

Mediation Of Buying Interest On Price Perception And Product Quality Towards Acer Laptop Purchase Decisions

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Abstract — This study intends to investigate how consumer interest in buying affects consumer perceptions of product quality and pricing while making decisions to buy Acer laptops. Users of Acer laptops in Jakarta who were sampled for this study by completing an online questionnaire made up the respondents. Purposive sampling was used as the method of data gathering. Software called SmartPLS 3.0 is used to process the collected data. The study's findings show that only price perceptions have an impact on consumers' decisions to buy Acer laptops, and that buying interest is not a significant mediating element that influences both price perception and product quality.

Keywords : Price Perception, Product Quality, Purchase Interest, Purchase Decision

I. INTRODUCTION

Technology is currently advancing quickly, particularly communication technology, which has seen a number of advances. Various technological tools are utilized to aid in and simplify job. A laptop, a computer that can now be used flexibly everywhere, is one of the products that is commonly used. Every now and then, laptop innovation advances, becoming more sophisticated and effective. The advancement of laptop improvements that have been made since the beginning of their construction has led to laptops as we know them now. Modern laptops include more advanced systems and features, are lighter and thinner, and have more appealing aesthetics. The speed and performance of laptops today are unquestionably superior and will only get better. Because they are convenient to carry everywhere, laptops enable flexible use and speedier completion of tasks.

Laptop makers today fight to deliver the best laptops as a result of increasingly inventive advances driven by strong business incentive. Many laptops now have different features and advantages to entice customers to buy them. To date, Indonesians are familiar with a wide range of brands, including Asus, Acer, Lenovo, Axioo, Samsung, Apple, Dell, Toshiba, Sony, Fujitsu, and so on. Additionally, some manufacturers offer low prices with good product specifications. For example, some manufacturers have advantages in terms of screen resolution, while others have advantages in terms of design.

Numerous groups, including workers and students, are becoming more dependent on laptops. between students. Laptops are essential tools for supporting lectures. When choosing a laptop, students typically go for Acer models because they are dependable for online lectures and economical for doing assignments (Kristanto and Pudjoprastyono, 2021). Due to the present pandemic, lectures are done online, necessitating computers, therefore the majority of students need them to participate.

According to information from www.topbrand-award.com (2022), which provides the Top Brand Index, Acer laptop sales have declined over the past two years (TBI). According on customer surveys, the Top Brand Index (TBI) recognizes the top brands. Then, market share, commitment share, and mind share are used to gauge brand performance. A product brand that has a high Top Brand Index (TBI) score is in high demand among consumers. Conversely, a lower Top Brand Index (TBI) number shows that the product brand is less alluring to customers. Table 1.1 in the laptop category shows statistics from the Top Brand Index (TBI) for the years 2019 to 2022.

Table 1.
Top Brand Index (TBI) in 2019-2022 in the Laptop Category

| Brand | 2019 | Brand | 2020 | Brand | 2021 | Brand | 2022 |
|---------|-------|---------|-------|--------|-------|--------|-------|
| Acer | 31,2% | Acer | 26,1% | Asus | 27.9% | Asus | 26.5% |
| Asus | 21,1% | Asus | 25,4% | Acer | 26.0% | Acer | 18.3% |
| Lenovo | 9,7% | Lenovo | 10,2 | Lenovo | 10.8% | HP | 11.8% |
| Apple | 7,7% | Apple | 6,3% | Apple | 8.0% | Apple | 11.0% |
| Toshiba | 7,4% | Toshiba | 4,4% | HP | 6.0% | Lenovo | 10.3% |

Sumber: www.topbrand-award.com

The Top Brands Award is given to the top brands as determined by consumers. Three factors are utilized to calculate the Top Brand Index: last used, top of mind awareness (based on the brand that the respondent initially mentioned when the product category was mentioned), and top of mind awareness (that is, based on the brand that was last used or consumed by the respondent in 1 review). buying cycle), and intention for the future (which is based on the brand that you want to use or consume in the future).

Based on Table 1. it is clear that Acer Laptops' once-high product interest has decreased as a result of its inability to compete with Asus. According to data from www.topbrand-award.com, less people are buying Acer laptops. Acer laptops feature dependable specifications at affordable rates, according to reviews from numerous laptop technology specialists published on the arenalaptop.com website in 2022. Acer laptops include sturdy, high-quality motherboards, graphics cards from ATI Radeon and Nvidia Geforce that are excellent for gaming, and a variety of prices that are reasonably priced. They are trustworthy for supporting a range of computing needs. Acer laptops are more affordable than those from other vendors with comparable characteristics in various product categories.

The decisions made by customers after careful consideration of various factors lead to the sales of the products presented. Choosing different alternative courses of action with the intention of arriving at the best conclusion is the essence of the decision-making process. Kotler and Armstrong (2012) assert that consumers make their actual purchases during the purchase choice stage of the buyer buying process. Consumers will essentially go through the five-stage model decision-making process while making a purchase, which consists of problem detection, information search, alternative evaluation, purchase decisions, and post-purchase behavior. The buying decision becomes significant because the next firm will undoubtedly take it into account when developing its marketing plan. The company's efforts to develop communication with customers by building brands to consumers with marketing methods, as well as innovation for new product varieties, are extremely supportive of its success in influencing consumers' purchase decisions.

Making decisions is a personal action that is essential to getting and utilising the supplied commodities. Multiple decisions are frequently involved in the difficult buying decision process. A decision requires choosing between two or more possible actions. If the product is in line with what customers desire and need, customers can make purchases (Silaban, 2019). According to Kotler and Keller (2018), buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using, and consuming or even wanting a product. This influences decision-making in and of itself. Several variables, including price perception and product quality, might affect a customer's interest in purchasing a product, including whether or not they are thinking about purchasing an Acer laptop.

Price perception is one of the elements that affects consumer interest in purchasing Acer laptops; people give price a lot of thought when selecting a product. Kotler and Armstrong (2012) define pricing as the amount of money that is charged for a good or service or the amount of value that consumers trade for the advantages of using or owning the good. Harjanto (2016) defines price as an item's value expressed in dollars. Price is a monetary unit or other measure (including other products and services) that is exchanged in order to secure ownership rights or usage of an item, according to Wardhani, Widya., Sumarwan, Ujang., Yuliati, Lilik, N. (2015). Consumers' decisions to acquire homes will be influenced by their capacity to pay a particular amount, their accuracy in gathering price information prior to a purchase, and their perceptions of the resale price. Every business needs to set the proper price in order to successfully promote a good or service. Price is a component of the marketing mix that generates revenue or profits for the business (Tresnanda, Dick, A., Arifin, Zainul., Sunarti, 2014).

Consumers today are extremely picky when making purchases. Every customer's decision to purchase a product is influenced by a number of factors, including the product quality. Product quality is a condition related to products, human services, and the environment to meet consumer expectations. Product quality is the suitability of each product's needs and desires into product specifications. The better the quality of the product, the more interested consumers will be want to buy the product (Windarti and Ibrahim, 2017). The ability of a service

product to carry out its functions, including overall durability, reliability, accuracy, ease of use and product maintenance, among other product features, is referred to as product quality (Kotler, 2016).

II. METHOD

The hypothesis put forth in this study is tested using the statistical test instrument partial least squares (PLS), which is used in this quantitative research investigation. SmartPLS 3.0 software will be used to examine each hypothesis and determine whether there is a correlation between the variables. A causal model (cause and effect) known as partial least square (PLS) shows how several variables interact to affect the variable construct. PLS is an equation model based on components or versions of structural equation modeling (SEM). Because the population was unknown, this study used a non-probability sampling strategy with purposive sampling as the sampling method. The population of this study consisted of Jakarta residents who used Acer laptops. The proportion estimation formula is used to calculate the number of samples:

$$n = \frac{z^2 \alpha/2}{4e^2}$$

Information:

- n : Sample size at error rate
- α : Confidence level of conjecture ($\alpha=5\%$) = 0.05
- e : Maximum error (e = 10%) = 0.10
- z 0.025 : 1.96

$$n = \frac{1,96^2}{4(10)^2} = 96,04$$

Based on the results of the above calculations, it can be seen that the number of samples is 96.04 samples, to facilitate the research, the samples can be rounded up to 100 samples.

III. RESULT

a. Validity Test

Based on the results of data processing, the following are the results of the validity test in this study.

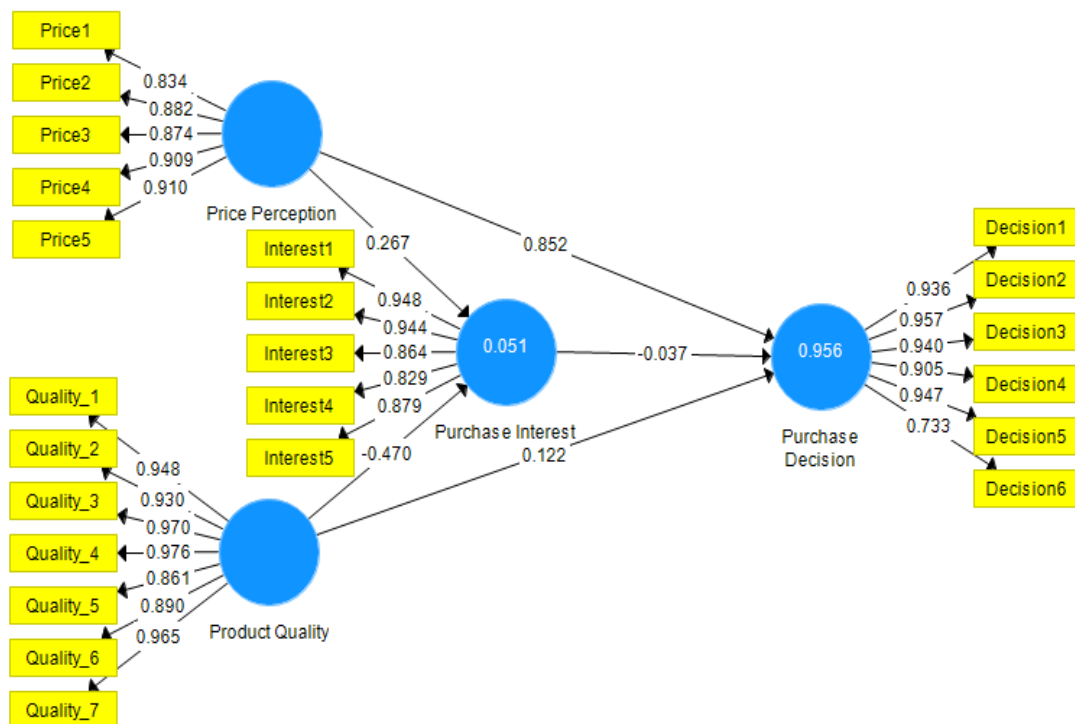


Figure 1. Validity Test

Figure 1 shows that the constructs in the research model are all valid because the value is above 0.7

b. Reliability Test

To see the reliability results, it can be seen that the Average Variance Extract (AVE) value must be above 0.5 and the Composite Reliability must be above 0.7 (Ghozali, 2014).

Table 1. Reliability Test

Construct Reliability and Validity

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|-------------------|------------------|-------|-----------------------|----------------------------------|
| Price Perception | 0.929 | 0.930 | 0.946 | 0.779 |
| Product Quality | 0.976 | 0.977 | 0.980 | 0.875 |
| Purchase Decision | 0.955 | 0.962 | 0.965 | 0.821 |
| Purchase Interest | 0.937 | 0.947 | 0.952 | 0.799 |

Based on table 1, it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so that all variables meet the reliability requirements (Ghozali, 2014).

c. Evaluation of the Measurement Model (Outer Model)

Table 2. Outer Model

Cross Loadings

| | Price Perception | Product Quality | Purchase Decision | Purchase Interest |
|-----------|------------------|-----------------|-------------------|-------------------|
| Decision1 | 0.915 | 0.931 | 0.936 | -0.182 |
| Decision2 | 0.945 | 0.960 | 0.957 | -0.185 |
| Decision3 | 0.885 | 0.892 | 0.940 | -0.223 |
| Decision4 | 0.876 | 0.804 | 0.905 | -0.232 |
| Decision5 | 0.940 | 0.937 | 0.947 | -0.176 |
| Decision6 | 0.729 | 0.593 | 0.733 | -0.215 |
| Interest1 | -0.173 | -0.210 | -0.203 | 0.948 |
| Interest2 | -0.191 | -0.222 | -0.220 | 0.944 |
| Interest3 | -0.124 | -0.169 | -0.155 | 0.864 |
| Interest4 | -0.166 | -0.174 | -0.211 | 0.829 |
| Interest5 | -0.168 | -0.168 | -0.195 | 0.879 |
| Price1 | 0.834 | 0.826 | 0.803 | -0.173 |
| Price2 | 0.882 | 0.847 | 0.879 | -0.146 |
| Price3 | 0.874 | 0.840 | 0.860 | -0.174 |
| Price4 | 0.909 | 0.851 | 0.869 | -0.177 |
| Price5 | 0.910 | 0.881 | 0.894 | -0.149 |
| Quality_1 | 0.913 | 0.948 | 0.911 | -0.198 |
| Quality_2 | 0.877 | 0.930 | 0.870 | -0.253 |
| Quality_3 | 0.949 | 0.970 | 0.927 | -0.240 |
| Quality_4 | 0.948 | 0.976 | 0.944 | -0.174 |
| Quality_5 | 0.831 | 0.861 | 0.816 | -0.209 |
| Quality_6 | 0.858 | 0.890 | 0.858 | -0.115 |
| Quality_7 | 0.915 | 0.965 | 0.886 | -0.203 |

Based on Table 2, it can be concluded that each latent variable is able to predict the size of each block better than other block sizes, so that the evaluation of the measurement model (outer model) with discriminant validity is valid.

d. Evaluation of the Structural Model (Inner Model)

Table 3. Inner Model

R Square

| | R Square | R Square Adjusted |
|-------------------|----------|-------------------|
| Purchase Decision | 0.956 | 0.955 |
| Purchase Interest | 0.051 | 0.031 |

f Square

| | Price Perception | Product Quality | Purchase Decision | Purchase Interest |
|-------------------|------------------|-----------------|-------------------|-------------------|
| Price Perception | | | 1.216 | 0.006 |
| Product Quality | | | 0.025 | 0.017 |
| Purchase Decision | | | | |
| Purchase Interest | | | 0.030 | |

Based on table 3, from R Square Adjusted it can be concluded that 95.5%, purchase decision can be explained in this model.

e. Hypothesis Test

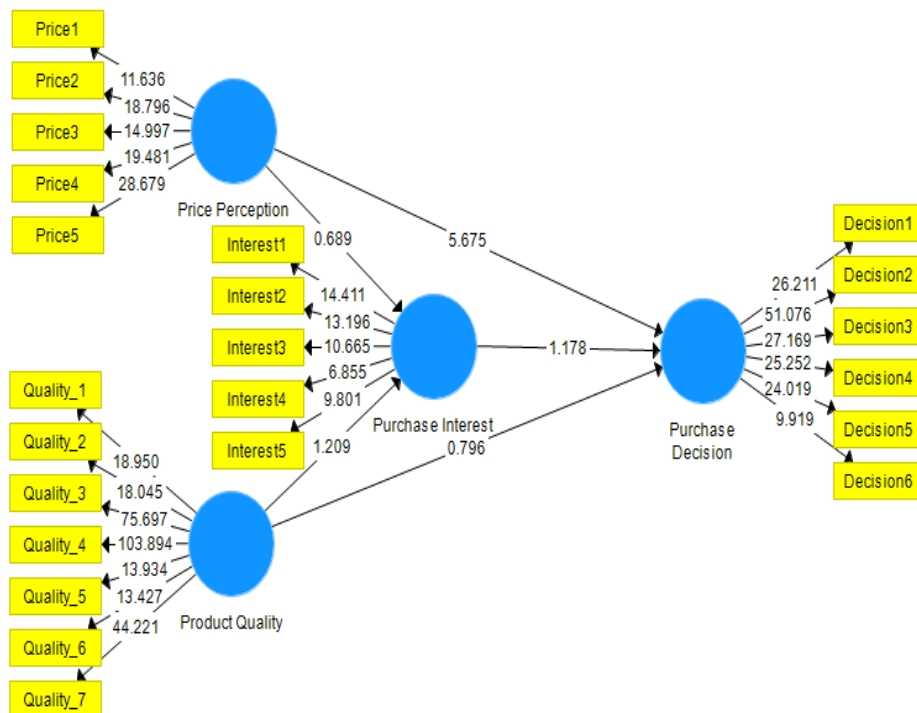


Figure 2. Bootstrapping

Table 4. Hypothesis Test

Path Coefficients

Mean, STDEV, T-Values, P-Values

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Price Perception -> Purchase Decision | 0.852 | 0.846 | 0.150 | 5.675 | 0.000 |
| Price Perception -> Purchase Interest | 0.267 | 0.275 | 0.388 | 0.689 | 0.491 |
| Product Quality -> Purchase Decision | 0.122 | 0.130 | 0.153 | 0.796 | 0.427 |
| Product Quality -> Purchase Interest | -0.470 | -0.482 | 0.389 | 1.209 | 0.227 |
| Purchase Interest -> Purchase Decision | -0.037 | -0.035 | 0.032 | 1.178 | 0.239 |

Based on the results of statistical tests in Table 4, it can be described as follows.

1. The effect of price perception on buying interest
From the results of statistical tests, the sig value of 0.491 is greater than the significant level > 0.05 ($0.491 > 0.05$). This means that price perception does not have a significant impact on buying interest.
2. The effect of product quality on buying interest
From the results of statistical tests, the sig value of 0.227 is greater than the significant level > 0.05 ($0.227 > 0.05$). This means that product quality does not have a significant impact on buying interest.
3. The influence of buying interest on purchasing decisions
From the results of statistical tests, the sig value of 0.239 is greater than the significant level > 0.05 ($0.239 > 0.05$). This means that buying interest does not have a significant impact on purchasing decisions.
4. The effect of price perception on purchasing decisions
From the results of statistical tests, the sig value of 0.000 is smaller than the significant level > 0.05 ($0.000 < 0.05$). This means that price perceptions have a significant impact on purchasing decisions.
5. Effect of product quality on purchasing decisions
From the results of statistical tests, the sig value of 0.427 is greater than the significant level > 0.05 ($0.427 > 0.05$). This means that product quality does not have a significant impact on purchasing decisions.

Specific Indirect Effect is used to show the strength of the effect or indirect effect of the independent variable on the dependent variable through the intervening variable. Specific Indirect Effect will give the value of the influence of the intervening variable, namely brand image. The hypothesis can be accepted if the T-Statistic > 1.96 or the P-Values < 0.005 .

Table 5. Measuring the Mediation Effect

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Price Perception -> Purchase Interest -> Purchase Decision | -0.010 | -0.012 | 0.020 | 0.487 | 0.626 |
| Product Quality -> Purchase Interest -> Purchase Decision | 0.017 | 0.019 | 0.025 | 0.701 | 0.483 |

Based on the calculation of the Specific Indirect Effect, buying interest is not significant as a mediating variable, both on price perception and on product quality on purchasing decisions, because the value of the Specific Indirect Effect is greater than 0.05.

IV. DISCUSSION

The study's findings show that only price perceptions have an impact on consumers' decisions to buy Acer laptops, and that buying interest is not a significant mediating element that influences both price perception and product quality. The price according to the features and accessories offered, the price competitive with other brand laptops, the cheapest laptop price compared to other brand laptops with similar specifications or features, the price according to durability, and the price according to quality make up the construct of price perception research.

Regarding the compatibility of price with product quality, price suitability with advantages, competitive prices with competitor items for a person or group at a specific time and location, price is an exchange rate that may be equated with money or other things to satisfy consumer needs (Sudaryono, 2016). The process of making a purchase involves evaluating many alternative options and selecting one or more necessary alternatives based on a number of factors (Maghfiroh, 2018). The results of this study show that pricing perceptions have an impact on customers' purchasing decisions. because the amount charged is reasonable given the benefits received. According to Surgijanto (2021), Hartanti (2021), Iranita (2021), and Purnomo (2021), the findings of this study support the assertion that there is a positive and substantial relationship between the factors of price perception and purchase decisions. According to this study, consumer perceptions of a product's pricing become the primary consideration in decision-making.

V. CONCLUSION

The results of this study conclude that buying interest is not a significant mediating variable, both on price perception and product quality on purchasing decisions, the results of this study find the fact that only price perceptions affect Acer laptop purchasing decisions. The perception of the price of Acer laptops is quite good, Acer laptops have prices that are in accordance with the quality, durability of the features and accessories available, the prices are also competitive, considered the cheapest, this makes the perception of prices able to have a significant impact on purchasing decisions.

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