



The Effect Of Brand Image And Price Perception On The Purchase Decision Of Asus Brand Laptops In Risky Media Computer Store

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ABSTRACT

The purpose of this study was to determine the effect of brand image and price perception on purchasing decisions for ASUS brand laptops at the Risky Media Computer store. Respondents in this study were Risky Media Computer shop consumers who had bought an ASUS brand laptop. The number of respondents as many as 100 people. sampling using the method accidental sampling. Collecting data using a questionnaire. The data analysis technique in this study used Partial Least Square (PLS). Based on data analysis and discussion results, it can be seen that: 1) Brand image (X1) has a positive effect on purchasing decisions (Y) is acceptable, with path coefficients of 0.324084, and a T-statistic value of 3.132602 > 1.96 (from the table value $Z\alpha = 0.05$). 2) Price perception (X2) has a positive effect on purchasing decisions (Y) is acceptable, with path coefficients of 0.522840, and a T-statistic value of 6.144804 > 1.96 (from the table value $Z\alpha = 0.05$). The conclusion is that brand image and price perception contribute to Asus laptop purchasing decisions

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1. introduction

In the current digital era, electronic goods are the most sought after and needed by almost all the general public, especially personal computer devices such as laptops that are needed for school and work. Moreover, with the existence of WFH (Work From Home) in the current COVID-19 pandemic, the need for PCs has increased and is important (Awliya', 2021). The market share in PC (Laptop) sales increased in the second quarter of 2020 by 11.2% due to the current WFH (Work From Home) trend.

The highest market share from laptop sales is the ASUS brand with 30.7% as the market leader in Indonesia, with the ASUS commercial segment showing good performance thanks to the Chromebook implementation project in the education sector. (Sugiraharjo & Santi, 2021). According to the TOP Brand Index survey (IT category: Laptop/ Netbook/ Notebook) it is stated that the percentage of the ASUS brand will increase from 2020 to 2021. The percentage of this category tends to increase. ASUS increased from 27.4% in 2020 to 27.7% in 2021. The Risky Media Computer store as a store providing electronic equipment including laptops with a wide network market in Sumbawa, discovered a new phenomenon, namely a decline in purchases of ASUS Laptops. Asus laptop sales table can be presented as follows:

Table 1. ASUS Laptop Sales Data at the Risky Media Computer Store

Month	2020	Month	year 2021
November	16 pcs	January	18 pcs
December	24 pcs	February	15 pcs
		March	11 pcs
		April	8 pcs

(Source: ASUS Laptop Sales Data at Risky Media Computer Store)

From the data table obtained from the Risky Media Computer Store above, it can be seen that sales of ASUS laptops from November 2020 rose to December 2020, but decreased every month in 2021 from January to April. From this data, a decrease of 6 pieces in January, 3 pieces in February, 4 pieces in March and 3 pieces in April. This phenomenon is inversely proportional to data on laptop sales in Indonesia, which rose in the second quarter of 2020. According to several websites that discuss ASUS laptops, this decline was caused by several things, some of which were that ASUS provided fewer facilities at the time of purchase, namely not providing softcases and bags. Another factor that also influences is the number of service centers is small, and the product was released too soon. The result is that there are too many products sold in the market. This kind of condition confuses consumers, especially for those who are unfamiliar with laptop specifications (Hartanto & Prasetyowati, 2012). The various factors above are one of the elements that have contributed to the decline in sales of ASUS laptops.

Based on the existing phenomenon, how ASUS laptops must pay attention to their brand image so that later ASUS laptops can again attract attention from customers. All companies must produce good quality products in order to be able to compete with competitors in the market (Fahrezy, Trenggana, & Ferlina, 2018). This is because in the buying decision process, consumers are always looking for information about the quality of the product to be purchased. There are several factors that can influence purchasing decisions, one of which is brand image. Brand image is a consumer's perception of a brand resulting from the reflection of associations in the minds of consumers. Brand image appears in the minds of consumers when remembering a particular brand. The brand image in the memory scheme contains the consumer's interpretation of the advantages, disadvantages and other things related to a particular brand. Brand image can also be interpreted as the things that consumers think and feel when they hear or see a brand. Brands with a positive image are less likely to experience purchase risk. This reason often makes consumers use brand image as a reference in deciding to buy. Another factor that influences purchases is price perception. Price perception is defined as a consumer's assessment in an emotional form based on the price offered by the seller and its comparison with other parties which is still acceptable/reasonable (William, 2019). Price perception affects consumers psychologically as a reaction to price, therefore price perception is one of the reasons when someone makes a purchase decision.

2. Method

2.1 Brand Image

Brand image is a series of perceptions from a consumer to a particular brand. Brand image is concerned with how consumers describe how they feel about a brand when they think about it (Desiarista & Triastuti, 2019). The relationship to the image of a brand is stronger when it is based on information and knowledge from the past. The power of perception that is generated fosters views in the form of beliefs and preferences for the brand. Brand image in the marketing concept is often referred to as a psychological aspect. This image is built through the subconscious of consumers by using information and expectations through the products or services offered.

Brands can be described with certain characteristics just like humans. If the description is positive, the brand image will be stronger, thus opening up opportunities for future growth of the brand. It is not easy to form a brand image, as well as when a brand image is formed, it is very difficult to change (Bastian, 2014). All product owners expect to form a positive image, namely an image related to their superiority when compared to their competitors. This needs to be a major concern because brand image is one of the factors that consumers consider when buying a product. The consumer's image of the brand can be in the form of positive or negative perceptions. The more famous a brand and has a positive track record is the main attraction for consumers to buy. One of the advantages is that consumers will be loyal to the brand, therefore building a positive brand image is one of the important things to do (Nazara & Karneli, 2019). Without a strong and positive image, it is difficult for a company to attract new customers or retain existing products.

2.2 Price Perception

Perception is a process of selecting, organizing, and interpreting information so as to create a meaningful description. Perception arises because of the sensation, namely the activity of feeling that arises because of the response of the senses to the incoming stimulus (Kusdyah, 2012). Price can be defined as the amount of money billed for a product. In a broad sense, price is the sum of all the values that consumers give because they benefit from a product. Perceived price can be interpreted as the value of a product. Price perception is closely related to understanding customer information on product prices. Consumers' assessment of prices is influenced by consumer perceptions themselves, so there are consumers who say it is expensive and some say it is cheap. Price perception produces a consumer's perspective in assessing a product, whether the price is too expensive, reasonable or cheap. Price perception will ultimately influence consumers to buy a product (Wariki, Mananeke, & Alum, 2015). A person's assessment of the price depends on the view of the consumer in seeing the price. There are times when the price is considered expensive by certain consumers but is considered cheap by other consumers. The social and cultural environment of the community can influence consumers' views on prices (Ginting, 2015). Social groups and living environment affect consumer consumptive behavior.

2.3 Buying decision

Purchasing decisions are defined as consumer considerations before deciding to buy an item. These considerations will determine whether consumers buy or not. Several factors that can be considered by consumers in general are the quality and price of the product (Faisal & Ilham, 2021). In general, the steps taken by consumers before buying an item are recognizing problems, seeking information, looking for evaluation alternatives, purchasing decisions, and post-purchase behavior. Purchase decision is the process of buying a product. In purchasing decisions, it is not only knowing the factors that influence the buyer, but also based on the role of the decision in buying the product.

2.4 Analysis Method

This study aims to examine the effect of brand image variable (X1) and price perception variable (X2) on purchasing decisions (Y) made to consumers at Risky Media Computer Stores. The population in this study were all consumers of the Risky Media Computer store who had bought an ASUS brand laptop. Sampling must be representative, because the existing population is very large. Sampling is necessary because it is not possible to examine the entire population. In sampling the method used is the Accidental Sampling method (Meidatuzzahra, 2019). The sampling technique in this study was based on chance. Anyone who is deemed suitable and coincidentally meets will be taken as a respondent. In determining the number of samples used Lemeshow formula. Based on the results of calculations using the formula obtained 100 people who will be respondents. Collecting data using questionnaires and open interviews.

Analysis of the data used is Partial Least Square (PLS). PLS is part of the Structural Equation Modeling (SEM) equation method. This model aims to develop theory and to explain whether or not there is a relationship between latent variables (Sholihin & Ratmono, 2021). PLS is considered a powerful analytical method because it does not assume current data with a certain scale measurement and the number of samples is relatively small. Not many assumptions are needed in PLS. The data does not have to be distributed, it must be large and the number of samples is between 30-100. The number of samples in the study was small (≤ 100) so it was suitable to use PLS as an analytical tool. The PLS approach refers to the shift in analysis from initially measuring model parameter estimates to measuring relevant predictions. The focus of the analysis has shifted from estimating and interpreting the significance of the parameters to the validity and accuracy of predictions.

The conceptual framework as the basis for the formation of a hypothetical model can be seen in the following figure:



Figure 1. conceptual framework

Based on the conceptual framework in Figure 1, the hypothesis in the study is formulated as follows:
 H1 :Brand image has a positive effect on purchasing decisions for ASUS brand laptops at the Risky Media Computer Store
 H2: Price perception has a positive effect on purchasing decisions for ASUS brand laptops at the Risky Media Computer Store

3. Results And Discussion

3.1 Description of Research Respondents

Respondents in this study were visitors to the Rizky Media Computer store. The shop is located on Jl Bungur no 15 Sernu, Lempeh Village, Labuan Sumbawa, Labuhan Badas, Sumbawa Regency, West Nusa Tenggara. In the research process, the researchers managed to collect data from 100 shop visitors. Based on the respondent's questionnaire, it can be seen that the visitors in the shop consist of various professions. The following can be presented the characteristics of respondents if grouped by type of work:

Table 1. Characteristics of Respondents by Type of Work

No	Type of work	Amount	Percentage (%)
1	PNS/TNI	14	14%
2	Private	50	50%
3	Student/Student	36	36%
	Amount	100	100%

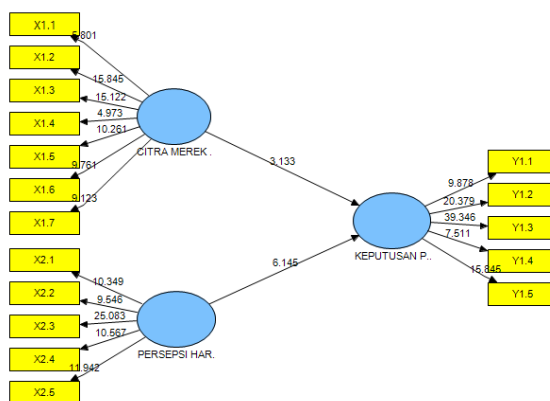
Source: Processed Data, 2021

Based on table 1, the majority of consumers in the Rizky Media store have jobs in the private sector, as many as 50 respondents or around 50%, then there are civil servants or ABRI as many as 14 respondents or around 14% and then the next is student work as many as 36 respondents or 36 %.

3.2 Analysis of Respondents' Answers

In order for respondents' answers to be more measurable, each variable is broken down into several indicators. The brand image variable (X1) is broken down into seven indicators, the price perception variable (X2) is broken down into five indicators and the purchasing decision variable (Y) is broken down into five indicators. After the data recapitulation was carried out, analysis was carried out using the PLS model. The PLS model when described will look as follows:

Figure 1. PLS model



The PLS output in Figure 1 shows the magnitude of the factor loading value on all indicators which are above the variable and indicator arrows. Through the picture, it can also be seen how big the value of the path coefficient is. This value can be seen at the top of the arrow line between exogenous and endogenous variables. The magnitude of the R-Square in the endogenous variable can also be seen (the purchase decision variable).

3.3 Outlier Evaluation

Outliers are unique data observations that differ greatly and appear in the form of extreme values for single or multivariate variables. Multivariate outliers test can be done by using Mahalanobis distance with $p < 1\%$ level. The Mahalanobis distance can be evaluated by x^2 (chi squared) in degrees of freedom of a number of research variables. The following can be presented the results of the outlier test in this study:

Table 2.
Outlier Data
Residuals Statistics

	Minimum	Maximum	mean	Std. Deviation	N
Predicted Value	21,651	92,375	50,500	12,1599	100
Std. Predicted Value	-2,372	3,444	.000	1,000	100
Standard Error of Predicted Value	5,131	20,671	11,827	3,317	100
Adjusted Predicted Value	10,839	131,297	50,253	14,9661	100
Residual	-62,4113	56,1241	.0000	26,3401	100
Std. Residual	-2,156	1,939	.000	.910	100
Studs. Residual	-2,411	2,176	.004	1,008	100
Deleted Residual	-78,0213	71,5239	.2467	32,6371	100
Studs. Deleted Residual	-2,486	2,228	.003	1,016	100
Expensive. Distance	2,122	39,513	16,830	9,873	100
Cook's Distance	.000	.197	.014	.025	100
Centered Leverage Value	.021	.500	.170	.100	100

a. Dependent Variable: Respondent

Source: Processed Data, 2021

Based on the outlier test table data (Table 2), the value of expensive is obtained. Distance Maximum respondent data is 39,513. This value is smaller than the specified Mahal Distance Maximum outlier, which is 40,790. Based on these data, it can be concluded that the data is clean from outliers. Thus the data has a good quality so that it can be continued for further processing with the number of respondents as many as 100 people.

3.4 Validity Test (Outer Model)

In this study, the measurement model uses exogenous variables of brand image (X1) and price perception (X2), as well as purchasing decisions (Y) as endogenous variables. One way to measure the

validity of the indicator is to look at the output of the outer loading table, namely the factor loading section. In the following, the output of the outer loading of each indicator will be presented:

Table 3.

Outer Loading Indicator

	Factor Loading (O)	Sample mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
1.1 <- BRAND IMAGE (X1)	0.536466	0.530096	0.092474	0.092474	5.801231
X1.2 <- BRAND IMAGE (X1)	0.740967	0.738379	0.046765	0.046765	15.844627
X1.3 <- BRAND IMAGE (X1)	0.766122	0.766466	0.050662	0.050662	15.122085
X1.4 <- BRAND IMAGE (X1)	0.570535	0.563336	0.114731	0.114731	4.972787
X1.5 <- BRAND IMAGE (X1)	0.630352	0.626029	0.061430	0.061430	10.261370
X1.6 <- BRAND IMAGE (X1)	0.691446	0.686573	0.070835	0.070835	9.761366
X1.7 <- BRAND IMAGE (X1)	0.673974	0.670546	0.073874	0.073874	9.123274
X2.1 <- PRICE PERCEPTION (X2)	0.698372	0.700930	0.067481	0.067481	10.349207
X2.2 <- PRICE PERCEPTION (X2)	0.693527	0.695932	0.072654	0.072654	9.545644
X2.3 <- PRICE PERCEPTION (X2)	0.821057	0.822120	0.032733	0.032733	25.083424
X2.4 <- PRICE PERCEPTION (X2)	0.709434	0.701901	0.067134	0.067134	10.567393
X2.5 <- PRICE PERCEPTION (X2)	0.722551	0.720403	0.060505	0.060505	11.941931
Y1.1 <- PURCHASE DECISION (Y)	0.720252	0.716362	0.072918	0.072918	9.877513
Y1.2 <- PURCHASE DECISION (Y)	0.806217	0.805122	0.039562	0.039562	20.378771
Y1.3 <- PURCHASE DECISION (Y)	0.872480	0.874368	0.022175	0.022175	39.345792
Y1.4 <- PURCHASE DECISION (Y)	0.655233	0.654135	0.087238	0.087238	7.510911
Y1.5 <- PURCHASE DECISION (Y)	0.802807	0.797172	0.050667	0.050667	15.844662

Source: Processed Data, 2021

The outer loading table in table 3 shows the reflective indicators on the Brand Image (X1), Price Perception (X2), and Purchase Decision (Y) variables, factor loading (original sample) is greater than 0.50. The T-Statistic value is more than the Z value = 0.05 (5%) = 1.96, which means it is

significant. The estimation results of all indicators can be said to have met *Convergent validity* or good validity.

The validity of the indicators can also be seen in the cross loading table. The stipulation is that if the factor loading indicator value for each variable is greater than the loading factor on the other variable indicators, it is said to be valid, but otherwise the indicator is invalid. Based on the results of cross loading indicator data processing on Brand Image (X1), Price Perception (X2), and Purchase Decision (Y) variables, the loading factor value is greater than the loading factor indicator on other variables. The conclusion is that all indicators in this study have met their validity.

Table 4.

Average Variance Extracted (AVE)	
	AVE
BRAND IMAGE (X1)	0.539852
PURCHASE DECISION (Y)	0.600760
PRICE PERCEPTION (X2)	0.533643

Source: Processed Data, 2021

Measurement of validity is not only for indicators, but also for variables. Table 4 shows the level of validity of each variable based on the measurement of the Average Variance Extracted (AVE) value. In the table, the AVE value for the Brand Image variable (X1) is 0.539852, the Price Perception variable (X2) is 0.533643, and Purchase Decision (Y) is 0.60760, the three variables show a value of more than 0.5, overall the variables in this study can be said to be valid.

3.5 Reliability Test

Reliability testing is used to see the extent to which the measuring instruments used in the study can be trusted and produce relatively the same measurement results when repeated measurements are made. Construct reliability can be measured by looking at the composite reliability value. The construct is reliable if the composite reliability value is more than 0.70. This means that the indicator is consistent in measuring the latent variable. The reliability test in this study can be seen in table 5.

Table 5.

Data Reliability	
	Composite Reliability
BRAND IMAGE (X1)	0.844229
PURCHASE DECISION (Y)	0.881690
PRICE PERCEPTION (X2)	0.850693

Source: Processed Data, 2021

The results of the Composite Reliability test in table 5 show that the Brand Image variable (X1) is 0.844229, the Price Perception variable (X2) is 0.850693, and Purchase Decision (Y) is 0.881690. The three variables show Composite Reliability values above 0.70. The conclusion is that all variables in this study are reliable.

3.6 Structural Model Testing (Inner Model)

The inner model test is useful to see how the relationship between variables, significance value and R-square in the research model is. After knowing the relationship between significant variables, it can be continued to test the hypothesis. Hypothesis testing using bootstrap resampling technique. The statistical test used is the t test. Structural model testing is used to see the R-Square value. The test is a goodness-fit model test. In the following, the equations between variables can be presented to see the R-square value in the inner model test:

Table 6.

R-Square	
	R Square
BRAND IMAGE (X1)	

PURCHASE DECISION (Y)	0.615379
PRICE PERCEPTION (X2)	

Source: Processed Data, 2021

Table 6 shows the value of R2 = 0.615379. The interpretation of this value is that the model is able to explain the phenomenon of purchasing decisions that are influenced by independent variables, including brand image and price perception with a variance of 61.53%. External variables (besides Brand Image and Price Perception) have a contribution of 38.47% in influencing purchasing decisions. Goodness of Fit The research model can be identified by looking at the magnitude of Q2 or Q-Square predictive relevance. In the structural model this value is useful to see how well the observation value of the model is as well as parameter estimation. If the Q-square value > 0 then the model has predictive relevance, but if the Q-Square value 0 then the model still lacks predictive relevance. Calculation of Q-Square can be done using the formula: $Q^2 = 1 - (1 - R1^2) (1 - R2^2) \dots (1 - Rp^2)$, where R1, R2 ... Rp is the R-square of the endogenous variable in the equation model. The range of values for Q2 is $0 < Q^2 < 1$, the closer to 1, the better the model used. The value of Q2 is the same as the value of the coefficient of total determination in path analysis. In this study, the value of Q2 is: $Q^2 = 1 - (1 - 0.615379) = 0.615379$. Based on the results of these calculations, it is known that the value of Q2 is 0.615379. The conclusion is that the research model has met predictive relevance. 615379) = 0.615379. Based on the results of these calculations, it is known that the value of Q2 is 0.615379. The conclusion is that the research model has met predictive relevance. 615379) = 0.615379. Based on the results of these calculations, it is known that the value of Q2 is 0.615379. The conclusion is that the research model has met predictive relevance.

3.7 Result From Path Coefficient

Table 7
Path Coefficient

Path	Sample mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
BRAND IMAGE (X1) -> PURCHASE DECISION (Y)	0.324084	0.103455	0.103455	3.132602
PRICE PERCEPTION (X2) -> PURCHASE DECISION (Y)	0.522840	0.085087	0.085087	6.1444804

Source: Processed Data, 2021

Based on the data in table 7, it can be concluded that the hypothesis states:

1. Brand Image (X1) has a positive effect on Purchase Decisions (Y) acceptable, with path coefficients of 0.324084, and a T-statistic value of 3.132602 > 1.96 (from the table value $Z\alpha = 0.05$), the meaning is Significant (positive).
2. Price Perception (X2) has a positive effect on Purchasing Decisions (Y) is acceptable, with path coefficients of 0.522840, and a T-statistic value of 6.144804 > 1.96 (from the table value $Z\alpha = 0.05$), the meaning is Significant (positive).

3.8 Discussion

1. The Influence of Brand Image on Purchase Decision

The results of the study have found that brand image has a positive influence on purchasing decisions. Based on the results of these studies, it can be seen that through a positive brand image can make a brand have a strong position when compared to its competitors. When consumers have a positive image of one brand, consumers will have positive thoughts about other products that have the same

brand. Brand image is one part of the representation of the overall perception of a brand that is formed from information and experience of the brand in the past. A person's image of the brand has a close relationship with the beliefs and preferences of the brand. Consumers with a positive image of a brand, have the potential to make a greater purchase when compared to consumers who have a negative image. There are at least two factors that also influence purchasing decisions, namely how other people behave and unexpected situations. The marketing department must have the ability to identify how someone makes purchasing decisions and the steps for selecting products that are in accordance with purchase objectives. Post-purchase behavior related to satisfaction with purchased products can shape consumer behavior towards products that have been purchased. The marketing department must have the ability to identify how someone makes purchasing decisions and the steps for selecting products that are in accordance with purchase objectives. Post-purchase behavior related to satisfaction with purchased products can shape consumer behavior towards products that have been purchased. The marketing department must have the ability to identify how someone makes purchasing decisions and the steps for selecting products that are in accordance with purchase objectives. Post-purchase behavior related to satisfaction with purchased products can shape consumer behavior towards products that have been purchased (Umara, 2020). If consumers are satisfied with the product, behaviors that arise include using the product, buying a similar brand in the future and conveying their satisfaction to others. Conversely, if consumers are dissatisfied, the behavior that appears is to sell the product, will not buy a similar brand in the future and will provide information about their dissatisfaction to others. (Veza, Arifin, & Setyabudhi, 2021). This is in accordance with the results of previous studies which state that brand image is a picture of associations and consumer confidence in a brand. Consumers with a positive brand image of a brand have the potential to make greater purchases (Puspitaningtias, Widodo, & Zulianto, 2020). Brand image should always be built in a sustainable manner by utilizing various media and other channels to increase consumer buying interest.

2. The Influence of Price Perception on Purchase Decisions

Based on the results of the study found the fact that price perception has a positive influence on consumer purchasing decisions. This finding shows that the more affordable the price, the greater the consumer's interest to buy. Low prices open up opportunities to improve purchasing decisions. The better the perception of the price, which includes affordability, the suitability of product quality and price, price comparisons with competitors and aspects of usefulness, the better consumer interest in buying Asus laptops will be. Price as one of the factors that influence consumer buying interest can also affect purchasing decisions of a product. Several research results have revealed that price perception partially has a significant effect on buying interest (Trenggono, Arifin, & Hufron, 2018). Similar research also found the fact that the price variable has a positive and significant influence on purchasing decisions so that it also has a large effect on product sales (Maulana, Aryani, & Nastiti, 2021).

4. Conclusion

The conclusions obtained based on the results of the study include: First, brand image makes a positive contribution to purchasing decisions for Asus laptops. Second, price perception makes a positive contribution to the decision to buy Asus laptops. In order to increase sales of Asus laptops, some suggestions can be given according to the results of the research, including the following: Asus laptops are expected to continue to build a brand image by increasing consumer attractiveness, such as making Asus Laptops an entertainment medium such as watching streaming and other browsers. Asus brand is expected to maintain a balance between price and product quality. The price of the product must be cheaper than competing products without reducing the quality of the product. For further researchers, it is recommended to examine other variables outside this study because they are suspected to have a relationship with consumer purchasing decisions.

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