



The Impact of Product Quality, Price, and Brand Image on the Purchase Decision of Acer Laptop Students in Bandar Lampung

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Received: (month year)

Accepted: (month year)

Published: (month year)

Abstract

This research aims to determine the influence of product quality, price and brand image on the decision to purchase Acer laptops among students in Bandar Lampung, both sequentially and simultaneously. The sampling method uses Purposive Sampling, the number of samples uses the Slovin Formula calculation with the formula $n = \frac{N}{1+Ne^2}$ which produces 389 or rounded up to 390 respondents. Instrument testing uses Validity and Reliability Tests, data analysis methods use multiple linear regression analysis and coefficient of determination. The results of research on product quality, price and brand image partially have a positive and significant effect on purchasing decisions for Acer laptops in Bandar Lampung. The research results show that product quality, price and brand image simultaneously have a significant influence on the decision to purchase an Acer laptop in Bandar Lampung, while the coefficient of determination (R²) is 0.678. These results show that the Purchasing Decision variable can be influenced by Purchasing Decision (X1), Price (X2) and Brand Image (X3). Meanwhile, the remaining 32.2 contains other variables that are not in this study.

Keywords: Purchase Decision, Product Quality, Price, Brand Image, Acer Laptop

Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk, Harga dan Citra Merek terhadap Keputusan Pembelian Laptop Acer pada Mahasiswa Di Bandar Lampung secara Persial dan Simultan. Metode pengambilan sampel menggunakan Purposive Sampling, jumlah sample menggunakan perhitungan Rumus Slovin dengan rumus $n = \frac{N}{1+Ne^2}$ yang menghasilkan 389 atau dibulatkan menjadi 390 responden. Pengujian instrumen menggunakan Uji Validitas dan Realibilitas, metode analisis data menggunakan analisis regresi linier berganda dan koefisien determinasi. Hasil dari penelitian Kualitas Produk, Harga Dan Citra Merek secara persial berpengaruh positif dan signifikan terhadap Keputusan Pembelian Laptop Acer di Bandar Lampung. Hasil penelitian menunjukkan bahwa Kualitas Produk, Harga Dan Citra Merek secara simultan berpengaruh signifikan terhadap keputusan Pembelian Laptop Acer di Bandar Lampung, sedangkan pada Koefisien Determinasi (R²) sebesar 0,678. Hasil tersebut menunjukkan bahwa variabel Keputusan Pembelian dapat di pengaruhi oleh Keputusan Pembelian (X1), Harga (X2) dan Citra Merek (X3). Sedangkan sisanya 32,2 terdapat variabel lain yang tidak ada pada penelitian ini.

Kata Kunci: Keputusan Pembelian, Kualitas Produk, Harga, Citra Merek, Laptop Acer

To cite this article:

Authors. (Year). Title of the article. *JEB. Journal of Economic and Business Research*, Vol(1), Page-Page.

INTRODUCTION

Information technology plays a significant role in facilitating activities that have a beneficial influence on people's daily lives in many ways. For example, it facilitates employment and education by making a lot of tech-related tasks simpler to complete. A laptop is one example of a technical advancement that has become common and useful in the modern day (Setiyani et al., 2018). Indonesia has been one of the countries affected by the COVID-19 pandemic since March 2020. People are separating themselves socially because of the COVID-19 epidemic. This includes working and switching to online or remote learning as a means of education (Asmara, 2020). An online lecture is a kind of lecture format in which the medium employs the internet to deliver the

material. There will be a greater demand for smartphones and laptops as a result of online policies that employ these devices.

A laptop is a portable computer that is smaller than a desktop computer. It has integrated all the components of a desktop computer into a single device, eliminating the need for a separate CPU and display. This makes laptops convenient for travelling, and they are essential in this age of globalisation. Consequently, consumers play a crucial role in driving up the demand for laptops in the modern day. This is due to the fact that the rapid flow of information has increased consumer competition for laptops. In today's world of business and education, laptops are indispensable due to the exponential rise of the human population. The Indonesian PC market is expected to see a 50% growth rate in 2021 due to its widespread use for various tasks such as assignments, papers, reports, proposals, and meetings (Utami, 2016). The International Data Corporation (IDC) reports that during the first half of 2021, the PC market in Indonesia increased by 2.06 million units. The following is a visual representation of Indonesia's PC market's growth statistics:

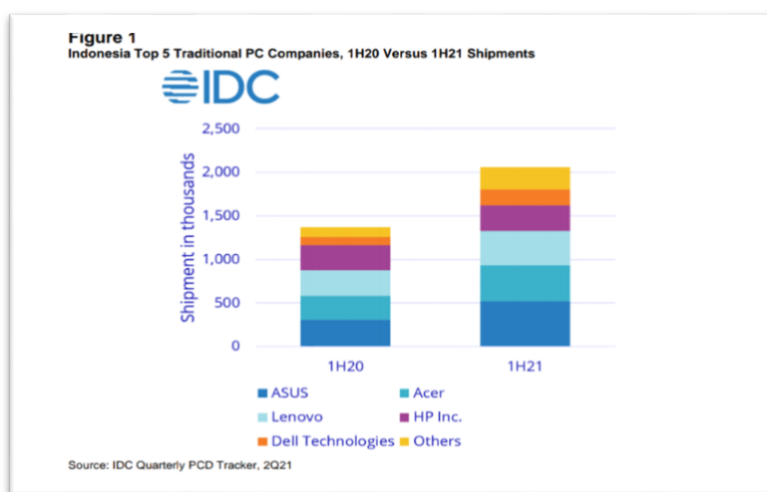


Figure 1 Pc Growth Data in Indonesia

The results show that Asus maintained its lead in 2021, with a 25% share of the Indonesian market. Further, after finishing fourth in 2020, the Acer group has moved up to second place in 2021. With a total growth rate of 32% in 2021, Lenovo comes in third. In 2021, Dell Technologies will have a 9% market share, while HP Inc. will hold a 14% market share, putting them in fifth and fourth positions, respectively.

According to Inet Detik (Rahman, 2021) there are numerous laptop manufacturers available today, including Acer, Asus, Lenovo, HP, and Dell. There is a lot of competition among laptop makers in Indonesia's consumer market, and each one is striving for a piece of the pie by showcasing its better product to potential customers. In order to stay viable in today's business climate, every firm must constantly push the boundaries of innovation when it comes to product quality and design. Acer is one of the laptop brands vying for a piece of Indonesia's market. Idmetafora (Isaias, 2022) states that Acer, a Taiwanese firm established in 1944, manufactures electronic devices including netbooks, desktops, laptops, and liquid crystal displays. Laptops are Acer's core business. As seen in the following table, Acer's dominance in the laptop market from 2019 to 2021 is more proof of this:

Tabel 1 Data Market Share Indonesia (Laptop Periode 2019-2021)

2019		2020		2021	
Merek	TBI	Merek	TBI	Merek	TBI
Acer	42,1%	Acer	41,6%	Acer	39,3%
Toshiba	15,9%	Toshiba	14,2%	Toshiba	13,6%

HP	13,8%	HP	9,9%	Asus	9,4%
Apple	6,1%	Asus	6,9%	Apple	7,4%

Source: www.topbrand-award.com (2021)

In 2019, the Acer brand laptop had a market share of 42.1%; in 2020, it dropped to 41.6%; and in 2021, it dropped to 39.3%, as seen in the table above. This decline was considerable for the Acer brand laptop product category. Since customers have various alternatives, this shows that they are less interested in purchasing laptops from Acer. From 2019 through 2021, Acer laptops will remain the top brand in the Top Brand Index, even if the brand index has decreased. This trend suggests that unsatisfactory product quality is to blame for the fall in Acer laptop sales figures. One complaint levelled against Acer laptops by Teknis.id (2020) is that they are very delicate, have an unpleasant hard keyboard, and have easily broken LCD displays. What this means is that when product quality drops, consumer interest in buying the product drops as well. The inverse is also true; consumers are believed to be pricing products at a level that does not reflect the quality they expect. As a general rule, people are less likely to buy a product if its price is high and more likely to buy it if its price is low. Meanwhile, Acer's reputation has taken a hit due to competition from major brands like HP, Toshiba, and Asus.

Sangadji and Sopiah state in Pradipta (2021) that customer behaviour significantly impacts the decision-making process when it comes to making a purchase. At this point in the buying process, customers make a final choice about what to purchase. All consumers go through the same steps when purchasing a product, and these steps have a bearing on whether or not they remain loyal to a certain brand (Badjamal, 2019). The primary motivation for a customer to make a purchase is the desire to fulfil his wants and requirements and enjoy the product or service he has acquired. Consumers often choose reasonably priced, high-quality items when making or completing product selections. Referring back to earlier work by Fitrah and Fadhillah (2023) titled "The Effect of Product Quality and Brand Image on Purchasing Decisions for Asus Brand Laptops among Students in Surabaya City," the study found that product quality did not affect purchasing decisions negatively or insignificantly, while brand image positively and significantly affected purchasing decisions. Anam et al. (2021) found that product quality, price, and brand image all had positive and significant effects on purchasing decisions. Their study, "The Effect of Product Quality, Price, and Brand Image on Purchasing Decisions for Citra Brand Hand and Body Lotion Products (Case Study on Iain Salatiga Students)," further supports this idea. According to a study by Kristanto and Pudjoprastyono (2021) titled "The Effect of Product Quality and Brand Image on Purchase Interest in Acer Laptops for Students of the Faculty of Economics and Business, National Development University "Veteran" East Java," both product quality and brand image have a positive and significant impact on people's decisions to buy.

LITERATURE REVIEW

Product Quality

Products that are of high quality are those that can be sold to consumers in exchange for their attention, ownership, and consumption in order to meet their desires and requirements (Kotler and Armstrong, 2018). The product quality of an item on sale is very significant to customers since it affects their desire to purchase the products. People tend to prioritise product quality when making a purchase decision. This is because, according to popular belief, a product's image in the community determines how many people will be interested in purchasing it. According to Sugiarto and Jumandy (2019), consumers are able to discern product quality based on the features offered by the firm. The indications of product quality that are listed by Tjijtono (in Kesuma & Siemin, 2022) include things like performance, appearance, durability, features, and compliance to requirements.

Price

According to Indrasari (2019), a customer's willingness to pay a certain amount in exchange for various combinations of such goods and services determines the value of a service or product. In simpler terms, price is the sum that buyers must part with in order to acquire a seller's wares. When making a purchase, the price plays a major role in determining whether we will buy the product or service. Before making a purchase, some customers want to check whether the price is reasonable for the item they're looking at. Prices have an impact on revenue, which in turn has an impact on supply and marketing channels. Whatever else you decide to charge, make sure it fits in with your bigger marketing plan (Pardede and Hariyadi, 2017). Price competitiveness, price compatibility with benefits, price compatibility with product quality, and affordability are the four defining characteristics of pricing, according to Kotler and Armstrong (in Faiza & Rahmawati, 2020).

Brand Image

Alma explains that a brand image—which may be visual or verbal—is a representation of a product or service that consumers associate with it (in Kristanto & Pudjoprastyono, 2021). A dependable brand is an integral part of launching and delivering goods or services, making it one of the most significant components of marketing efforts. A customer's mental representation of a brand is defined by the connections that product or service conjures up in their mind (Kotler and Keller, 2012). Firmansyah (2019) states that a person's memory of a brand is a composite of their impressions of the brand, the facts about the brand, and their interactions with the brand in the past. Beliefs and preferences about the brand are aspects of attitudes that contribute to the brand's image. Consumer benefits, brand personality, and product features are the three markers of brand image (Ratri, 2007; cited in Amila and Asmara, 2017).

Purchase Decision

Yusuf (2021) states that when people think about buying a thing, they weigh their alternatives and ultimately choose one. One step of consumer behaviour is buying choices, which in turn lead to post-purchase behaviour, including the selection, acquisition, and utilisation of products and services by people and organisations to meet their needs and desires. A purchase decision is defined as a consumer's choice between an item, its quantity, and the method of purchase (Fitrah & Fadhillah, 2023) in accordance with Bafadhal Samira Aniesa. When making a purchase, customers often think about the product's price, quality, and reputation as a brand. Firmansyah (2018) argues that when faced with several options, consumers must choose one before making a purchase. So, in order to make a selection, it is essential that several options be presented. Kotler and Keller (in Faiza & Rahmawati, 2020) state that four factors influence consumers' choices to buy: product stability, purchasing patterns, recommendation behaviour, and repeat purchases.

Hypothesis Development

Relationship between Product Quality and Purchasing Decisions

According to Kotler and Armstrong (2018), a high-quality product is one that may be sold to the public in order to fulfill people's desires and requirements. Businesses that consistently provide customers with high-quality goods and services will see explosive growth, ultimately leading to greater success and market dominance. Based on this definition, it's clear that product quality encompasses all the aspects of a product, both positive and negative, that contribute to its capacity to meet the needs of its users. Research by Anam et al. (2021) titled "The Effect of Product Quality, Price, and Brand Image on Purchasing Decisions for Citra Brand Hand and Body Lotion Products (Case Study on Iain Salatiga Students)" lends credence to this assumption, as it demonstrates that product quality plays a significant role in shaping purchasing decisions. On the other hand, research by Fitrah and Fadhillah (2023), specifically the Effect of Product Quality and Brand Image on Purchasing Decisions for Asus Brand Laptops among Students in Surabaya City, finds that product quality does not significantly impact purchasing decisions. The researcher then makes a hypothesis based on this:

H1: Product Quality (X1) Has a Positive Effect on Purchasing Decisions (Y) Acer Laptops for Students in Bandar Lampung

Price Relationship to Purchasing Decisions

Gitosudarmo (2008) states that the term "price" refers to the monetary value that is exchanged for certain items. The term "price" may refer to a variety of contexts, including in-store purchases, online marketplace transactions, and social media. Agustina, Sumowo, and Wijayanti (2018) found that price influences purchasing decisions, which supports this assumption. Their study, titled "The Effect of Product Quality, Brand Image, and Price on Purchasing Decisions (case study of tori aloha consumers of Gunung Kidul housing in Jember Regency)," examines this relationship. important to consumers' final choices to buy; however, studies done by Setyo (2016) reveal that pricing has no role at all. The researcher then makes a hypothesis based on this:

H2: Price (X2) Has a Positive Effect on Purchasing Decisions (Y) Acer Laptops for Students in Bandar Lampung

Relationship between Brand Image and Purchasing Decisions

In making their purchasing decisions, consumers think on the reputation of the brands they're considering (Utama, Kosasih, and Trisnawati, 2021). Research conducted by Ardila and Batu (2022) provides support for this assumption. Their study, titled "The Effect of Brand Image and Product Quality on Purchasing Decisions for Telkomsel Simcards (Survey of Telkomsel Users in Karawang Regency)," found that brand image significantly influences purchasing decisions, while research conducted by Khasanah, Ariani dan Argo (2021) found no significant effect. The researcher then makes a hypothesis based on this:

H3: Brand Image (X3) Has a Positive Effect on Purchasing Decisions (Y) Acer Laptops for Students in Bandar Lampung

Relationship between Product Quality, Price, and Brand Image to Purchasing Decisions

Buyers need to have access to several possibilities before they can settle on one, as each purchase decision is defined as the choice between two or more alternatives (Schiffman and Kanuk, in Faiza and Rahmawati, 2020). When people buy anything, they do so for a variety of reasons. Quality, pricing, and product reputation are the three most important factors for customers. To meet desires and requirements, products must be of high quality before they can be presented to the market for attention, ownership, and consumption (Kotler and Armstrong, 2018). Customers consider the pricing, the promotion, and the quality of the product or service before making a purchase choice. The value of a product or service is defined by Indrasari (2019) as the sum of all possible combinations of that commodity or service times the amount that a customer is willing to pay for those combinations. Similarly, when it comes to brand image, people tend to associate a favorable image with high-quality products. Since customers remember the brand by its image, it is crucial at this stage. Alma states that in Kristanto and Pudjoprastyono (2021), a brand image is any representation—verbal, visual, or hybrid—that serves to identify a certain product or service. Nasution, Limbong, and Ramadhan's (2020) study on undergraduate students from the Faculty of Economics, Department of Management, Labuhan Batu University found that product quality, price, and brand image significantly impact purchasing decisions at e-commerce site Shopee. The study also found that trust, convenience, and price had a role in consumers' purchasing decisions. The researcher then makes a hypothesis based on this:

H4: Product Quality, Price, and Brand Image Have a Significant Effect on Purchasing Decisions for Acer Laptops for Students in Bandar Lampung.

RESEARCH METHODS

Population and Sample

Participants were undergraduates and graduate students from three private universities in Bandar Lampung: Universitas Teknokrat Indonesia, Universitas Bandar Lampung, and Universitas Mitra Indonesia. The sampling approach used in this study is a non-probability sampling method with a purposive selection strategy, which means that the sample is chosen according to certain criteria. Students from private institutions in Bandar Lampung and those who use Acer laptops were the two main criteria used to choose a sample from the population that would form the basis of this study. Given the size of the population, the researcher used the formula to get the sample size.

$$\text{slovin yaitu: } n = \frac{N}{1 + Ne^2}$$

By using the formula above, the following calculation is obtained:

$$\begin{aligned} &= \frac{14.009}{1 + 14.009 \times 0,05^2} \\ n &= \frac{14.009}{1 + 14.009 \times 0,0025} \\ n &= \frac{14.009}{36,0225} \\ n &= 389 \end{aligned}$$

From the formula above, it can be seen that n = 389. The sample calculation results of 389 were rounded up to 390 respondents. With the number of respondents of 390, the respondents are considered representative because they have exceeded the minimum sample size.

Data Collection Technique

Online surveys created in Google Forms and disseminated over social media platforms like Instagram and WhatsApp served as the data gathering tool for this research. So that researchers could identify which respondents were qualified to test the findings, the study questionnaire had a question asking whether the respondents were Acer laptop users or not. This was done to guarantee that the people filling out the form were students who used Acer laptops. Likert scales are used in this research; the variables that are to be assessed are transformed into indicators of those variables. Each item on the instrument has a numerical and textual value that ranges from very positive to extremely negative.

Tabel 2 Skala Likert

Strongly agree	Skor 5
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Agree	Skor 4
Netral	Skor 3
Disagree	Skor 2
Strongly disagree	Skor 1

Analysis Method

The data analysis technique in this study uses three independent variables and one dependent variable which will be processed using the Statistical Product and Service Solutions (SPSS) version 26 application, using the t hypothesis test, f hypothesis test, multiple linear regression analysis and the coefficient of determination R².

The validity test aims to determine the validity of the questionnaire instrument used in data collection (Sugiyono, 2017). The questionnaire instrument is declared valid if the value of $r_{count} > r_{table}$. The formula for finding r table:
 $Df = N - 2$

N = Number of samples

The reliability test aims to determine how far the measurement results remain consistent when measuring 2 (two) or more times against the same symptoms using the same measurement tool (Sugiyono, 2017).

Multiple linear regression tests are regressions that have one dependent variable and two or more independent variables (Sugiyono, 2017). Multiple linear regression analysis aims to determine the effect of two or more independent variables on the dependent variable both partially and simultaneously. Multiple linear regression model equation (Sugiyono, 2017):

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Y = Purchasing Decisions
a = Constant
 $\beta_1, \beta_2, \beta_3$ = Koefisien regresi berganda
X₁ = Product Quality
X₂ = Price
X₃ = Brand Image
e = Error

The T test is used to test the effect of the independent variables used in this study to explain individually part of the dependent variable (Ghozali, 2018). The basis for decision making in the T test is if $t_{count} > t_{table}$ then there is a significant influence between the independent variable on the dependent variable. Formula t table:

Formula t table:

$$T_{table} = n - k$$

n = Number of samples

k = Number of independent variables

The F test is a hypothesis test used to determine the effect of independent variables simultaneously on the dependent variable (Sugiyono, 2018).

The decision making of the F hypothesis test is if $f_{count} > f_{table}$ then there is a significant influence between the independent variable on the dependent variable. Formula f count:

$$Df_1 = k - 1$$

$$Df_2 = n - k$$

Df = Degree of freedom

k = Independent and dependent variables

n = Number of observations/samples

The coefficient of determination (R²) is used to measure how far the model's ability to explain the independent variables. The value used is between zero and one. If the value is small, then the ability of these independent variables to explain the dependent variation is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2018).

Operational Variables

Operational variables are a complete set of instructions on what to observe and measure a variable or concept to test the perfection of research (Sugiyono, 2017). The operational variables in this study are:

1. Variabel dependent:

- Purchasing Decisions

2. Variabel independent

- Product Quality (X1)

- Price, (X2)

- Brand Image (X3)

RESULTS AND DISCUSSION**Validity Test**

The r table value is generated from the degree of freedom (df) = n - 2, namely 390 - 2 = 388, so that the r table at the 5% significance level is 0.0995.

Tabel 3 Results Validity Test

variable	inquiry	Item	r count	r count	description
Product Quality (X1)	I feel that the Acer laptops offered provide comfort as well as function	X1.1	0,562	0,0995	Valid
	I feel that the Acer laptops offered have aesthetic value	X1.2	0,532	0,0995	Valid
	I feel that Acer laptops have long durability and are comfortable when used	X1.3	0,613	0,0995	Valid
	I bought an Acer laptop because the function suits my needs	X1.4	0,521	0,0995	Valid
	I am interested in buying an Acer laptop because it has a different design from other brands	X1.5	0,595	0,0995	Valid
	I bought an Acer laptop because it meets the standard specifications	X1.6	0,565	0,0995	Valid
	I feel that Acer laptops have their own charm	X1.7	0,638	0,0995	Valid
Price (X2)	Acer laptops are reasonably priced	X2.1	0,693	0,0995	Valid
	The price offered is in accordance with the expected specifications	X2.2	0,521	0,0995	Valid
	Acer laptop prices are competitive with other brands	X2.3	0,634	0,0995	Valid
	The price I pay is in line with the benefits offered	X2.4	0,625	0,0995	Valid
	The price of the product is in accordance with the benefits I feel	X2.5	0,636	0,0995	Valid
	Prices vary according to product type	X2.6	0,663	0,0995	Valid
Brand Image (X3)	Acer laptops are famous for their affordable prices	X3.1	0,630	0,0995	Valid

	Acer laptops are made by a reputable company	X3.2	0,542	0,0995	Valid
	I easily recognize Acer laptop products	X3.3	0,620	0,0995	Valid
	Acer laptops have attractive shapes and colors	X3.4	0,574	0,0995	Valid
	Acer Laptop brand is easy to remember	X3.5	0,674	0,0995	Valid
	The Acer brand has a unique and distinctive logo.	X3.6	0,608	0,0995	Valid
	The Acer brand has a classy impression for users.	X3.7	0,659	0,0995	Valid
Purchasing Decisions (Y)	Acer laptops have good quality	Y.1	0,659	0,0995	Valid
	I buy products according to my daily needs	Y.2	0,487	0,0995	Valid
	I will buy an Acer laptop as the first choice in buying a laptop product	Y.3	0,635	0,0995	Valid
	Guaranteed product quality makes me confident to repurchase acer laptops	Y.4	0,530	0,0995	Valid
	I am willing to recommend Acer laptops to friends and family	Y.5	0,626	0,0995	Valid
	I will buy the product repeatedly if the product is in accordance with the quality provided	Y.6	0,596	0,0995	Valid
	The information provided about Acer is in accordance with reality so I bought the product	Y.7	0,662	0,0995	Valid

Source: data processed by researchers, 2023

Reliability Test

Reliability test is done by comparing the Cronbach Alpha value. The Cronbach Alpha value of all variables is greater than 0.60 and is declared reliable, so it can be used as a research tool.

Tabel 4 Results Reliability Test

Variables	Cronbach Alpha Value	Description
Product Quality	0,663	Reliability
Price	0,697	Reliability
Brand Image	0,727	Reliability
Purchasing Decisions	0,701	Reliability

Source: data processed by researchers, 2023

Multiple Linear Regression Analysis Test

In this study, multiple linear regression analysis was used to determine the effect of independent variables, namely Product Quality, Price, and Brand Image.

Tabel 4 Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	6,201	,902	
	Total X1	,131	,042	,142
	Total X2	,326	,054	,317
	Total X3	,400	,046	,431

Source: data processed by researchers, 2023

Based on the table above, the results of multiple linear regression analysis obtained the following equation results:

$$Y = 6,201 + 0,131 X1 + 0,326 X2 + 0,400 X3 + e$$

1. Constant = **6,201**
The constant value indicates that if the independent variables (Product Quality, Price, Brand Image) are assumed to be zero, then the dependent variable (Purchase Decision) is 6,201.
2. $b_1 = 0,131$
The coefficient value of the product quality variable (X1) is 0.131. This shows that the product quality variable has a positive and significant effect, which means that every 1 unit increase in the product quality variable will increase the purchasing decision variable by 0.131.
3. $b_2 = 0,326$
The coefficient value of the price variable (X2) is 0.326. This shows that the price variable has a positive and significant effect, which means that every 1 unit increase in the price variable will increase the purchasing decision variable by 0.326.
4. $b_3 = 0,400$
The coefficient value of the brand image variable (X3) is 0.400. This shows that the brand image variable has a positive and significant effect, which means that every 1 unit increase in the brand image variable will increase the purchasing decision variable by 0.400.

T Test (Partial)

The t test is used to show how much the independent variable individually affects the dependent variable (Sugiyono, 2017). The t table value is obtained from the calculation:

T table = n - k

T table = 390 - 4 = 386 (so the t table value for 386 with a probability value of 0.05 or 5% is 1.96612).

Tabel 5 The result of t test (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,201	,902		6,873	,000
	Total X1	,131	,042	,142	3,116	,002
	Total X2	,326	,054	,317	6,081	,000
	Total X3	,400	,046	,431	8,647	,000

a. Dependent Variable: Total_Y

Source: data processed by researchers, 2023

1. H1: Test the hypothesis of Product Quality (X1) on Purchasing Decisions (Y), the calculation results obtained $t_{count} 3.116 > t_{table} 1.96612$ with a significant level of 0.05, which is $0.002 < 0.05$. This means that the product quality variable partially has a positive and significant effect on purchasing decisions for Acer laptops for students in Bandar Lampung.
2. H2: Test the Price (X2) hypothesis on Purchasing Decisions (Y), the calculation results obtained $t_{count} 6.081 > t_{table} 1.96612$ with a significant level of 0.05, namely $0.000 < 0.05$. This means that the price variable partially has a positive and significant effect on purchasing decisions for Acer laptops for students in Bandar Lampung.
3. H3: Hypothesis testing of Brand Image (X3) on Purchasing Decisions (Y), the calculation results obtained $t_{count} 8.647 > t_{table} 1.96612$ with a significant level of 0.05, which is $0.000 < 0.05$. This means that the brand image variable partially has a positive and significant effect on purchasing decisions for Acer laptops for students in Bandar Lampung.

F Test (Simultaneous)

The f test serves to test whether the independent variables jointly affect the dependent variable. With the calculation of the f table value obtained from:

$$Df1 = k - 1 = 4 - 1 = 3$$

$$Df2 = n - k = 390 - 4 = 386 \text{ (So that the value in the distribution f table for Df1: 3 and Df2: 386 with a probability of 0.05 or 5\% is 2.62).}$$

Tabel 6 F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1687,801	3	562,600	273,473	,000 ^b
	Residual	794,097	386	2,057		
	Total	2481,897	389			
a. Dependent Variable: Total Y						
b. Predictors: (Constant), Total X3, Total X1, Total X2						

Source: data processed by researchers, 2023

The f test results show that the $F_{count} > F_{tabel}$ value is $(273,473) > (2.62)$ with a significance value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. In the results of this F test, it can be concluded that Hypothesis Four (H4), namely Product Quality, Price and Brand Image together have an influence on the Acer Laptop Purchasing Decision for Students in Bandar Lampung.

Test Coefficient of Determination (R2)

The coefficient of determination (R2) test is used to determine how strong the influence of the independent variables, namely Product Quality, Price, and Brand Image can explain the dependent variable, namely Purchasing Decisions.

Tabel 7 the Result of the Coefficient of Determination Test (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,825 ^a	,680	,678	1,434
a. Predictors: (Constant), Total X3, Total X1, Total X2				

Source: data processed by researchers, 2023

From the table above, the Adjusted R Square value is obtained with a value of 0.678. This shows that 67.8% of the influence that can be explained by the independent variables (product quality, price and brand image) on the dependent variable (purchase decision), while the remaining 32.2% is explained by other variables not tested in this study.

CONCLUSIONS

The following conclusions may be drawn on the basis of the findings of the study and discussion that have been carried out on the impact of product quality, price, and brand image on the choices that students in Bandar Lampung make regarding the purchase of Acer laptops:

1. Product quality partially has a positive and significant effect on purchasing decisions for students in Bandar Lampung.
2. Price partially has a positive and significant effect on purchasing decisions for students in Bandar Lampung.
3. Brand Image partially has a positive and significant effect on purchasing decisions for students in Bandar Lampung.
4. Simultaneously product quality, price and brand image together have an effect on purchasing decisions for students in Bandar Lampung.

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