

The Effect of Consumer Motivation, Perception and Attitude on The Purchase Decision of Asus Brand Laptops (case study on students at Rusunawa II UNISMA)

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Abstract

Researchers conducted research on Asus brand laptop products because they saw increasingly sophisticated technology and Asus won the top position with a market share of 25.4%, in other words Asus laptop sales rose 11.3% compared to the previous year and were able to shift Acer as a vendor with biggest sales in Indonesia so researchers are interested in doing the research. This study aims to determine and analyze the influence partially and simultaneously from the motivations, perceptions and attitudes of consumers towards the purchase decision of Asus brand laptops for students in UNISMA Rusunawa II. The method used in this study is a multiple linear regression analysis method. The sample in this study is students who live in UNISMA Rusunawa II who use Asus brand laptops, amounting to 65 respondents from a population of 187 respondents. Data collection is done by distributing questionnaires. Analysis of the data used in this study used Validity, reliability, normality, multiple linear regression, multicollinearity, heterocedasticity, autocorrelation, F test and t test. The results of this study show partially and simultaneously on the variables of motivation, perception and attitude positive and significant effect on purchasing decisions. For the company should pay attention to the psychological side of consumers in terms of motivation, perceptions and attitudes of consumers, in order to increase and maintain the level of sales and increase purchasing decisions.

Keywords

motivation; perception;
customer attitude



I. Introduction

In an increasingly sophisticated and modern era, technology is now a tool and a primary need that cannot be separated from an individual activity, and technology is a communication tool that can connect one another. technology is widely used from young people to the elderly. not only that, every organization, both commercial and non-commercial, all use technology in carrying out their work activities in order to make it easier to do a job. 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)

With the development of a business that is colored by various kinds of competition from all fields marked by the emergence of new technologies, the competition in the business world and the marketing world will be increasingly tight. Seeing this, business people or companies are required to create new innovations so that sustainable business

and commercial products are produced differently from competitors, because businesses have the right strategy to achieve sales volume targets and see technological developments and advances are now increasingly sophisticated in order to improve the quality of the company so that To survive in the midst of competition, companies are also required to win the competition through their best products, and companies can meet the tastes and desires of consumers who are increasingly changing with the times (Kotler, 2002: 34). This can be seen from the increasing popularity of these new products, it can also be seen from the increasing number of products that appear with unique advantages, one of which is that computer products can be seen as one of the products that are experiencing rapid development. At first computers were made and created with very large sizes with the development of time, computers were created in a very minimalist size with very sophisticated functions and specifications which were commonly called laptops or portable computers and notebooks. The higher the company's leverage, the company tends to generate less cash, this is likely to affect the occurrence of earning management. Companies with high debt or leverage ratios tend to hold their profits and prioritize the fulfillment of debt obligations first. According to Brigham and Ehrhardt (2013), the greater the leverage of the company, it tends to pay lower dividends in order to reduce dependence on external funding. So that the greater the proportion of debt used for the capital structure of a company, the greater the number of liabilities that are likely to affect shareholder wealth because it affects the size of the dividends to be distributed. (Yanizzar, et al. 2020)

Currently, laptops are items that really help work, complete tasks, or are used to earn money more efficiently and quickly. The increasing number of online sales makes a marketer increasingly need laptops and the functions of laptops are increasing, not only used for work, doing assignments or making money through online sales but are used for gaming and other entertainment in accordance with the features offered by laptop manufacturers. Laptops among students have become a primary need because all lecturer assignments from the initial semester to the preparation of the final project are completed with the help of laptops. In their academic life, students are very dependent on laptops as a support for the success of their studies among young people, especially students. This may be due to its very stylish design, reliable performance, light weight, affordable prices, easy choice of colors to suit your taste and various other advantages.

In the current era, notebooks and laptops have become important tools that can make it easier for every individual who really needs technology such as students, students, employees, teachers, as well as small and large companies to simplify their work. Not only that, along with the development of internet technology, laptops are not only for storing data and typing aids, but now many laptops are used for playing games, selling, to access news and information, as well as a means for learning and for government officials.

The Indonesian market has many brands of laptops and notebooks, namely ASUS, Acer, Toshiba, Samsung, Dell, Apple, HP, Lenovo, SonyVaio and other local goods, namely Axio, at affordable prices so that they meet their needs for various brands that are very well known to consumers, and one of the one is widely known. Asus is a product manufactured by Asustek computer Inc. located in Taiwan. We produce not only notebooks, Asustek computer Inc, but also computer components such as motherboards and graphics cards and recently Asustek computer Inc. has started to produce, mobile phones, tablets, and laptops. other computer products.

Judging from the data collected by IDC (International Data Center) Indonesia throughout 2013 Asus won the top position by gaining a market share of 25.4% in other words Asus laptop sales rose 11.3% compared to the previous year and was able to shift Acer as a vendor. with the largest sales in Indonesia. The second position is occupied by

Acer, followed by Lenovo Toshiba and Hewlett-Packard (HP). In 2014 Asus targets to be able to achieve a laptop market share of 35% according to Country Product Group Leader System BG Asus Indonesia Juliana Cen Consumers in making decisions regarding alternative product choices will consider cultural, social, personal, and psychological factors according to (Kotler 2009:166) Humans in carrying out their daily lives will not be separated from technology, so a laptop is an adequate requirement.

According to Sigit (2002:51) purchase motivation can be divided into emotional and rational motivation. Rational motivation is a purchase that is based on a fact of a product that is perceived by consumers and is also part of a product attribute that has functions such as product quality of an item, availability of goods, price of goods and efficiency of function of goods that can be accepted by consumers. While emotional motivation is a feeling of pleasure that is captured by the five senses when consumers buy an item which is usually related to the social status of the consumer which is directly when the consumer buys the product, the economic status is considered high which is usually symbolic or objective or also when people want to buy. a product some properties dominate but others have a minor role. In different situations the control may be opposite but in other cases a balance can be achieved but clearly predicts whether two traits are made to balance when making a decision in purchasing a product which is usually influenced by two types of motives namely rational and emotional motives. According to Kotler and Armstrong (1996-156) say in the same situation a person's perception of the product can be different this can be caused by the existence of a perception associated with a person's behavior in making product decisions or something desired, one way to find out behavior consumer on an item. Based on consumer awareness you can find out what the pros, cons, threats, and opportunities of a product are.

According to Simamora (2002:14) states "The overall recognition element is global in elements, namely 1) innate is an attitude where the subject is classified as a subject knowledge of the problem product attributes will support a positive attitude 2) Emotional elements are emotions that reflect people's feelings about the goal regardless of whether the goal is desired or preferred 3) Behavioral elements reflect the actual tendency and behavior of the object to indicate the tendency to take action and consumer behavior in the decision-making process is colored by personality characteristics, age, income and lifestyle.

To make a careful marketing analysis so that companies are not harmed by their marketing mistakes, they need to know the motivations, perceptions and attitudes of consumers towards the process of buying Asus brand laptops. To be able to determine the motivation, perception, and attitude of consumers, it is first necessary to define the elements of the decision-making process. Being able to take this factor takes steps in marketing efforts that must be done so that it can find out the level of consumer satisfaction of Asus laptops relative to marketing activities carried out by the company, the company will make it easier, the goods issued by the company are a motivation, perception and attitude of consumers to make decisions.

II. Review of Literature

2.1 Previous Research

Wahyuni's research (2008) entitled *The Influence of Consumers' Motivation, Perceptions and Attitudes on Purchase Decisions for Honda Motorcycles in the West Surabaya Region*. It is known that based on the results of research motivation, perception,

consumer attitudes have a positive and significant effect on purchasing decisions for Honda motorcycles. Nur's research (2010) entitled *The Influence of Consumers' Motivation, Perceptions and Attitudes on Purchase Decisions for Yamaha motorcycles in Surakarta*. Based on the results of the study, it shows that motivation can have a positive and significant effect on consumer decisions in purchasing Yamaha motorcycles in areas in Surakarta. Perception can have a positive and significant effect on consumer decisions in purchasing Yamaha brand motorcycles in the Surakarta area. Attitudes can have a positive and significant effect on consumer decisions in purchasing Yamaha motorcycles in the Surakarta area, so that it is known that the hypothesis can be proven true. The result of the calculated F value is 39.681 with a significant value of 0.000 0.05, which means that the motivation, perception, and attitude of consumers together or simultaneously have a positive effect on consumer decisions in purchasing Yamaha motorcycles. Based on the value of the coefficient of determination, a positive value of R^2 (*adjusted R square*) is obtained, which is 0.0502, which means that the influence given by the independent variable is in the form of motivation (X_1), perception (X_2), and attitude (X_3) towards the variable. The bound is the consumer's decision to purchase a Yamaha motorcycle of 0.502 or 50.2%, meaning that 49.8% is another variable outside the research model. Saputra's research (2013) entitled *Analysis of the Effect of Motivation, Perceptions, Consumer Attitudes on the Decision to Purchase a Daihatsu Xenia Car in Sidoarjo*. Based on the results of the study, the variables of Motivation, Perception, and Consumer Attitudes influence the Purchase Decision of Daihatsu Xenia in Sidoarjo. Mawey (2013) research entitled *Motivation, perception, and consumer attitudes influence on product purchasing decisions pt. Rajawali Nusindo Manado branch and the results of the study show the influence of variables simultaneously and partially, namely the motivation, perception, and attitude variables can have a positive and significant effect on consumer purchasing decisions*.

2.2 Motivation

According to Schiffman and Kanuk (2000:69) consumer motivation is a driving force from within consumers that forces them to take action, the power of the impulse is obtained from a pressure caused by the unfulfilled needs, desires and requests. Then along with cognitive processes (thinking) and the knowledge that has been obtained, then the impulse causes behavior to achieve goals or fulfill needs, which means that purchase motivation is a consideration and influence that encourages people to make purchasing decisions.

2.3 Perception

According to Schiffman & Kanuk (2000:146) perception is a process of an individual in selecting, organizing, and translating the information stimuli received into a picture that has a strong influence for consumers to determine purchasing decisions.

2.4 Consumer Attitude

According to Schiffman and Kanuk (2010) consumer attitude is the term consumer attitude means the behavior that consumers display to search for, purchase, use, evaluate, and spend on products that they expect will satisfy their needs. Consumer attitude is an activity of someone who is directly involved in using these services and goods in the decision-making process in the preparation and determination of these activities.

2.5 Buying decision

According to Olson (2013:332) purchasing decisions are a process of solving consumer problems which consist of the introduction of needs, analysis, and desires, information search, assessment of sources of selection on *alternative* purchases, purchase decisions and behavior after purchase.

2.6 Relationship between motivation and purchasing decisions

According to Sigit (2002:51), purchase motivation can be divided into rational and emotional motivations. Rational motivation is a purchase that is based on a fact that is shown by a product to consumers and is a product attribute that is functional and objective, for example product quality, product price, availability of goods, efficiency of use of the goods are acceptable. Emotional motivation is something related to feelings, pleasures that can be captured by the five senses, for example by having a certain item can increase social status, the role of the brand makes the buyer show his economic status and is generally subjective and symbolic. When someone is going to buy an item, one trait can be very dominant while the other trait plays a little role. In a different situation today it is possible that the dominance occurs the other way around. Meanwhile, in other cases, the two traits can be balanced. But we will find it difficult to clearly see whether the two traits are in balance in a person. In making a decision to buy a product, it can be influenced by both types of motivation, namely rational and emotional motivation. When someone makes a decision to buy a product, it will certainly be influenced by both types of motivation, namely rational and emotional motivation.

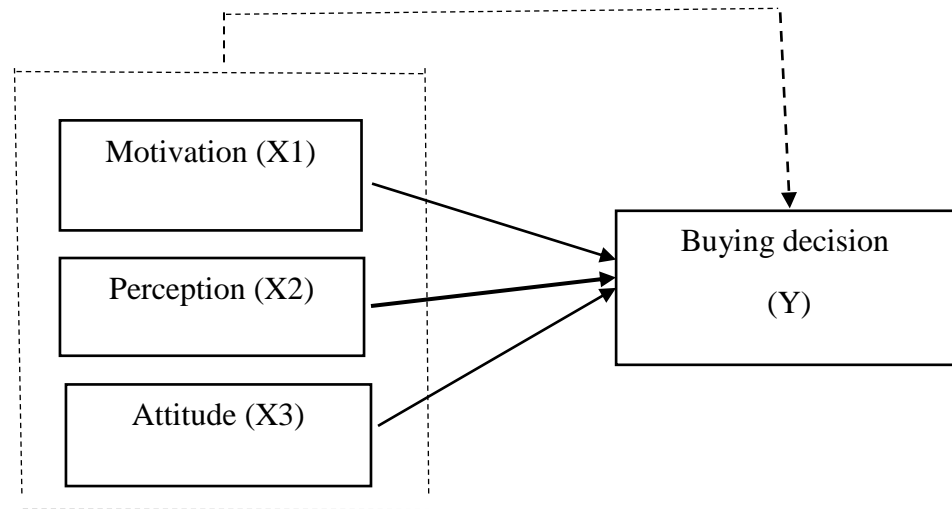
2.7 The relationship of Perceptions with purchasing decisions

According to Schiffman and Kanuk (2000:146) *Perception is a process by which an individual selects, organizes, and interprets stimuli into the meaningful and coherent picture of the world.* More or less that perception is a process that makes a person to choose, organize and interpret the stimuli received into a meaningful and complete about the world. In the opinion of Kotler and Armstrong (1996:156) said that in the same situation a person can have a different perception of an item. This is usually caused by a stimulus process in the minds of consumers. In essence, perception is closely related to consumer behavior in making decisions about the desired goods or services. One way to find out consumer behavior is to analyze consumer perceptions of a product to find out the threats, weaknesses, and strengths of the products that we have.

2.8 Relationship between Consumer Attitudes and Purchase Decisions

According to Simamora (2002:14) in attitude there are three components, namely 1) *Cognitive component* is a consumer belief and a knowledge of the object. What is meant by the object is that the more positive product attributes a belief in the product brand, the overall cognitive component will support the overall attitude. 2) *Affective component* is an emotional that reflects one's feelings towards an object, whether the object is desired or liked. 3) *Behavioral component* is reflecting the actual tendency and behavior towards an object, which this component shows the tendency to take an action. Consumer behavior in the decision-making process to make a purchase will be colored by personality traits, age, income and lifestyle.

2.9 Conceptual Framework and Hypotheses



2.10 Hypothesis

The hypothesis is a temporary answer contained in the research problem formulation. The hypotheses in this study are:

- H1: Motivation, perceptions and attitudes of consumers partially influence the decision to buy Asus laptops for students at Rusunawa II Unisma.
- H2: Motivation, perception and consumer attitudes have a simultaneous effect on purchasing decisions for Asus brand laptops for students at Rusunawa II Unisma.

III. Research Method

This research is an *explanatory research type* using multiple linear regression analysis method. *Explanatory research* is a type of method that describes the position of a variable under study and its influence between one variable and another (Sugiyono, 2014: 7). Researchers conducted research on Asus brand laptop products because they saw increasingly sophisticated technology and Asus reached the top position by gaining a market share of 25.4%, in other words, Asus laptop sales rose 11.3% compared to the previous year and was able to shift Acer as a vendor with biggest sales in Indonesia. Acer occupies the second position, followed by Lenovo, Toshiba and *Hewlett-Packard (HP)*. In 2014, Asus targets to be able to achieve a 35% laptop market share, according to *Country Product Group Leader System BG Asus Indonesia, Juliana Cen*. So that researchers are interested in examining whether it is because there are motivations, perceptions and consumer attitudes that make students interested in making purchasing decisions. Primary data is the source of data obtained directly from the source Indriantoro and Supomo (2002:147). The data taken in this study is a direct assessment of students in Rusunawa II UNISMA.

According to Sugiyono (2012:119) Population is an area of generalization and objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. So included in the population of this study were students at Rusunawa II Unisma. According to Sugiyono (2012: 120) states that the sample is a part of the number and characteristics possessed by the population. Based on the results of the calculation of the number of samples used in the study amounted to 65 respondents.

3.1 Data Analysis

Table 1. Validity Test Results

1). Motivation

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,788
Bartlett's Test of Sphericity	Approx. Chi-Square	113,947
	Df	10
	Sig.	,000

2). Perception

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,723
Bartlett's Test of Sphericity	Approx. Chi-Square	112,064
	Df	10
	Sig.	,000

3). Consumer Attitude

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,707
Bartlett's Test of Sphericity	Approx. Chi-Square	100,978
	Df	10
	Sig.	,000

4) Purchase decision

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.707
Bartlett's Test of Sphericity	Approx. Chi-Square	169.544
	Df	10
	Sig.	.000

Table 2. Reliability Test

1). Motivation (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,769	5

2). Perception (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,773	5

3). Consumer Attitude (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
,728	5

4). Purchase Decision (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.851	5

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		TOTAL_X1	TOTAL_X2	TOTAL_X3	TOTAL_Y
N		65	65	65	65
Normal Parameters ^a	Mean	19.09	18.31	18.49	18.68
	Std. Deviation	3.024	3.010	3.047	3.628
Most Extreme Differences	Absolute	.119	.118	.111	.127
	Positive	.110	.118	.111	.127
	Negative	-.119	-.101	-.097	-.094
Kolmogorov-Smirnov Z		.956	.949	.893	1.023
Asymp. Sig. (2-tailed)		.320	.328	.402	.246
a. Test distribution is Normal.					

Table 4. Heteroscedasticity Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.986	.880		1.121	.266
	TOTAL_X1	.001	.056	.003	.016	.987
	TOTAL_X2	.088	.055	.272	1.621	.110
	TOTAL_X3	-.082	.060	-.255	-1.378	.173

a. Dependent Variable: RES2

Table 5. Multicollinearity Test Results

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.717	1.367		-3.452	.001		
	TOTAL_X1	.340	.087	.284	3.919	.000	.523	1.913
	TOTAL_X2	.431	.085	.358	5.088	.000	.554	1.804
	TOTAL_X3	.487	.092	.409	5.269	.000	.454	2.203

a. Dependent Variable: TOTAL_Y

IV. Result and Discussion

4.1 e-Government Innovation

Table 6. T Test Results

		Unstandardized Coefficients			Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta			
1	(Constant)	-4.717	1.367		-3.452	.001	
	TOTAL_X1	.340	.087	.284	3.919	.000	
	TOTAL_X2	.431	.085	.358	5.088	.000	
	TOTAL_X3	.487	.092	.409	5.269	.000	

a. Dependent Variable: TOTAL_Y

Table 7. F Test Results

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	701.549	3	233.850	101.409	.000 ^a
	Residual	140.667	61	2.306		
	Total	842.215	64			

a. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

b. Dependent Variable: TOTAL_Y

4.2 Discussion

1. The results obtained in this study can be seen the results of partial hypothesis testing (t test), namely:
 - a. The results of the t-test of motivation on purchasing decisions have a t-count value of 3.919 with a significance level of 0.000 which is smaller than 0.05. then this shows Ha is accepted and H0 is rejected. And it can be concluded that motivation has a significant effect on purchasing decisions (Y)
 - b. Based on the results of the t-test the perception of purchasing decisions has a t-count value of 5.088 with a significance value of 0.043 or less than 0.05. So it can be concluded that Ha is accepted and H0 is rejected. and concluded that perception has a significant effect on purchasing decisions (Y).
 - c. Based on the results of the t-test of consumer attitudes towards purchasing decisions, the t- count value is 5.269 with a significance value of 0.000, which is smaller than 0.05. Ha is accepted and H0 is rejected. it is concluded that consumer attitudes have a significant effect on purchasing decisions (Y).
2. Based on the test results obtained in this study, it is known that the F value is 101,409, the F significance value is 0.000, which is smaller than 0.05. Simultaneously, there is an influence between the motivation, perceptions, and consumer attitudes towards purchasing decisions for Asus laptops for students at Rusunawa UNISMA.

V. Conclusion

1. That there is a partial influence of motivational variables, perceptions and consumer attitudes towards purchasing decisions for Asus brand laptops on students at Rusunawa II Unisama.
2. That there is a simultaneous influence on the variables of motivation, perception, and consumer attitudes towards purchasing decisions on Asus laptops for students at Rusunawa II Unisma

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