

The Effect of Motivation, Price and Perceived Quality on Consumer Purchase Decisions of Lenovo Laptops in The Covid-19 Pandemic Era in Purwokerto

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ABSTRACT

The COVID-19 pandemic era has changed the lifestyle of consumers, both in education consumption activities, dealing with other people, shopping and other activities. The solution used by consumers is to reduce physical contact to avoid the spread of the virus. According to data from the BPS Banyumas district in 2020, this has an impact on the number of purchases of technology goods, especially Lenovo laptops by 33.67% of the five laptop products that dominate sales. This study aimed to determine the effect of motivation, price and perceived quality on consumer purchase decisions of lenovo laptops in the covid-19 pandemic era in purwokerto area. This type of research is quantitative research. The sample in this study was 100 respondents who were taken by incidental sampling technique. The data analysis technique used multiple linear regression analysis. The test results show that motivation, price and perceived quality have a positive and significant impact on consumer purchasing decisions for Lenovo Laptops in Purwokerto. The most influential factor on consumer purchasing decisions for Lenovo Laptops in Purwokerto is perceived quality.

Keywords: consumer purchasing decisions; consumer motivation; price; perceived quality.

1. Introduction

The Covid-19 pandemic has had an impact on changing people's lifestyles. The emergence of the work from home trend is used as the right choice to break the chain of transmission of Covid-19. In this era, the existence of computers is very important. The function of the computer is no longer only as document storage but has shifted its function as a communication and business tool (Carrol and Coboy, 2020), teaching and learning (Mishra et. al, 2020) and other activities (the Smeru survey). According to BPS Banyumas regency data in 2020 as many as 33.67% of the highest laptop commodity sales is occupied by the Lenovo brand. The high sales figures for Lenovo laptops are certainly a concern for manufacturers and competitors with similar outputs. Factors that influence consumer purchasing decisions will benefit the company in making further policies (Hooley, at. al, 2004).

When consumers will decide on their consumer goods, they will consider several factors related

to the product to be chosen as well as other factors. Purchasing decisions are a process carried out to combine all the knowledge obtained by consumers into useful consideration values in choosing two or more alternatives, so that they can decide on one product (Peter and Olson, 2013: 187). Consumer buying behavior is strongly influenced by psychological factors that come from within the individual, namely motivation, attitudes and consumer perceptions (Schiffman & Wisenblit, 2015 in Gunawan, 2015). Danziger (2005) in Nwankwo (2014) argues that luxury consumption is no longer related to status seeking but revolves around the need for experience and self-indulgence. Thus the purchase decision is a process that occurs in consumers when they will make a purchase, which is influenced by their own factors, their perceptions, and other considerations based on the needs and experiences of consumers.

Lenovo laptops are not the only products circulating in Purwokerto area, but Lenovo laptops can be chosen by consumers. Therefore, it is important to know the factors that influence purchasing decisions for Lenovo laptops in Purwokerto related to motivation, price and perceived quality. Based on this background, the formulation of the problem in this study are.

- Is there a motivational influence on consumer purchasing decisions for Lenovo laptops in Purwokerto during the covid-19 pandemic?
- Is there a price effect on consumer purchasing decisions for Lenovo laptops in Purwokerto during the covid-19 pandemic?
- Is there an influence of perceived quality on consumer purchasing decisions for Lenovo laptops in Purwokerto during the covid-19 pandemic?
- Is there a joint influence of motivation, price and quality perception on consumer purchasing decisions for Lenovo laptops in Purwokerto during the covid-19 pandemic?

2. Literature Review

2.1 Purchase Decision

The decision to purchase technology goods is the result of a complex decision-making process that is strongly influenced by consumer judgment, consumer purchasing decisions are important to the attention of producers, because when consumers are going to buy technology goods, they are faced with purchasing decision problems where consumers are aware of various alternative goods. with similar technologies with the inherent benefits of each of these items (Maturo and Rosiello, 2013). So that manufacturers need to know the factors that influence consumers, why they make purchasing decisions on Lenovo laptops. Purchasing decision indicators in Alma, 2011 are that consumers are aware of a problem or need they are looking for, external/internal stimuli that trigger consumers to use the product, sources of personal information, commercial influences, the influence of other people's attitudes, post-purchase satisfaction, post-purchase actions.

2.2 Consumer Motivation

Motivation is a variety of reasons that encourage someone to make a purchase (Ozaki and Sevastyanova, 2011). Motivation is also believed to be the main reason that drives a person's soul to do something in order to fulfill or get something that is expected or desired (Martinez, et.al, 2021). This motivation can benefit the company and subsequent policy makers which can have an impact on purchasing decisions (Dawn Birch et al., 2018). Maturo and Rosiello, 2013 mention

there are 4 consumer reasons so that someone is compelled to buy electronic goods, namely customers with basic needs where someone makes a purchase for one reason, namely the need for one basic function of the object. Customers are interested in all the features, namely consumers who buy the product because the product can provide maximum satisfaction with all the features that the object has. Customers that consider the features are independent events, i.e. consumers make purchasing decisions not based on the features offered by the product but on the attitudes and feelings that will result from buying the product such as self-confidence, looks luxurious and so on so that by paying any amount they dare buy it even though the function of the product is the same as other products. Customers with easy enthusiasm, namely consumers make purchasing decisions caused by a passionate urge to have the product just by looking at at least two visible functions of the product, other quality considerations are ignored, and assume if the two functions already exist then all the features needed in the product must be good.

2.3 Price

Price is the amount of money that is exchanged to obtain a product or service, with the entire value that consumers exchange for a number of benefits by owning or using an item and service (Kotler & Armstrong, 2008:14). Price is one of the factors that influence purchasing decisions, therefore pricing needs to get attention from producers, so that it is in accordance with the fairness value that will be obtained by consumers (Cockrill and Goode, 2010). Price indicators according to Kotler and Armstrong (2008:278) are price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

2.4 perceived quality

Perceptions of quality perceived by consumers are influenced by the situation of purchase and use (Hansen, 2005). This means that when consumers will decide on their consumption goods, they will consider several factors related to the product to be selected as well as other factors. Consumer perceptions of the overall quality of a product or service are able to influence these consumers in making purchasing decisions. This can be seen from the perceived value of quality as a reason for consumers to buy a product (Moradi & Zarei, 2011). Perceived quality can be defined as a consumer's assessment of the overall superiority of the product (Kirmani and Zeithaml, 2009 in Aaker and Biel, 2009:144). According to Garvin, 1987 in Kirmani and Zeithaml, 2009 in Aaker and Biel (2013:147) mentions seven product quality indicators, namely performance which includes the operating characteristics of a product, features are additional to be important defenders for two products that look the same, conformance with the specifications or the absence of defects is a view of the quality of the manufacturing process that is oriented towards conformance to specifications or the absence of defects, reliability, namely the consistency of performance from one purchase to another and the percentage of time owned, durability reflects the economic life of a product, service ability reflects the ability of a product to provide services, aesthetics leads to the appearance of quality. A positive perception of product quality will encourage purchasing decisions.

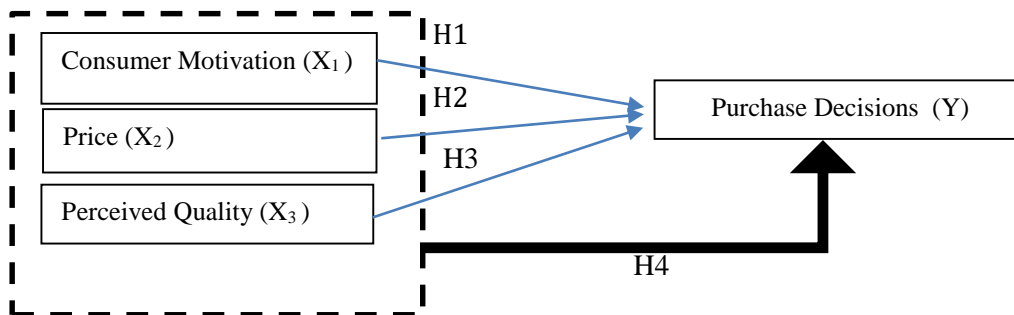
3. Research Methodology

3.1 Research design

The type of research used in this research is quantitative research methods. The data analysis technique used in this study is multiple regression to obtain a comprehensive picture of the effect of the independent variables (motivation, price and perceived quality) on the dependent variable (purchase decisions). The calculation of this analysis uses the SPSS (Statistical Packages for the Social Science) program. The sampling technique used was simple random sampling with a total sample of 100 respondents, by taking research data using questionnaires distributed to respondents. The technique sampling method is incidental sampling, namely consumers who use Lenovo laptops in Purwokerto area which are met by researchers who are considered suitable for use as a data source where the product purchase period is at the beginning of 2020-2021 years.

Research conducted by Alfred (2013) concluded that consumer purchasing decisions on technology goods are significantly influenced by price and product quality. While the research of Nwankwo, et.al (2014) found that motivation has a significant effect on purchasing decisions. Meanwhile, Sasongko (2012) in his research states that motivation and perceived quality have a significant effect on purchasing decisions. Thus, based on the results of research that has been carried out by previous researchers, the research model developed in this research is as follows.

Figure 1. Research Model developed



From the research model in Figure 1, the hypothesis in this study is

H1: Consumer motivation has an effect on purchasing decisions

H2: Price has an effect on purchasing decisions

H3: Perceived quality has an affect on purchasing decisions

H4: Consumer motivation, price and perceived quality together influence purchasing decisions

3.2 Data collection

Types of data and data sources used in this study came from primary data and secondary data. Primary data sources of this study were obtained through questionnaires distributed to Lenovo laptop consumers in Purwokerto with a Likert scale technique 1-5 which means strongly disagree to strongly agree, while secondary data sources come from interviews, research journals, books and other required sources. in research.

4. Results

4.1. Respondent profile

The profile of the respondents in this study can be seen in the following table.

Table 1. Frequency Distribution of Respondent Profile

| No | Data | Statistics | Frequency | Percent |
|----|----------------|----------------------|------------|--------------|
| 1 | Age | 15 - 19 years | 40 | 40,0 |
| | | 20 - 25 years | 33 | 33,0 |
| | | 26 - 30 years | 6 | 6,0 |
| | | 31 - 40 years | 9 | 9,0 |
| | | > 40 years | 12 | 12,0 |
| | | Total | 100 | 100,0 |
| 2 | Profession | Student in college | 66 | 66,0 |
| | | Government employees | 15 | 15,0 |
| | | entrepreneur | 9 | 9,0 |
| | | Other | 10 | 10,0 |
| | | Total | 100 | 100,0 |
| 3 | Gender | Male | 31 | 31,0 |
| | | Female | 69 | 69,0 |
| | | Total | 100 | 100,0 |
| 4 | Last Education | Junior high school | 10 | 10,0 |
| | | Senior High School | 54 | 54,0 |
| | | D3 | 9 | 9,0 |
| | | Bachelor (S1) | 23 | 23,0 |
| | | Other | 4 | 4,0 |
| | | Total | 100 | 100,0 |

Source: Data Processing Results 2021

Most of the respondents met by the researchers came from students as much as 66%, wherein their daily academic activities the need for computers was very high. For to be a concern for the Lenovo Laptop company itself, this indicates that consumers' perceptions before deciding to purchase, both the design, quality and price of the product are in line with their expectations. And this also shows that the Lenovo Laptop company must always understand the wants and needs of consumers if one-day young people in the Purwokerto area do not want to leave.

4.2. Validity and Reliability Test

Table 2. Validity and Reliability Test Results

| Variable | Statement | sig | Status | Alpha Cronbach's | Status |
|----------------------------|-----------|-------|--------|------------------|----------|
| <i>Consumer Motivation</i> | MOT1 | 0.000 | Valid | 0.782 | Reliable |
| | MOT2 | 0.000 | Valid | | Reliable |
| | MOT3 | 0.000 | Valid | | Reliable |
| | MOT4 | 0.000 | Valid | | Reliable |
| <i>Price</i> | HG1 | 0.000 | Valid | 0.773 | Reliable |
| | HG2 | 0.000 | Valid | | Reliable |
| | HG3 | 0.000 | Valid | | Reliable |
| | HG4 | 0.000 | Valid | | Reliable |
| <i>Perceived quality</i> | PER1 | 0.000 | Valid | 0.755 | Reliable |
| | PER2 | 0.000 | Valid | | Reliable |
| | PER3 | 0.000 | Valid | | Reliable |
| | PER4 | 0.000 | Valid | | Reliable |
| | PER5 | 0.000 | Valid | | Reliable |
| | PER6 | 0.000 | Valid | | Reliable |
| | PER7 | 0.000 | Valid | | Reliable |

| | | | | | |
|--------------------------|------|-------|-------|-------|----------|
| <i>Purchase Decision</i> | KEP1 | 0.000 | Valid | 0.732 | Reliable |
| | KEP2 | 0.000 | Valid | | Reliable |
| | KEP3 | 0.000 | Valid | | Reliable |
| | KEP4 | 0.000 | Valid | | Reliable |
| | KEP5 | 0.000 | Valid | | Reliable |

Source: Data Processing Results 2021

The validity test in table 2 shows the meaning of how well the level of social reality used to measure the variables in this study is in accordance with the constructs that researchers use to understand them (Neuman, 2007). In other words, it means the question of how well the social reality measured in the research corresponds to the conceptualization of the idea in the conceptual definition and its measure. While the reliability in the table refers to the consistency of scores achieved by the same person when tested repeatedly with the same test on different occasions (Azwar, 2011). This means that the measurement results in this study show relatively the same results in several measurements of the same subject group. Thus it can be concluded that the instrument used to measure the research variables is valid and reliable.

4.3. Classic Assumption Test Results

Table 3. Multicollinearity Test Results

| Model | Collinearity Statistic | |
|----------------------------|------------------------|-------|
| | Tolerance | VIF |
| (Constant) | | |
| <i>Consumer Motivation</i> | 0.674 | 1.484 |
| <i>Price</i> | 0.617 | 1.620 |
| <i>Perceived quality</i> | 0.532 | 1.878 |

Source: Data Processing Results 2021

Table 3 shows that the VIF value for the variables of consumer motivation, price and perceived quality is < 10 and the tolerance value is > 0.1 , so it can be concluded that there is no multicollinearity between variables.

Table 4. Heteroscedasticity Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig.(p) |
|----------------------------|-----------------------------|------------|---------------------------|--------|---------|
| | B | Std. Error | B | | |
| (Constant) | 0.574 | 0.983 | | 0.584 | 0.560 |
| <i>Consumer Motivation</i> | 0.106 | 0.058 | 0.222 | 1.825 | 0.071 |
| <i>Price</i> | -0.068 | 0.071 | -0.121 | -0.955 | 0.342 |
| <i>Perceived quality</i> | 0.002 | 0.037 | 0.006 | 0.043 | 0.965 |

Source: Data Processing Results 2021

The results of the heteroscedasticity test show that all t values have $p > 0.05$ so it can be concluded that there is no heteroscedasticity.

Table 5. Normality Test Results with Npar Tests
One-Sample Kolmogorov-Smirnov Test

| | Unstandardized Residual |
|---|-------------------------|
| N | 100 |

| | | |
|---------------------------------|----------------|---------------------|
| Normal Parameters ^{ab} | Mean | 0.000000 |
| | Std. Deviation | 1.78583261 |
| Most Extreme Differences | Absolute | 0.072 |
| | Positif | 0.067 |
| | Negative | -0.072 |
| | Test Statistic | 0.072 |
| Asymp.sig.(2-tailed) | | 0.200 ^{cd} |

Source: Data Processing Results 2021

The results of the Kolmogorov Smirnov test show a significance value of > 0.05 ($\alpha = 5\%$) which is 0.200 so it can be concluded that the residuals of the regression model are normally distributed.

4.4. Multiple Linear Regression Test Results

Table 6. Multiple Linear Regression Test Results
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | sig |
|-------|-------------------------------|-----------------------------|-----------|---------------------------|--------|-------|
| | | B | Std.Error | Beta | | |
| 1 | (Constant) | -1.368 | 1.539 | | -0.889 | 0.376 |
| | Consumer Motivation (X_1) | 0.307 | 0.091 | 0.238 | 3.362 | 0.001 |
| | Price (X_2) | 0.259 | 0.111 | 0.172 | 2.329 | 0.022 |
| | Perceived quality (X_3) | 0.399 | 0.058 | 0.545 | 6.861 | 0.000 |

Source: Data Processing Results 2021

If Y is a Purchase Decision, then based on table 6, the following multiple linear regression equation is obtained.

$$Y = 0,307 X_1 + 0,259 X_2 + 0,399 X_3 + e \quad (1)$$

The results of the test of the effect of X_1 on Y obtained the results of the t calculation of 3,362. While the t table obtained with a significance level of 95% and 5% alpha and degrees of freedom (df) with the provisions of $df = nk$ then obtained $dk = 100-4 = 96$ (n is the number of samples and k is the number of research variables) then obtained t table amounted to 1,661. If t count $>$ t table, it can be concluded that consumer motivation has a positive effect on purchasing decisions. While the test of the effect of X_2 on Y obtained t count of 2,329, thus it can be concluded that the price has a positive effect on purchasing decisions. Similarly, the test of the effect of X_3 on Y obtained t count of 6,861, it means that the perception of quality has a positive effect on purchasing decisions.

Table 7. Simultaneous Significance Test Results (Test F)
ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig |
|------------|----------------|----|-------------|--------|--------------------|
| Regression | 661.629 | 3 | 220.543 | 67.058 | 0.000 ^b |
| Residual | 315.731 | 96 | 3.289 | | |
| Total | 977.360 | 99 | | | |

Source: Data Processing Results 2021

Based on table 7, it is obtained that the calculated F is 67,058. While F table is calculated by the formula $DF1 = k-1$ and $DF2 = n-k$ obtained F table 0.117. because $F_{count} > F_{table}$, it can be concluded that consumer motivation, price and perceived quality together have a positive effect

on purchasing decisions of Lenovo Laptops on consumers in Purwokerto

5. Discussion and management implications

Based on the three research variables that are predicted to affect consumer purchasing decisions for Lenovo Laptops in Purwokerto during the Covid-19 Pandemic, price has the smallest regression coefficient compared to other independent variables. This is a consideration for manufacturers that price is a serious matter to be considered. While the perception of quality is the factor that has the biggest influence on purchasing decisions on Lenovo laptops for consumers in Purwokerto, this is useful for companies in carrying out market control strategies to continue to maintain their image or even further improve their qualities because the Lenovo brand has been in the mind of consumers positively on purchasing decisions of Laptop consumers in Purwokerto area. Further research can consider other variables such as involvement, consumer situation and other company strategies, to find out the other following factors that influence Lenovo laptop consumers in Purwokerto.

6. Conclusion

Based on the results of research and discussion, the conclusions that can be drawn are as follows.

- Consumer motivation has a positive and significant effect on purchasing decisions on Lenovo Laptop consumers in Purwokerto.
- Price has a positive and significant effect on purchasing decisions on Lenovo laptop consumers in Purwokerto.
- Perception of quality has a positive and significant influence on purchasing decisions of Lenovo laptops on consumers in Purwokerto.
- Consumer motivation, price, perceived quality together influence the purchase decision of Lenovo Laptops on consumers in Purwokerto.

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