Does Brand Image affect the Purchase Decision of the ASUS Brand Laptop among Students?

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ARTICLE INFO	ABSTRACT
	This research aims to find out whether brand image among students influences the decision to purchase Asus brand laptops. The sample in this research was consumers using Asus laptops, namely 96 people who were accidentally met by the researchers and deemed suitable as respondents, so the accidental sampling method was used. Data collection was carried out using questionnaires, interviews, and documentation methods. The data analysis technique used is multiple linear regression analysis using Statistical Product and Service Solution (SPSS) v.20 and hypothesis testing using the t test and F test. The results of the research show that partially the product image has a positive and significant influence on purchasing decisions regarding Asus laptops among students. Brand image consisting of company image, user image and product image simultaneously has a positive and significant influence on the decision to purchase Asus laptops among students. This means that the brand image of Asus laptops is one of the factors in consumer purchasing decisions.

1. INTRODUCTION

In an era of increasingly fierce business competition, companies are required to have advantages that can differentiate them from similar competitors. This differentiator is key to attracting attention and captivating consumers, which, in turn, helps companies maintain or even capture market share. Company strategy is very important in facing competition, so that the business can run according to expectations and compete successfully, so that company goals can be achieved (Labaso, 2018). When consumers have many choices and competitors compete fiercely, company creativity is the key to creating added value that can attract consumers' attention and maintain their loyalty.

The increasing number of competitors in the market provides consumers with many options for choosing products that suit their preferences and expectations. A company's success in winning consumers' hearts depends on its ability to build a strong and positive brand image (Sulaiman et al., 2018). Creativity in building a brand image is crucial for distinguishing a product from other products (Sofyan & Andriyani, 2017). Companies must consider innovative ways to influence consumer perceptions of their products, create unique appeals, and provide added value that makes their products more attractive than competitors. Companies must implement smart and targeted marketing strategies. Not just offering products but also building stories around the brand, creating positive experiences for consumers, and constantly innovating to remain relevant in the eyes of consumers. In this way,

companies can remain competitive with their competitors, optimize their brand image, and create sustainable advantages in an increasingly dynamic market.

Brand image plays an important role in forming the attraction and impression embedded in the minds of consumers. Brand image is a collection of beliefs, ideas, and impressions individuals have about a brand (Kustianti, 2019). Therefore, consumer attitudes and behaviors towards brands are greatly influenced by brand image. In this context, brand image consists of three main dimensions, namely company image, user image and product image.

Company image reflects the general image of the company in the eyes of consumers and is formed by the knowledge, responses, and experiences that consumers have with the company. Meanwhile, user image refers to a collection of consumer characteristics associated with a particular brand. Whether brand personality matches the consumer's personality is an important consideration in forming a user's image. Product image reflects consumers' views about a product based on their knowledge, responses, and experiences with the product (Angeleo & Laulita, 2022).

To create a strong brand image, producers must fully understand each dimension of the brand image and try to build it carefully. Careful steps and well-planned strategies are needed to ensure that the brand image created can attract consumers' attention, create a positive impression, and provide a lasting appeal so that consumers always remember and connect with the brand. By understanding the role and dynamics of brand image, manufacturers can create a strong foundation to win consumers in a competitive market.

Purchasing decisions are complex processes involving several stages, and product quality is a crucial factor in consumer assessments. Marketing research has developed a level model of the purchasing decision process that involves five main stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Isma et al., 2020). This process shows that purchasing decisions do not only occur at the time of the actual transaction, but involve a series of activities and considerations before and after.

The existence of consumer demand for increasingly quality products encourages competition between companies to improve the quality of their products (Irnandha, 2016). In an effort to meet consumer expectations, companies are competing to improve the distinctive characteristics of their products (Nurani, 2018). These distinctive characteristics are the characteristics that differentiate a product from similar products, even if they both fall into the same category. Maintaining the product brand image is very important, and superior product quality is the main key in achieving this. According to Soliha & Fatmawati (2017) product quality does not only involve technical and functional features, but also includes user experience, consumer satisfaction and overall brand image. By understanding that consumer purchasing decisions are influenced by product quality, companies can direct their efforts towards developing and maintaining product quality that provides added value, provides satisfaction to consumers, and positively influences their brand image in the market (Rahmatullah et al., 2022).

Consumer decisions in purchasing products are often influenced by their brand preferences. Liking a brand can play an important role in the purchasing process. When consumers feel they have a strong preference for a brand (Albari, 2019), they will most likely choose products with that brand when they are on the market. Brand preferences can develop from a variety of factors, including previous positive experiences, perceptions of product quality, or even a brand image built through marketing campaigns.

Satisfaction or consumer satisfaction after making a purchase is also a key factor in maintaining brand loyalty. If consumers are satisfied with the products they buy, there is a big possibility that they

will become loyal customers who make repeat purchases (Putro, 2014; Woen & Santoso, 2021). Apart from that, satisfied consumers also tend to recommend the product to their friends, family or acquaintances. Recommendations from satisfied consumers can be a strong impetus in increasing the popularity and trust of a brand in society (Purwianti & Tio, 2017). However, consumer dissatisfaction can also be a challenge for a brand. If consumers feel dissatisfied or encounter problems with the product they purchased, they may look for an alternative brand. Consumers' choice to switch brands can be triggered by various reasons, such as product quality that does not meet expectations, unsatisfactory customer service, or the presence of competing brands that offer better solutions. Therefore, maintaining product quality, providing good service, and understanding consumer needs and expectations are the keys to success in maintaining brand loyalty.

In this modern era, brand competition is not only limited to physical products, but also focuses on technology and information (Pangaribuan & Irwansyah, 2019). The phenomenon of competition in the fields of technology and information reflects a paradigm shift in business and everyday life. The era of globalization has sparked a race among brands to be able to compete at the international level, and the keys to success are increasingly focused on technological innovation and the effective use of information. Science, technology and information which continue to develop rapidly have become an integral part of everyday life. Changes are occurring so rapidly in all aspects of life, especially in the field of information technology, where time and place are no longer an obstacle. The ease of access to information, global connectivity, and a shift in mindset towards a technology-based life make brand competition increasingly complex and dynamic.

Information technology opens up huge opportunities and changes the way people think, work and interact. The belief that the future will be controlled by those who can master technology and information is the main driver for continuing to innovate and adapt. In this context, brands that are able to deliver technological solutions that are sophisticated and relevant to consumer needs have a competitive advantage. Competition in the world of technology and information is one aspect that is crucial to the survival and success of brands in facing increasingly complex global challenges.

The growing need for knowledge and information has driven the importance of information technology supporting tools in society. These supporting technology tools include computers, tablets, cellphones and laptops. Among the many supporting information technology tools needed by society, one of the most needed is a laptop. Laptops, as one of the most needed information technology tools, provide high flexibility and mobility for their users. Its existence allows quick and easy access to information in various places and whenever needed. Laptops are not only used for work and business purposes, but have also become an important tool in education, entertainment and social interaction.

The importance of laptops as information technology tools is also reflected in their role in supporting the development of various sectors, including industry, health and research. The use of laptops has helped increase efficiency and productivity in various fields, enabling access to critical data, analysis and collaboration more effectively. Therefore, laptops are not only an individual need, but also play a strategic role in meeting the demands of an era that relies on information technology to achieve progress and innovation.

Rapid technological developments have spurred competition in the laptop industry. Today, consumers have a variety of laptop brands and models to choose from that offer a variety of features and specifications. This competition encourages manufacturers to continue to innovate in designing products to meet consumer needs and preferences. For example, well-known brands such as HP, Apple, DELL, and Asus compete with each other to provide products with the best quality and newest features. In facing this competition, consumers have become more selective in identifying laptop brands that best suit consumer needs (Irawan & Satrio, 2015). Criteria such as performance, design, battery life and price

are the main considerations in decision making. This creates a dynamic market, where manufacturers must continually adapt to trends and improve the quality of their products to win the hearts of consumers.

One of the main actors in laptop product competition is Asus. As a global IT company, Asus has succeeded in distinguishing itself by producing laptop products that are recognized as having high performance, innovative design and reliable durability. The world-class quality of Asus products makes it the main choice for consumers who want a laptop with high added value. In this way, Asus participates in enlivening competition in the laptop industry with the contribution of its superior products, Asus is a product produced by the Asustek Computer Inc company located in Taiwan. Not only notebooks, Asustek Computer Inc also produces computer components such as motherboards and graphics cards. Recently, Asustek Computer Inc has also started producing PDAs, cellphones, tablets and other computer products.

Asus has emerged as one of the major players in the technology industry in Indonesia, achieving significant success with a diverse product portfolio. Known for its flagship products, including laptops, desktops, computer components and gaming devices, Asus has succeeded in touching various market segments in Indonesia. Asus' success is not only reflected in the diversity of its products, but also in its popularity among gaming users, especially with its flagship gaming laptop series, Republic of Gamers (ROG). This company continues to strengthen its position in the Indonesian market through technological innovation. Asus is often a pioneer in presenting advanced features and the latest technology in its products. Asus' competitiveness is further strengthened by its presence in various market segments, understanding the needs of consumers, be they home users, professionals or gaming lovers.

Support from an extensive distribution network, including product availability in various retail stores and online platforms, is one of the key factors in Asus' success in Indonesia. Apart from that, the company's commitment to good customer service, product guarantees and technical support also adds positive value for Asus users in Indonesia. Even though competitive challenges continue to grow, Asus remains active in developing relevant strategies to maintain and increase its market share in Indonesia.

Innovation is the key to the success of increasing Asus' market share from year to year. Various new technologies to improve user experience have been introduced. Based on the description above, the author is interested in conducting research regarding whether brand image among students influences the decision to purchase ASUS brand laptops.

2. METHOD

2.1 Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure.

2.2 Reliability Test

Reliability test is the level of stability of a measuring instrument in measuring an event or symptom. The higher the reliability of a measuring device, the more stable the measuring device is. In carrying out alpha calculations, SPSS program tools using the alpha model are used. An instrument is said to be reliable if it has a reliability coefficient or alpha of 0.60 or more."

2.3 Classic Assumption Test

Normality Test

The data normality test is used to determine whether the data population is normally distributed or not. A good regression model is a normal or close to normal data distribution. Normal detection is carried out by spreading data (points) on the diagonal axis of the graph.

Heteroscedasticity Test

The heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if the variance is different it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not occur heteroscedasticity.

Multicollinearity Test

The Multicollinearity Test is to test whether in the regression model a correlation is found between the independent variables. If correlation occurs, it is said to have a multicollinearity problem. A good regression model should have no correlation between independent variables.

2.4 Multiple Linear Regression Analysis

Hypothesis Testing Multiple linear regression analysis is a method used to determine the predictability of the influence that occurs between the independent variable (X) on the dependent variable (Y) where this analysis is to analyze the influence of brand image on the decision to purchase Asus laptops among students. By using the formula quoted from Sugiyono's book (2010:277), namely:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

2.5 Analysis of the Determination Coefficient (R^2)

The coefficient of determination (R2) is intended to determine the best level of accuracy in regression analysis, which is indicated by the magnitude of the coefficient of determination (R2) between 0 (zero) and I (one).

2.6 Hypothesis Testing

T-Test (Partial)

This test is used to determine the significance of the influence of the independent variable on the dependent variable individually and assumes that the other dependents are constant. The significance of this influence can be estimated by comparing, among other things, the t table with the calculated t.

F-Test (Simultaneous)

This test is used to determine the joint influence of the independent variables on the dependent variable. Where Fcount > Ftable, then H1 is accepted or together the independent variables can explain the dependent variable simultaneously. On the other hand, if Fcount < Ftable, then H0 is accepted or together the independent variables have no influence on the dependent variable.

3. RESULTS AND DISCUSSION

3.1 Results

Validity Test

Table 1. Validity Test of the Company Image Variable Questionnaire Instrument

Statement Items	Validity Value (r hitung)

Item 1	0,601
Item 2	0,577
Item 3	0,670
Item 4	0,570
Item 5	0,701
Item 6	0,742
Item 7	0,635

Source: Processed data, 2023.

Table 2. Validity Test of the User Image Variable Questionnaire Instrument (X2)

Statement Items	Nilai Validitas (r_{hitung})
Item 1	0,757
Item 2	0,778
Item 3	0,667
Item 4	0,487

Source: Processed data, 2023.

Table 3. Validity Test of the Product Image Variable Questionnaire Instrument (X3)

Statement Items	Nilai Validitas (r_{hitung})
Item 1	0,665
Item 2	0,693
Item 3	0,453
Item 4	0,685
Item 5	0,670
Item 6	0,696

Source: Processed data, 2023.

Table 4. Validity Test of the Purchase Decision Variable Questionnaire Instrument (Y)

Statement Items	Nilai Validitas (r_{hitung})
Item 1	0,622
Item 2	0,617
Item 3	0,717
Item 4	0,744

Source: Processed data, 2023.

Based on the table above, it shows that all calculated r values for questionnaire question items on the research variables used produce calculated r values that are greater than the table r values. The r table value for the sample size (n = 96) is 0.200 so that all question items in each questionnaire can be declared valid.

Reliability Test

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Description
Company Image	0,763	Reliabel
User Image	0,606	Reliabel
Product Image	0,715	Reliabel
Purchase Decision	0,606	Reliabel

Source: Processed data, 2023.

The results of reliability testing in the table above show that all variables in this study have a Cronbach's Alpa coefficient (a) which is greater than 0.60, so it can be said that all measurement concepts for each variable from the questionnaire are reliable.
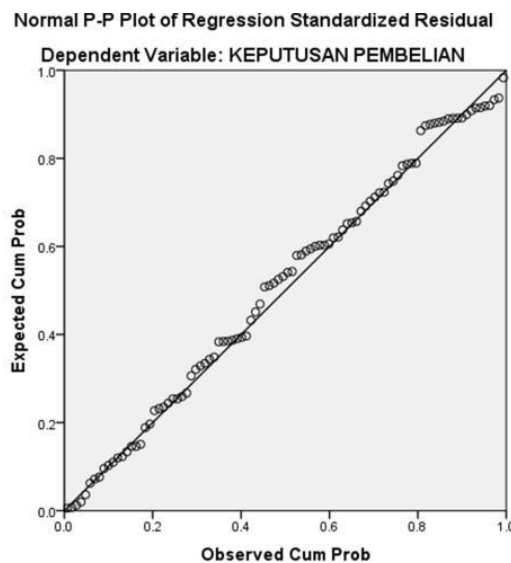
Classic assumption test

1) Normality Test

Figure 1. Normality Test Graph

Based on the p-plot graph in the image above showing the distribution (points) around the regression line (diagonal) and the distribution of data points in the direction following the diagonal line, it can be concluded that the regression model is suitable for use because it meets the normality assumption.

2) Heteroscedasticity Test
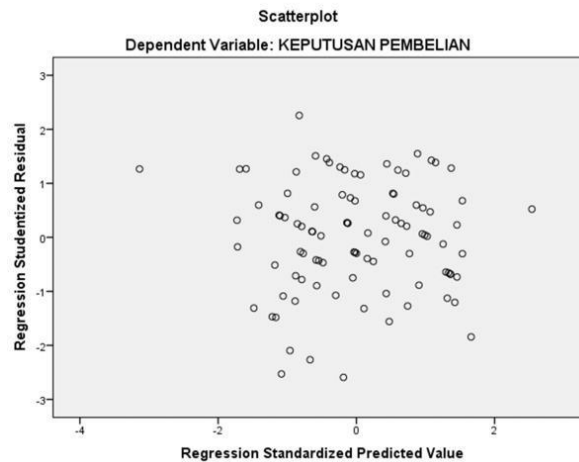
Figure 2. Heteroscedasticity Test

From the picture above, it can be concluded that heteroscedasticity does not occur because there is no wavy pattern, widening then narrowing and the points spread above and below the number 0 on the Y axis, so it can be said that the heteroscedasticity test is fulfilled.

3) Multicollinearity Test

Table 8. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Company Image	.625	1.601
	User Image	.660	1.516
	Product Image	.754	1.326

Source: Processed data, 2023.

The table shows that the VIF value of all independent variables in this study is less than 10, while the tolerance value of all independent variables is more than 10%, which means that there is no correlation between independent variables whose value is more than 90%, thus it can be concluded that there are no symptoms. multicollinearity between independent variables in the regression model.

Multiple Linear Regression Analysis

Table 11. Results of Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.130	1.793		2.861	.005	5.130	1.793
	Product	.080	.073	.123	1.099	.275	.080	.073
	Price	.183	.103	.193	1.774	.079	.183	.103
	Place	.245	.073	.339	3.339	.001	.245	.073

Promotion	5.130	1.793		2.861	.005	5.130	1.793

a. Dependent Variable: Purchase Decision

The multiple linear regression equation is as follows:
$$Y = 5,130 + 0,080X1 + 0,183X2 + 0,245X3$$

Determinant Coefficient

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534a	.285	.262	2.110

a. Predictors: (Constant), Product Image, User Image, Company Image

b. Dependent Variable: Purchase Decision

T-Test (Partial Test)

Table 11. T-test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.130	1.793		2.861	.005
	Company Image	.080	.073	.123	1.099	.275
	User Image	.183	.103	.193	1.774	.079
	Citra Produk	.245	.073	.339	3.339	.001

a. Dependent Variable: Purchase Decision

F Test (Simultaneous Test)

Table 12. F-Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	163.305	3	54.435	12.232	.000b
	Residual	409.435	92	4.450		
	Total	572.740	95			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Image, User Image, Company Image

3.2 Discussion

Based on the results of the analysis previously described, it is partially explained that the calculated t for variable X1 (company image) is (1.099) < t table (1.986) with a significance level of 0.275 > 0.05. So H1 is rejected and the accepted hypothesis is H0, which means that the company image variable partially has an insignificant influence on variable Y (Purchasing Decision). The results of the partial test

for variable X2 (user image) explain that t count (1.774) < t table (1.986) with a significance level of 0.079 > 0.05. So H2 is rejected and the accepted hypothesis is H0, which means that the user image variable partially has an insignificant influence on variable Y (Purchase Decision). The results of the partial test for variable X3 (product image) explain that t count (3.339) > t table (1.986) with a significance level of 0.001 < 0.05. So H0 is rejected and the accepted hypothesis is H3, which means that the Product Image variable partially has a positive and significant influence on variable Y (Purchase Decision). Then the results of the simultaneous test of all variables 05.

The results of the Coefficient of Determination Test show that the magnitude of the influence of the independent variable on the dependent variable is 0.262 or 26.2%. This shows that the percentage of influence of the independent variable is 26.2%. Meanwhile, the remaining 73.8% is influenced or explained by other variables not included in this research model. From the results of the research and discussion described above, it shows that the brand image variables (company image, user image, and product image), partially the company image variable and the user image variable, have an insignificant effect on the decision to purchase Asus laptops among students, while the variable Product image has a positive and significant effect on the decision to purchase Asus laptops among students. Then simultaneously the brand image variable has a positive and significant effect on the decision to purchase Asus laptops among students.

This finding is consistent with several previous studies Wulandari & Iskandar (2018). found a significant influence of product quality on purchase decisions, aligning with the significant impact of the product image variable in the current study. Additionally, Candra & Suparna (2019) highlighted the mediating role of brand image in the influence of electronic word of mouth on purchase intentions, emphasizing the importance of brand image in consumer decision-making. Additionally, the study by Octaviona (2016) on the influence of brand image and price perception on purchase decisions aligns with the findings, emphasizing the need to understand the impact of brand image and price perception on consumer purchase decisions.

Moreover, utilized Structural Equation Modeling (SEM) to analyze the influence of brand image and sales promotion on purchase decisions, providing insights into the multifaceted impact of brand image on consumer behavior (Yuvita, 2019; Ariesi & Suprapti, 2022). also investigated the mediating role of brand image in the influence of electronic word of mouth on purchase intentions, further emphasizing the significance of brand image in shaping consumer decisions (Ariesi & Suprapti, 2022). Lastly, Laili & Canggih (2021) examined the influence of product quality, brand image, and halal labels on consumer satisfaction, shedding light on the multifaceted nature of brand image and its impact on consumer behavior.

The synthesis of these previous studies supports the notion that brand image, particularly the product image, plays a crucial role in influencing purchase decisions among consumers. These findings underscore the importance of understanding and managing brand image to optimize purchase decisions and consumer behavior.

4. CONCLUSIONS AND RECOMMENDATIONS

Partially, product image has a positive and significant influence on the decision to purchase Asus laptops among students. Brand image (company image, user image, and product image) simultaneously has a positive and significant influence on the decision to purchase Asus laptops among students. This means that the brand image of Asus laptops is one of the factors in consumer purchasing decisions.

The company must be able to maintain or even improve the product image formed for the Asus laptop, because product image is a variable that has a significant influence on the decision to purchase an Asus laptop, for example by continuing to innovate all the time regarding features that Asus laptops

have that have never existed before. in advance and provide prices according to the student's abilities. Companies must know that retaining customers is much better and more profitable than looking for new consumers to become customers, therefore companies need to pay more attention to the brand image that is formed for Asus laptop users, for example by finding out customer expectations for Asus laptops, so that the company can produce better product variants and meet these expectations or in other words customer oriented.

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