

## The Effect of Brand Image and Price Perception on Asus Laptop Purchase Decision

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**Abstract.** This study is to find out factors that influence brand image as the reflection of the associations in the mind of consumer who buy laptop especially Asus in some local store. This study is also to examine the effect of the image variable brand (X1) and price perception variable (X2) on purchasing decisions (Y) which was carried out on the Consumers of the Risky Media Computer Store who once bought an ASUS brand laptop. There is two hypothesis on this study, H1: Brand image has a positive effect on laptop purchasing decisions ASUS brand at Computer Risky Media Store, H2: Price perception has a positive effect on purchasing decisions ASUS brand laptop at Risky Media Computer Store. In this study using techniques in taking sample using the Accidental Sampling method, which is sampling technique based on chance, that is, anyone who coincidentally met a researcher and was deemed suitable to be used as a data source, which is the consumers of Risky Media Computer Stores who have been bought an Asus Laptop. Total 105 respondents were asking through questionnaire and direct interview in the shop to get specified information. Based on the results of this study, it is found that Brand Image contributes to purchasing decisions on Asus Laptops and also that price perception contributes to purchasing decisions on Asus laptops, it means that Asus laptops are expected to provide attractiveness by turning Asus laptops into entertainment media such as watching streaming and other browsers. With thin screen edges, it provides an exciting visual experience because the screen feels wider. This laptop also has dual loudspeakers that are loud and clear.

**Keywords:** Brand Image; Price Perception; Purchase Decision; Marketing Management

### I. Introduction

In today's digital era, electronic goods are a very important thing most sought after and needed by almost all general audiences, especially *personal computer* devices such as laptops needed for school and work (heloborneo.com). WFH (Work From Home) trend on The current COVID-19 pandemic makes the need for PCs rise and important. Market share in PC (Laptop) sales increased in the quarter II-2020 of 11.2% due to the WFH (Work From Home) trend currently (tekno.kompas.com). The highest market share of laptop sales is the ASUS brand by 30.7% as the market leader in Indonesia, with the commercial segment ASUS shows great performance thanks to the deployment project Chromebooks in education (cnbcindonesia.com). According to the survey TOP Brand Index (IT category: Laptop/ Netbook/ Notebook) states that the percentage of ASUS brands will increase from 2020 to 2021. From the data obtained from the table, it can be seen that the percentage of these categories tends to increase. ASUS up from 2020 by 27.4% to 27.7% in 2021. Risky Media Computer store is one of the stores that provide electronic devices including Laptops with a wide network market in Sumbawa, the phenomenon that has occurred recently is the decline in purchases on ASUS Laptops. Based on the existing phenomenon, how should ASUS laptops be pay attention to its brand image so that later ASUS laptops can attract the attention of customers. Every company or manufacturer must choose a level of quality that will help or support the effort to improve or maintain the product's position in the market the target. Tjiptono (2012) explains that purchasing decisions is the process by which the customer recognizes the problem, looks for information about a particular product or brand and evaluate from each of these alternatives so that it can solve the problem, which will then lead to a purchase decision. Factors that can influence include Brand Image, Brand image according to Kotler and Keller (2016) is consumer perception about a brand as a reflection of the associations in mind consumer. Brand image is an association that comes to mind consumers when remembering a particular brand. Setiadi (2003) argues regarding brand image refers to the memory scheme of a brand, which contains consumer interpretations of attributes, advantages, uses, situations, the users, and the characteristics of the marketers and/or the characteristics of the makers of the product/brand. Brand image is what consumers think and feel when you hear or see the name of a brand. A brand that has a positive or favorable image is considered to be able to reduce purchase risk. This is what causes consumers often use the brand image of a product as a reference in making a buying decision.

Another factor is price perception, Xia et al. to Lee and Lawson Body (2011: 532) states that price perception is an assessment consumers and the associated emotional form of the price offered by the seller and the price compared to others is reasonable, acceptable or justifiable. Campbell in Cockril and Goode (2010) give the opinion that price perception is a factor psychological aspects of various aspects

that have an important influence in consumer reactions to prices. That's why price perception can be one of the reasons why someone makes the decision to buy. The question is Does brand image affect laptop purchasing decisions of Asus at the Rizky Media Computer Store? And Does price perception affect purchase decisions of Asus Laptop at the Rizky Media Computer Store?

## **II. Literature Review**

### **Marketing Management**

Marketing management is the art and science of choosing markets goals and achieve, retain and grow customers by creating, delivering and communicating value superior customer. Marketing is a process society in which individuals and groups get what they they need and want and create, offer and freely exchanging products and services of value with others. The basic concept that underlies marketing is the need man. Human needs are expressions of loss, and humans have many complex needs. Needs complex human beings not only include physical (food, clothing, housing, etc.), but also security, self-actualization, socialization, appreciation and ownership. All needs come from consumer society, if they are not satisfied, consumers will look for the product or services that can satisfy these needs (Astuti and Amanda, 2020: 2-6).

### **Brand Image**

Brand image is representative of a series of associations (perception) of the brand that is in the consumer's memory, usually organized into a meaning. Where does this concern how a consumer describes how they feel about the brand when they think about it. Connection towards a brand will be stronger if it is based on information and knowledge from the past about the brand, and the views in the form of beliefs and preferences for the brand. In marketing concept, brand image is often referred to as an aspect of psychological, namely the image that is built in the subconscious consumers through information and expectations that are expected through product or service. Brands can be described by characteristics certain people like humans, the more positive the description the stronger it is brand image and more opportunities for brand growth that. (Davis, 2000: 21). Brand image is what consumers think and feel when you hear or see the name of a brand. (Hawkins, et.al. 1998: 350-351). The image is not easy to form, so when it is formed. Of course it will be very difficult to change it. Image formed must be clear and have advantages when compared to its competitors. Brand image can be one of the factors that must be considered by consumers in making purchasing decisions. Sangadji and Sopiah (2013: 327) in JB Bacin (2021: 12), argues that brand image is a positive perception and negative that consumers have towards a brand.

### **Price Perception**

Perception is the process of how an individual chooses organize, interpret information inputs to create a meaningful picture of the world. Perception is a process that arises as a result of sensation, where sensation is the activity of feeling or causing an uplifting emotional state arise from the rapid response of our receptive senses to basic stimuli such as light, color and sound. With that, all perceptions will arise (Sangadji and Sopiah, 2013) in (Winarno and Darsono, 2019:181). Price is the amount charged for a product both goods and services. Broadly speaking, price is the sum of all values provided by customers to benefit from owning or using a product, both goods and services. (Kotler, 2008: 345) in (Fate et al 2021: 33) Perceived price is the value of a product and not a definite indicator. Perception of price involves information a price so that it can be easily understood and meaningful to the consumers (Samsul Ramli, 2014) in (Krisna et al 2021: 29). Price perception is related to how price information fully understood by consumers and provide deep meaning for them. The assessment of the price is strongly influenced by perception from the consumer itself until finally a product can be said to have a high or low price.

### **Purchase Decision**

The buying process begins when the buyer becomes aware of a problem or needs triggered by internal or external stimuli. Internal stimuli, for example, a person's general needs such as hungry, thirsty. External stimuli such as admiring a new car neighbors that spark thoughts about a product b. Information Search Consumers who are stimulated by their needs will be encouraged to looking for more information. According to Kotler (2003) in Payangan (2014: 44) is the main source for consumers to obtain information can be classified into four groups, namely: a. Personal sources are family, friends, neighbors and acquaintances. b. Commercial sources are advertising, salespeople, dealers, packaging, store display.

Public sources i.e. mass media, ranking organizations consumer. Sources of experience are handling, assessment, and product usage.

In general, consumers get some information about a product through commercial sources, i.e dominated by marketers. However, the most information effectiveness comes from personal sources. After gathering information from a brand, consumers will conduct an alternative evaluation of several brands that produce the same product. Buying decision once the consumer has developed a belief in the brand and sorting the position of each brand based on each the same attributes, which in turn leads to brand image. Consumers will form an intention to buy the brand that is most favored and lead to a purchase decision. Post Purchase Behavior After buying the product, consumers will experience a level of satisfaction or dissatisfaction. Customer satisfaction is very important; this is what will show that the products sold have good performance very good as expected. Consumer dissatisfaction towards the product will affect consumer behavior next. If the customer is dissatisfied, then he probably won't repurchase the brand.

### III. Research Method

The conceptual framework is one of the tools used in research, and will be explained comprehensively and systematically after there is a theory that supports the title of the research. Based on the theory that To support this research, the public has understood the influence of brand image and price perceptions of purchasing decisions. This study was used to examine the effect of the image variable brand (X1) and price perception variable (X2) on purchasing decisions (Y) which was carried out on the Consumers of the Risky Media Computer Store who once bought an ASUS brand laptop (Figure 1

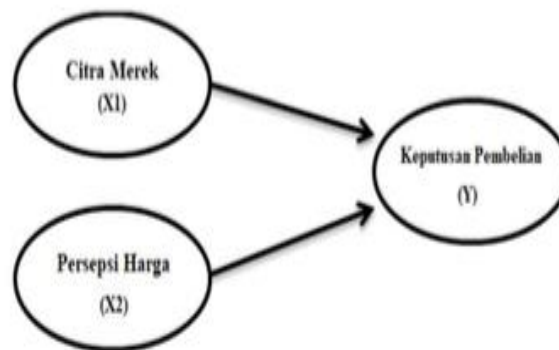


Figure 1. Conceptual Framework

Brand Image (X1) is a representation of the overall perception of ASUS branded laptop products and formed from information and experience the past against ASUS brand laptop products. A brand image that can gain a competitive advantage. According to (Rangkuti, 2009: 44) in (Sari and Yasa, 2019: 15) that there are several indicators that must be considered in forming a brand image, namely:

1. *Recognition*, the degree to which a brand is known by consumer.
2. *Reputation* (reputation), a level or status that is high enough for a brand because it has been proven to have a *good track* record good.
3. *Affinity* (attraction), a kind of attraction that has a relationship emotional with consumers.
4. *Brand loyalty* (brand loyalty), concerning the size of loyalty customers for a particular brand.

Price Perception (X2) related to how price information fully understood by consumers and provide deep meaning for them. It is a consumer's view of a price, can be cheap or expensive depending on the background of life consumer. According to (Kotler and Armstrong, 2001: 439) in (puspita et al, 17) the price has parameters that describe the price, including:

1. Price affordability Affordable prices are what consumers expect before them make a purchase. Consumers will look for products which they can afford.
2. Price compatibility with the product for certain products, consumers usually do not mind if have to buy a relatively expensive price as long as the quality the product is good. However, consumers prefer products with low price and good quality.

3. Price compatibility with benefits consumers sometimes ignore the price of a product but more emphasize the benefits of the product.
4. Price competitiveness, the company sets the selling price of a product by consider the prices of products sold by competitors so that products can compete in the market.

Purchase decision (Y) is the process of buying a product ASUS brand laptops and not just knowing the various factors that will influence the buyer, but based on the role in purchase and decision to buy ASUS brand laptop products.

1. *Needed Oriented*, namely making a purchase because it is in accordance with the required.
2. *Time and Money Oriented*, namely making purchases because there is information related to the length of time and the amount of money available to purchase.
3. *Information Oriented*, namely making purchases because they get information from others that the product is of high quality.

## IV. Results and Discussion

### Result

The first indicator of brand image, which can instantly recognize the brand from the logo found on ASUS laptops, got the most responses on a score of 5 with a total of 74 respondents, with a mean or average the answer is 4.69. That is, most of the respondents answered agree with that statement. The second indicator of brand image, namely ASUS Laptops can provide confident when using it, got the most responses on a score of 4 with the number of respondents as many as 46, with the mean or average answer of 4.09. That is, most of the respondents answered agree with the statement. The third indicator of brand image, ASUS Laptops have a good *image*, got the most responses on a score of 4 with the number of respondents as much as 52, with a mean or average answer of 4.21. That is, some Most of the respondents answered agree with the statement. The fourth indicator of brand image, namely ASUS Laptops has a lot of display variations compared to other brands, got a response the highest score is 4 with the number of respondents as many as 42, with a mean or the average answer is 4.02. That is, most of the respondents answered agree with the statement. The fifth indicator of brand image, namely Durability, design and features on ASUS laptops are good and attractive, get the most responses on a score of 4 with the number of respondents as many as 54, with the mean or average answer of 4.29. That is, most of the respondents answered agree with the statement. The sixth indicator of brand image, namely ASUS Laptop is better than with other laptop brands, got the most responses on a score of 4 with the number of respondents is 39, with a mean or average answer of 3.68. That is, most of the respondents answered agree with the statement the. The seventh indicator of brand image, namely ASUS Laptops has a track record better than other brands, got the most response on a score of 4 with a total of 37 respondents, with a mean or average the answer is 3.82. That is, most of the respondents answered agree with that statement.

### Discussion

Based on the results of the research that has been carried out, the results obtained that brand image has a positive effect on purchasing decisions. The results of this study indicate that with a positive brand image Then the market position can be a strong brand compared to other brands its competitors. Consumers who have a positive image of a brand, will have thoughts about the brand when thinking about a product similar to that brand. Brand image is a representation of the overall perception of the brand and formed from information and past experiences with the brand. The image of the brand is related to attitudes in the form of beliefs and preference for a brand. Consumers who have an image positive about a brand, it will be more likely to make a purchase. Asus Brand Laptops from the research results show that (a) assumptions about the brand that are reflected by consumers who hold on consumer memory. (b) the way people think about a brand abstractly in their thinking, even when they think about it, they are not directly dealing with the product building a positive brand image can be achieved by strong marketing of the product, which is unique and has advantages that are highlighted, which distinguishes it from other products. A good combination of supportive elements (such as previously described) can create a strong brand image for consumers. That is what will continue to be the link between products/brands with consumers. Thus the brand will quickly recognized and will stay awake in the midst of rampant competition. Building the popularity of a brand into a brand that fame is not easy. Nevertheless, popularity is one key that can shape consumer brand image. (c) uniqueness brand association, is the uniqueness that is owned by the product.

For next study, marketers should look further various factors that influence buyers and develop an

understanding of how consumers do buying decision. In particular, marketing must identify people who make purchasing decisions, and the steps in the buying process that shapes the choice of a suitable product or preferred for the purpose of purchase. There are two factors that influence purchasing decisions, namely the attitudes of other people and situations unexpected. Behavior After Purchase, after going through the stages above and if the consumer decides to buy then the consumer experience some degree of satisfaction or dissatisfaction, this will shape the consumer's behavior towards the product they buy. If a customer is satisfied, he will use, repurchase and convey to others. On the other hand, if the customer is not satisfied might sell or transfer to someone else, even will convey his dissatisfaction to others. This is in line with Pradana's research, (2017) which states that brand image is a description of associations and consumer confidence in a particular brand. The results of this study also supported by theory (Sutisna, 2013), consumers who have a positive image towards a brand is more likely to make a purchase.

## V. Conclusion

Based on data analysis and discussion of research results has been stated, it can be concluded things to answer problems as follows, based on the results of research that has been carried out, it is found that Brand Image contributes to purchasing decisions on Asus laptop, secondly based on the results of research that has been carried out, it is found that Price Perception contributes to purchasing decisions on Asus Laptops.

## Suggestion

In line with the problems from the results of data analysis The results of the research have been presented, so some suggestions can be put forward useful, including, Asus laptops are expected to provide attractiveness with make Asus laptops into entertainment media such as watching streaming and other browsers. With thin screen edges so that provide an exciting visual experience because the screen feels more large. This laptop also has dual loudspeakers and clear. It is hoped that Asus brand laptops will be able to maintain a balance of prices that are more affordable for consumers compared to competing products without compromising the quality of the product the. That is, the Asus laptop company should put more effort into make consumers interested in buying laptops Asus brand, don't let the price offered be too cheap so that consumers are not sure to make a purchase, Third, as a consideration for future research, it is suggested that using other variables outside of this study which is suspected have a relationship with purchasing decisions.

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