research is as follows:

1. Privacy policy significantly affects the performance of digital marketing strategies on the Lazada app among students of Universitas Tribhuwana Tunggaladewi Malang, Management study program of the 2021 and 2022 cohorts. This means that students, as digital users who are aware of the importance of data protection, respond positively to the implemented privacy policies. Transparent and trustworthy policies encourage increased trust, comfort, and user engagement in receiving and responding to marketing content.
2. Data protection does not have a significant impact on the performance of digital marketing strategies in the Lazada application among students of Tribhuwana Tunggaladewi Malang University, Management Study Program of 2021 and 2022, which means that although privacy policies are important for protecting user data, the majority of students do not consider it a primary factor in assessing the effectiveness of digital marketing strategies. Students are more likely to consider aspects such as promotions, pricing, product quality, and ease of use of the application when responding to marketing campaigns.
3. Privacy policies and data protection simultaneously influence the digital marketing strategies of the Lazada application among students of Universitas Tribhuwana Tunggaladewi Malang, Management study program of the 2021 and 2022 batches, which means that these two variables together shape the level of trust and comfort of users in interacting with the digital platform. Students who feel that their data is secure and their privacy is protected tend to be more receptive to marketing content, thereby increasing the effectiveness of digital communication conducted by Lazada. Thus, the implementation of good privacy policies and data protection not only meets regulatory aspects but also has a positive impact on the performance of digital marketing strategies among young and educated users such as students.

As discussed in the results and discussions, the suggestions that will be presented in this research are as follows:

1. Future Researcha. Expansion of Research Objects and Subjects
It is recommended that future research be conducted by expanding the objects and subjects, not only limited to Management Study Program students, but also including other study programs as well as different universities so that the research results are more general and can be compared.
2. Exploration of Other Variables Affecting Digital Marketing Strategy
Subsequent researchers can add other variables such as consumer trust, digital literacy, user satisfaction, or risk perception to examine the more comprehensive relationships related to the effectiveness of digital marketing strategies.
3. Use of Qualitative or Mixed Methods
It is advisable that future research not only employs a quantitative approach but also considers qualitative approaches or mixed methods to delve deeper into users' perceptions and motivations in response to privacy policies and data protection.
4. For Management Students
 - a. Understand the Relationship Between Regulation and Digital Marketing
Students are expected to understand that privacy policies and data protection are important parts of digital regulations that directly impact marketing strategies. Therefore, it is important to study how these policies affect consumer behavior and the effectiveness of marketing campaigns.

- b. Apply Management and Digital Marketing Theories
In analyzing the research results, students are expected to relate them to relevant theories, such as consumer behavior theory, digital marketing, or CRM (Customer Relationship Management), so that the analysis results are more academically substantial.
- c. Provide Strategic Recommendations
Students should not only present research findings but also provide strategic recommendations for companies like Lazada in managing privacy policies and data protection to enhance the effectiveness of their marketing strategies.

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