

The Effect of Price Perception and Product Quality on Purchase Decisions through Asus Laptop Brand Trust in Meteor PC Bekasi Store

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Abstract

This study aims to analyze the influence of price perception and product quality on purchasing decisions through the Asus Laptop brand trust at the Meteor PC Bekasi Store. The study source and data used primary data in the form of questionnaires, the study data was given to 96 respondents. Research sampling uses purposive sampling. The analysis method used is Partial Least Square (PLS) with the help of the SmartPLS 3.0 application. The results of the study partially found that price perception has a positive and significant effect on brand trust, product quality has a positive and significant effect on brand trust, and Price perception has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, brand trust has a positive and significant effect on purchasing decisions.

Keywords

price perception; product quality; purchasing decisions; brand trust



I. Introduction

The development of technology is drastic and continues to evolve with the aim to provide positive benefits for human life in various aspects such as providing many conveniences to do many things, as well as as a new way to do an activity. One of the benefits that can be felt by technological developments that can be felt and often used at this time is the laptop (Rifqi & Arlin, 2018).

Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

The quality of goods is an important calculation of customers to buy a laptop product. Consumer will consider the specifications on the laptop such as a processor that becomes the head that carries out the methods and working arrangements of the laptop. Laptop battery life is also an important consideration because it relates to the hook and can help to ensure the length of time the battery can last after full charge. In addition, if the features offered are increasingly sophisticated, it will attract consumers to buy (Digdowiseiso et al., 2021).

Table 1. Asus Laptop Sales at Meteor Pc Bekasi Store in 2020

Brand	January – April 2020	May – August 2020	September – December 2020
ACER	20 units	25 units	35 units
ASUS	30 units	20 units	23 units

Source: Meteor Pc Bekasi Store Sales data, 2021

In table 1, the above shows that sales of Asus Brand Laptops decreased in May – August 2020, although in September – December 2020 up 3 units from the previous month, but this condition became an evaluation material for because it was alleged that there was a problem regarding the determination.

Along with the development of technology and information, consumers are smarter in choosing a product. One of the factors that consumers consider is product innovation (Digdowiseiso & Lestari, 2021). Product innovation can increase the added value of a product, so this will influence consumers in determining purchasing decisions. Market changes like this require companies to carry out Product Innovation (product innovation) on their products to maintain their survival and gain company profits (Yusuf, 2021).

A laptop or laptop computer is a mobile computer that is relatively small and light, depending on the size, material, and specifications of the laptop. Laptops are sometimes referred to as notebook computers or notebooks only. As a personal computer, laptops have the same function as desktop computers in general. Laptops are very helpful in completing their task tasks faster and better. In addition, with a laptop can be used to increase income with a lot of sales online. For young people, there are times for entertainment with many games offered. Among students, laptops have become a primary need because all lecturers' assignments from the initial semester to the preparation of the final project, are completed with the help of a laptop. In his academic life, students are very dependent on laptops, as a support for the success of their studies (Ginting, 2018).

The research output shows that the free variables, namely the quality of goods, are significantly related to the decision to purchase Asus laptop products in the city of Tabanan. This shows that product quality variables play a role in increasing the purchase decision of Asus laptop products. I. Made, I. Nengah (2021)

Based on previous research conducted by Ridwan (2013) and Arief (2014) it is known that product quality and price have a positive and significant influence on purchasing decisions, so based on exposure, this study is aimed at finding out how variable product quality, price and purchasing decisions on ASUS laptops and their influence. Rifky, Arlin (2018)

Consumer decisions in buying products are influenced by many factors, both from within themselves and from outside themselves or their environment (see Lestari et al., 2022a; Lestari et al., 2022b; Lestari et al., 2022c). The purchase decision made by a consumer is made on the basis of his wants and needs for a product. Judging from the attributes of the product, namely product elements that are considered important by consumers and used as a basis for decision making. Product Attributes include brand, packaging, warranty, service, and so on (Tjiptono, 2010:48; Lestari & Meidina, 2022). The attributes of products offered by a company can be a factor in purchasing decisions on laptops, one of which is on the Asus brand. Asus's product attributes that its sales and market share are increasing, but it still lags far behind the sales and market share of the Toshiba brand (Utami & Suhermin, 2016).

II. Review of Literature

2.1. Marketing

Marketing is an activity carried out by companies to distribute and communicate their products to potential customers. Marketing is the process of preparing integrated communication that aims to provide information on goods and services related to solving human needs and desires (Kotler and Keller, 2015).

Marketing is the process of compiling an integrated communication that aims to provide information on related goods and services in satisfying human needs and wants (Kotler and Keller, 2015).

2.2. Price Perception

According to Kotler and Armstrong (2012) in a narrow sense, price is the nominal amount billed for a product or service. In a broad sense, price is the amount of value given by consumers to benefit from the product or service that they will have. Meanwhile, according to Andi (2015:128) price is the main factor that plays a role in influencing consumer purchasing decisions. So when determining a price, the company must adjust the reference price on the market.

Price perception can be interpreted as the tendency of a consumer to assess the suitability of price with the quality of the product he wants to buy (Burton et al., Fatmawati & Soliha, 2017). Furthermore, this price perception is related to the way consumers understand the price and value of the product and then judge whether it is meaningful or not (Fatmawati & Soliha, 2017).

2.3. Product Quality

According to Kotler and Armstrong (2015: 224), product quality is the ability of a product that has value to satisfy consumers for its products. Product quality is an important thing that companies must strive to make products so that their products can compete and have their own advantages in the market.

Consumers always want to get a good quality product according to the price that has been issued. According to Kotler and Keller (2014: 8-10) if a company wants to have an advantage over competitors, the company must understand the indicators that differentiate the products sold by the company from its competitors.

2.4. Brand Trust

Brand trust is consumer confidence in a particular product. Trust comes from the belief that there is a good judgment from someone on a product brand. These values will influence consumers in the purchasing decision process. Type the product brand that is considered good, the consumer will automatically make a purchase of that product brand. According to Kumar (2008:69) Brand trust is an individual's belief to trust a brand that can satisfy their needs. An individual who has used a product will be followed by others because the quality of a product has been proven to be good so that there is a sense of trust in the product.

Meanwhile, Chi, Yeh, and Chiou (2009:231) say that Brand trust is consumer trust in a brand that will offer a product that is highly reliable, such as good usability, quality assurance, and service after selling the product to them. Consumers have strong beliefs and do not hesitate because they already believe in a product that has quality that consumers can rely on. Brand trust plays a role in consumer perceptions in purchasing decisions of a product.

The brand trust also was defined as a purchaser's willingness to depend on the brand from the viewpoint of uncertainty since anticipating that the brand will deliver positive outcomes (Lau & Lee, 1999; Cuong, 2020)

These characteristics include the similarity between the emotional concept of the consumer and the brand personality, liking for the brand, and the experience of the brand. According to research by Cuong (2020) states that brand trust has a positive influence on the purchase intention of a product. Ali et al. (2017) state that brand image has a strong influence on purchase intention.

According to Delgado-Ballester & Munuera-Aleman (2005), brand trust is a consumer's thoughts about trust based on experience or more in a sequence of transactions 12030 and interactions marked by the fulfillment of expectations and product satisfaction. Furthermore, there are two indicators that can influence brand trust, including (DelgadoBallester & Munuera-Aleman, 2005): a) Brand Reliability Brand reliability of a product can meet the promised value or a brand can meet the needs and desires of consumers. Brand reliability is essential because it is able to form trust in a brand. This condition causes a brand to have met the requirements set by consumers and makes consumers feel confident about what they get and need. b) Brand Intention This indicator can reflect the consumer's belief that the brand is able to prioritize the interests of its consumers when a conflict in the use of the product arises unexpectedly. Therefore, interest in a brand is needed by consumers and will not take advantage of the ignorance of a consumer.

2.5. Purchase Decision

The purchase decision is the final process that consumers go through in considering whether to buy a product or not. Of course, before going through a purchase decision, consumers generally find out in advance such as the usability, benefits, quality and price that are suitable and in demand by consumers who will buy the product.

The decision-making process is a behavior that must be carried out in order to be able to achieve the target, and thus be able to solve the problem, in other words the process of solving a problem that is directed at the target (Mamahit, 2015)

According to Kotler and Keller (2016: 235) there are five stages of decision making by consumers, including:

1. Problem introduction

At the initial stage, consumers must be able to distinguish which one is a priority between the product they need or the product they want.

2. Information search

The stage where consumers are interested in finding more information about a product.

3. Evaluation of alternatives

After getting enough information, consumers will consider similar products and judge which one is better to have.

4. Purchase decision

The real activities of consumers are directly involved in deciding to buy the products offered by the seller.

5. Post-buyer behavior

After buying a product, consumers will judge the product according to what is needed and give satisfaction or not. It could be that the product is not as expected by consumers because the quality obtained is not proportional to the amount of value that consumers spend or vice versa.

2.6. Hypothesis

- H₁ : There is a positive and significant effect of price perception on the brand trust of Asus Laptops at Meteor PC Store Bekasi
- H₂ : There is a positive and significant effect of product quality on the brand trust of Asus Laptops at Meteor PC Store Bekasi
- H₃ : There is a positive and significant effect of price perception on purchasing decisions for Asus Laptops at Meteor PC Bekasi Store
- H₄ : There is a positive and significant effect of product quality on purchasing decisions for Asus Laptops at Meteor PC Store Bekasi
- H₅: There is a positive and significant influence of brand trust on the decision to purchase Asus laptops at Meteor PC Bekasi Store

III. Research Method

The object of this research is purchasing decisions that are influenced by brand trust, price perception, and product quality. This research uses a quantitative research design. Digdowiseiso (2017) defines quantitative design as a research technique that relies on positive thinking, is used to examine certain populations or tests, collects information using research instruments, studies quantitative/factual information, with the intention of visualizing and testing predetermined theories. Research design that intends to ascertain the relationship and impact of one factor on another, namely to analyze the causal relationship between the independent factor (x) and the dependent factor (y). I. Made, I. Nengah (2021)

According to Sugiyono (2015), nonprobability sampling is a sampling technique where each member of the population does not have the same opportunity or opportunity as a sample. It is used when the representation of the sample is not important. Maknunah L, Basuki (2020).

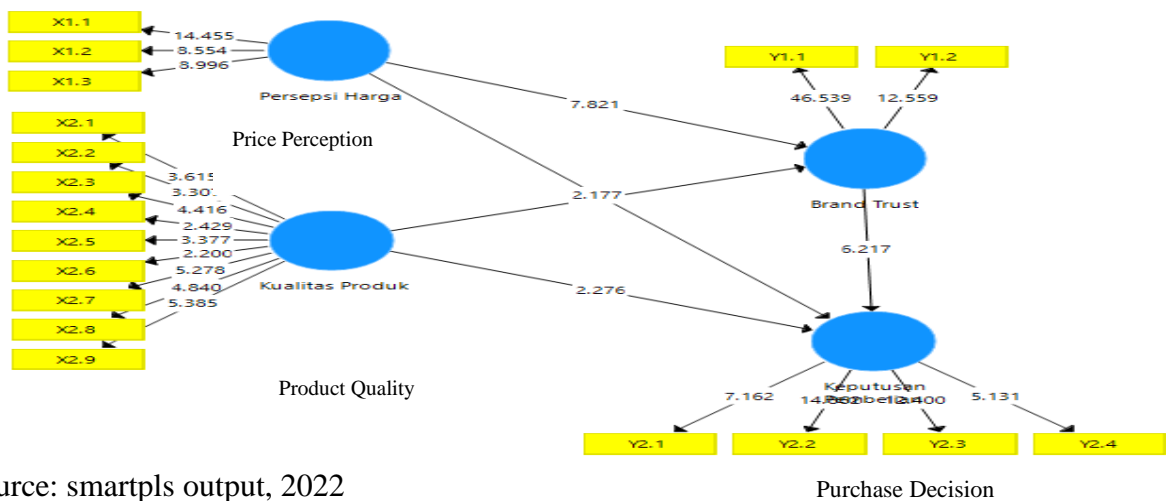
Sugiyono (2018:81) reveals that the sample is part of the number and nature of a population and samples taken from a population must also be truly representative or representative of the population. Riadi (2016) revealed that some members or elements of the population that represent population characteristics are called samples. Data analysis using statistics and Partial Least Square (PLS) with SmartPLS version 3.0 program.

IV. Results and Discussion

4.1 Statistical Data Analysis

The statistical analysis method in this study was to test the hypothesis using Partial Least Square (PLS). PLS is an alternative method of analysis with Structural Equation Modeling (SEM) based on variance. The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples.

In Structural Equation Modeling there are two types of models formed, namely the measurement model (outer model) and structural model (inner model). Data processing in this study using SmartPLS 3.0 software. The following are the results of the calculation of the outer model and inner model.



Source: smartpls output, 2022

Figure 1. Algorithmic Analysis Model

4.2 Outer Model Analysis

Model testing (outer model) is used to determine the specification of the relationship between latent variables and manifest variables, this test includes: convergent validity, discriminant validity and reliability. Convergent Validity of the measurement model with reflexive indicators can be seen from the correlation between item/indicator scores and construct scores.

Individual indicators are considered reliable if they have a correlation value above 0.70. However, at the research stage of the scale development stage, a loading of 0.50 to 0.60 is still acceptable. Based on the result for outer loading value, it shows that there is an indicator that has a loading below 0.60 and is significant.

Table 1. Construct Reliability and Validity

<i>Variable</i>	<i>Average Variance Extracted (AVE)</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Brand Trust	0.735	0.847	0.652
Purchase Decision	0.558	0.770	0.610
Product Quality	0.507	0.900	0.896
Price Perception	0.570	0.798	0.621

Source: smartpls output, 2022

Based on table 1 above, the Average Variance Extracted (AVE) value of each variable, namely brand trust, product quality and price perception as well as purchasing decisions has a construct > 0.50 meaning that all constructs are reliable. Thus it can be stated that each variable has a high discriminant validity. In table 1 above, the composite reliability value of each variable shows the construct value. In table 1 above, the composite reliability value of each variable shows the construct value > 0.60 . These results indicate that each variable has met composite reliability, so it can be concluded that all variables have a high level of reliability.

Based on table 1 above, the Cronbach's alpha value of each variable shows a construct value of > 0.70 , this shows that each research variable has met the requirements of Cronbach's alpha value, so it can be concluded that all variables have a high level of reliability. Based on the output in Table 1, it can be concluded that the indicators used in this study have high discriminant validity in compiling their respective variables.

4.3 Inner Model Analysis

Evaluation of the structural model (inner model) is carried out to ensure that the structural model built is accurate. The stages of analysis carried out on the evaluation of the structural model are seen from several indicators, namely:

Table 2. R-Square

	<i>R-Square</i>
<i>Brand Trust</i>	0.418
Purchase Decision	0.558

Source: smartpls output, 2022

Based on table 2 above, it shows that the R-Square value for the brand trust variable is 0.418 or 41.8%. This means that the variable price perception and product quality affect brand trust by 41.8% and the remaining 58.2% is influenced by other variables. Meanwhile, the R-Square value for the purchasing decision variable is 0.558 or 55.8%.

This shows that the variables of product quality, price perception and brand trust have an effect on purchasing decisions by 55.8% and the remaining 44.2% is influenced by other variables.

4.4 Hypothesis test

Hypothesis testing in this study was carried out by looking at the t-statistics and P-values. The hypothesis is accepted if the t-Statistics value > 1.96 and the P-values < 0.05 . The following are the results of the direct effect Path Coefficients:

Table 3- Path Coefficients

	Direct effect	Parameter coefficient	t-statistics	P-values	Results
H₁	Product quality --> <i>Brand trust</i>	0.348	2.649	0.000	Accepted
H₂	Price perception --> <i>Brand trust</i>	0.619	7.821	0.000	Accepted
H₃	Product quality → Purchase decision	0.215	2.276	0.023	Accepted
H₄	Price perception → Purchase decision	0.223	2.177	0.030	Accepted
H₅	<i>Brand Trust</i> → Purchase decision	0.544	6.217	0.000	Accepted

Source: smartpls output, 2022

V. Conclusion

Based on the results of the study, it can be concluded as follows:

1. There is a positive and significant effect of product quality on the brand trust of Asus Laptops at Meteor PC Bekasi Store
2. There is a positive and significant effect of price perception on the brand trust of Asus Laptops at Meteor PC Store Bekasi
3. There is a positive and significant effect of product quality on purchasing decisions for Asus Laptops at Meteor PC Bekasi Store

4. There is a positive and significant effect of price perception on the decision to purchase Asus Laptops at Meteor PC Bekasi Store
5. There is a positive and significant influence of brand trust on purchasing decisions for Asus laptops at Meteor PC Bekasi Store

Suggestions

1. Brand trust variable with brand reliability indicators. Asus laptop sellers must convince consumers to trust and be satisfied with the specifications of Asus laptops.
2. Price perception variable with price affordability indicator. increasingly competitive prices with other laptop brands and in accordance with consumer purchasing power will increase consumer purchasing decisions for asus products.
3. Product quality variable with quality impression indicators. Asus laptops can improve the quality provided to consumers so that consumers feel comfortable and will not be disappointed when buying an asus laptop.

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