

The Influence Of Consumer Behavior and Product Design On Purchasing Decisions Of Asus Notebooks at PT. Primajaya Multi Technology Medan

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Article Info	ABSTRACT
Keywords: Consumer Behavior Product Design Purchasing Decisions	This study aims to examine the effect of consumer behavior and product design on purchasing decisions of Asus notebooks at PT. Primajaya Multi Technology, Medan. The object of this research is the consumers of PT. Primajaya Multi Technology, Medan. The basis for selecting this sample is the non-probability sampling method using the accidental sampling technique. The data applied in this study are primary data, data obtained from questionnaires distributed to 30 respondents. The analytical method used is multiple linear regression. The percentage of consumer behavior (X1) to purchasing decisions (Y) is 11.9%. This proves that consumer behavior affects the performance of purchasing decisions by 11.9% and the rest is influenced by other factors not examined. The percentage of product design (X2) to purchasing decisions (Y2) is 52.4%. This proves that Product Design affects the performance of purchasing decisions by 52.4% and the rest is influenced by other factors not examined. The percentage of consumer behavior (X1) and product design (X2) on purchasing decisions (Y) is 57%. This proves that Consumer Behavior and Product Design affect the performance of purchasing decisions by 57% and the rest are influenced by other factors not examined.
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INTRODUCTION

In 2019, the Covid-19 Pandemic occurred. The large number of viruses spread throughout the world very quickly. So that many countries have opted for a full lockdown in order to overcome the circulation of the virus. People are also directly advised not to leave their homes or go to crowded places. From this incident, the company also made a decision that its employees would work from home or Work From Home (WFH). Here, employees automatically need to use notebooks to do their work, so they need to buy a notebook if they don't have one.

Notebook is a very sophisticated technology. Notebooks can help us do work or things that are usually done manually, now we only need to type into the notebook. Asus is the fifth largest PC company in the world after HP, Lenovo, Dell and Acer. Apart from computer hardware, this company also produces laptops, netbooks, LED/LCD panels, cellular phones, monitors, motherboards, graphics cards, and even tablet PCs.

Goods produced by a company really need distributors to distribute their products. For this reason, the company appoints companies in the area of a country to distribute it and PT. Primajaya Multi Technology is one of them. The company which is located at Jl. Asia Raya Blok CC No.12-A Medan is a company engaged in the distribution of Information and Communication Technology and one of the products offered is a laptop. This company was founded in 2006. PT. Primajaya Multi Technology is a distributor for various laptop brands such as Asus, Acer, Lenovo and Toshiba. Asus is the best-selling notebook sold by PT. Primajaya Multi Technology.

Understanding of consumer behavior, especially at this time, such as consumer understanding of increasingly advanced products and developments in technology that are so fast and fast, makes the intensity of competition even higher, and this is an important thing for marketers if they want to continue to be accepted by their consumers.

According to (Azanda & Hanifa, 2023) defines consumer behavior as the dynamics of interaction between influence and awareness, behavior and the environment where humans exchange aspects of life.

According to (Nugroho, 2019), Consumer behavior is the actions that are directly involved in obtaining, consuming, and disposing of products or services, including the decision processes that precede and follow these actions.

According to (Satriadi et al., 2021), Consumer behavior is the act of individuals in making decisions to satisfy their needs and desires for the goods and services offered by the market. According to (Tamara & Yona, 2022), explains that consumer behavior is a study of the decision-making process in individuals, groups or organizations as well as the wider community to use or not to a product (goods, services and ideas).

According to (Azanda & Hanifa, 2023), decision-making processes and physical activities in evaluating, obtaining, using and disposing of goods or services.

According to (Juju, 2023), Consumer behavior is the actions directly involved in obtaining, consuming and disposing of products and services, including the processes that precede and follow these actions.

According to (Yulistria et al., 2023), defines consumer behavior as the study of buying units and exchange processes involving the acquisition, consumption of various products, services and experiences as well as ideas.

According to (Yossie et al., 2018), Consumer behavior is the process that a person or organization goes through in searching, buying, using, evaluating, and disposing of products or services after being consumed to meet their needs.

According to (Wijaya & dkk, 2022) reveal consumer behavior is an activity of purchasing activities in meeting the level of consumption of products or services.

According to (Kotler & Keller, 2021) as a study of how individuals, groups and organizations select, buy, use and use goods, services, ideas or experiences to satisfy their needs and wants.

According to (Ayesha, 2022) consumer behavior is a study of how individuals and organizations relate to how they choose to use products.

According to (Sumarwan, 2017) The term consumer behavior refers to be behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of product and services that they expect will satisfy their needs.

According to Anoraga (Nurmawati, 2018) Consumer behavior is behavior shown through searching, buying, using, evaluating and determining products or services that they hope can satisfy their needs.

According to (Rahmawati, 2022), Packaging involves designing and producing the container for a product.

Product design can increase satisfaction because this design can also influence consumers to buy repeatedly. Product design is one of the main factors that consumers consider in choosing a product because the design of a product will affect the appearance as stated by Kotler that design is the totality of features that affect the appearance and function of a product in terms of consumer needs (Kotler & Keller, 2021).

According to (Kotler & Keller, 2021) Product Design is a concept that is bigger than style. Style only describes the appearance of the product. Style can be interesting or boring. Sensational styles can attract attention and produce beautiful aesthetics, but they don't actually make a product perform any better. Unlike style, design is not just skin deep, design is the heart of the product."

According to Imam Djati Widodo (2017: 197) "Product design is a systematic approach to integrate product planning and processes that influence it, including manufacturing and support."

According to Ulrich & Eppinger (Sutianah & Pingon, 2023) Professional services in creating and developing concepts and specifications that optimize function, value, and product appearance down to the system so that products are more profitable for consumers and producers.

The process of making a decision to buy an item by consumers varies according to the type of purchase decision. Buying activities are an amazing part of everyone's life, because buying activities are routine activities that we rarely realize in depth about the psychological processes involved in them. Companies must also be able to understand consumer behavior in their target market, because the survival of companies trying to meet consumer needs and desires is highly dependent on consumer behavior patterns. If the company is able to determine its marketing strategy by creating quality goods or services at prices that are in accordance with the wishes of consumers, then consumers will learn, try, and accept these products. The process of consumer acceptance of a product will be implemented in the form of a buyer's decision.

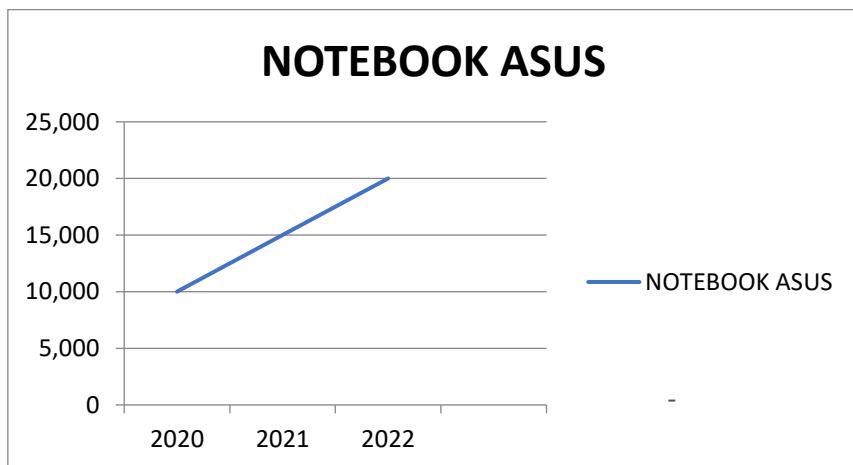
Purchasing decision is a determination of what to buy or not by the consumer, the decision is based on the results obtained from the activities or activities before the purchase. Purchase decision is one part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions (Tjiptono, 2019).

According to (Nainggolan & dkk, 2020), The consumer purchasing decision process is a decision-making process initiated by consumers to purchase goods or services in exchange for money on the market before, during and after purchasing goods or services.

According to (Kotler & Keller, 2021) "Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for personal consumption", this understanding can be interpreted that purchasing decision behavior refers to final buying behavior from consumers, both individuals and households who buy goods and services for personal consumption.

According to (Indrasari, 2019), purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers.

Notebook is a gadget that is needed by the community in carrying out their important activities such as work or school assignments. Notebook where these items can be found at PT. Primajaya Multi Technology, Asia MegaMas Shophouse Complex Block BB No.12A, Sukaramai II, Kec. Medan Area, Medan City, North Sumatra 20216. However, when the researchers made observations about the notebook buyer's decision, the researcher found that the notebook purchase decision increased. In 2020 the emergence of the covid 19 virus has spread to the community. Notebook sales have been increasing since 2020 -2022. Notebook sales in 2020 of 10,000 units, in 2021 of 15,000 units, in 2022 of 20,000 units.



From the results of the sales table above, sales have increased every year, so researchers want to research and find out what makes consumer decisions in buying Asus notebooks at PT. Primajaya Multi Technology. Researchers conducted brief interviews with several consumers at random. The purpose of the interview is to find out in more detail about consumer behavior, product design and consumer decisions in buying these products. In the results of one of the interviews with consumers stated that PT. Primajaya Multi Technology has a wide range of Asus Notebooks that are varied and suitable for students/office employees who need them, as well as customer-friendly service.

From the statement above, the researcher is interested in conducting research with the title "The Influence of Consumer Behavior and Product Design on Asus Notebook Purchase Decisions at PT. PRIMAJAYA MULTI TECHNOLOGY, MEDAN".

According to (Ayesha, 2022), said consumer behavior has 4 indicators:

Culture

Culture, namely a collection of basic values, perceptions, desires and behaviors learned by members of society from families and other groups. Sub culture, is the division of culture into cultural groups based on nationality, religion, group, race and geographical area. Social class, is a division of community groups based on relatively tiered factors, formed in social classes that have different strata and behavior.

Social

Groups, namely two or more interacting people who have the same characteristics. Family is the most dominant social group influencing consumer behavior. Role and status, is a person's position in a group or environment.

Personal

Age and stage in the life cycle, these indicators influence what and how products are purchased by consumers with different indicators. Economic situation, where if the economy is good then there are many alternative product choices, while those whose economy is not good, of course the product choices will be limited. Work, activity, work environment, mobility and characteristics will influence product purchasing decisions. Lifestyle is an individual's pattern of life which is reflected in their activities, interests and opinions in seeing things. Personality is a set of unique psychological characteristics that consistently influence how a person responds to the stimuli he receives.

Psychology

Motivation is the impetus that exists within a person to do or not do something. Perception, the way a person perceives or interprets the information he receives. Learning, is a change in one's behavior because of experience. Beliefs and attitudes, is a pattern that comes from the knowledge obtained, which is then held by individuals as a truth in life.

According to (Rahmawati, 2022) the following indicators:

1. Packaging design, well-designed packaging can create convenience value for consumers and promotional value for producers.
2. Packaging quality, packaging quality can foster trust and complete self-image and influence potential buyers to make choices about packaged goods.
3. Packaging innovation, innovative packaging can provide many benefits for consumers and profits for products.

According to (Tjiptadi & dkk, 2020) traditionally purchasing decisions can be divided into 5 stages:

1. Identify a need
In the first stage, customers must realize that they have a need for a product.
2. Information Search
Customers seek information about products by searching for information on the company's official website or internet articles or magazines or asking friends.
3. Evaluation of alternatives

Customers compare the various options available and assess which one best suits their needs.

4. Buy
The customer chooses the option they like best and buys it.
5. Post-purchase satisfaction or dissatisfaction.

METHODS

As for the place of research conducted at PT. Primajaya Multi Technology which is located in the Asia MegaMas Ruko Complex Block BB No.12A, Sukaramai II, Kec. Medan Area, Medan City, North Sumatra 20216.

According to (Sugiyono, 2019), population is a generalization area consisting of objects/subjects that have certain quantities and characteristics that have been determined by researchers to study and draw conclusions. The total population in this study is 300 active customers (customers who are active every month making transactions during 2020, 2021, 2022).

According to (Sugiyono, 2019), the sample is part of the population that has the characteristics of that population.

According to (Tersiana, 2018), if there are a large number of subjects, 10-15% or 20-25% or more can be taken depending on the ability of the researcher (consideration of the aspects of manpower and time), the size of the research area of each subject, and the size of the risks borne by researchers

The number of samples in this study is 10% of the total population, namely 30 active customers.

In this study, researchers used the non-probability sampling technique with an incidental sampling approach. Incidental sampling is a sampling technique based on coincidence, that is, anyone who coincidentally/accidentally meets the researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. In this study, the researcher used a statistical test with SPSS version 26, the researcher tested the validity of the data, namely the validity and reliability test, the classic assumption test, namely: normality test, multicollinearity test, heteroscedasticity test and hypothesis testing, namely: multiple linear regression analysis test, T test, F Test and Test Coefficient of determination.

In this study, researchers collected data with structured questionnaires through the Google form system until the data reached the quota that had been used.

Questionnaire according to (Sugiyono, 2019), is a data collection technique that is carried out by providing a set of questions or written statements to respondents to answer. After collecting data through questionnaires, researchers used research measuring instruments assisted by SPSS version 26 to analyze data, and tested data according to measuring parameters, tested research data as follows:

Validity Test Results

According to (Sugiyono, 2019), instrument trials were carried out on samples from which the population was taken with the number of sample members used around 30 people. measuring tool is done by distributing google forms to people who have purchased products at PT. Giant Transporter Indonesia Medan branch. In accordance with the theory used, the

researcher took 30 samples for testing, where these samples were not included in the original sample of the study population.

Correlations												
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	TOTAL
X1	Pearson Correlation	1	,236	,126	-,009	,236	,491**	,126	1,000**	,236	,383*	,660**
	Sig. (2-tailed)		,209	,508	,962	,209	,006	,508	,000	,209	,037	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	,236	1	,048	,190	,700**	,144	,048	,236	1,000**	-,216	,556**
	Sig. (2-tailed)	,209		,803	,314	,000	,447	,803	,209	,000	,253	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	,126	,048	1	,729**	,048	,302	1,000**	,126	,048	,340	,652**
	Sig. (2-tailed)	,508	,803		,000	,803	,105	,000	,508	,803	,066	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	-,009	,190	,729**	1	,190	,165	,729**	-,009	,190	,094	,558**
	Sig. (2-tailed)	,962	,314	,000		,314	,384	,000	,962	,314	,620	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	,236	,700**	,048	,190	1	,289	,048	,236	,700**	-,086	,556**
	Sig. (2-tailed)	,209	,000	,803	,314		,122	,803	,209	,000	,651	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	,491**	,144	,302	,165	,289	1	,302	,491**	,144	,199	,604**
	Sig. (2-tailed)	,006	,447	,105	,384	,122		,105	,006	,447	,291	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	,126	,048	1,000**	,729**	,048	,302	1	,126	,048	,340	,652**
	Sig. (2-tailed)	,508	,803	,000	,000	,803	,105		,508	,803	,066	,000

N		30	30	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	1,000 **	,236	,126	-,009	,236	,491 **	,126	1	,236	,383 *	,660 **	
	Sig. (2-tailed)	,000	,209	,508	,962	,209	,006	,508		,209	,037	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	,236	1,000 **	,048	,190	,700 **	,144	,048	,236	1	-,216	,556 **	
	Sig. (2-tailed)	,209	,000	,803	,314	,000	,447	,803	,209		,253	,001	
	N	30	30	30	30	30	30	30	30	30	30	30	30
X10	Pearson Correlation	,383 *	-,216	,340	,094	-,086	,199	,340	,383 *	-,216	1	,405 *	
	Sig. (2-tailed)	,037	,253	,066	,620	,651	,291	,066	,037	,253		,027	
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,660 **	,556 **	,652 **	,558 **	,556 **	,604 **	,652 **	,660 **	,556 **	,405 *	1	
	Sig. (2-tailed)	,000	,001	,000	,001	,001	,000	,000	,000	,001	,027		
	N	30	30	30	30	30	30	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Processed data, 2023

Based on the table test, it is known that there are 10 statement items in the consumer behavior variable (x1) which are declared valid because the corrected item value is > 0.3 and 1 statement item is said to be invalid because the corrected item value is < 0.3 .

RESULTS AND DISCUSSION

From the analysis carried out, the results of the research conducted by the researcher were obtained:

1. In the validity test conducted on the data that has been collected it shows that the items from the Consumer Behavior variable are all valid, the items from product design are all valid and for the purchase decision variable not all items are valid.
2. In the reliability test conducted on the data that has been collected, the reliability value of the consumer behavior variable is 0.785, the product design variable is 0.650 and the purchasing decision reliability value is 0.737. This proves that the questionnaire used is reliable or reliable.
3. Based on the results of the normality test, it is known that the significance value is $0.078 > 0.05$, it can be concluded that the residual values are normally distributed.

4. The results of the multicollinearity test show that the correlation value for the variable Tolerance value of consumer behavior is $0.966 > 0.10$ and the VIF value of consumer behavior is $1.035 < 10.00$. Product design has a tolerance value of $0.966 > 0.10$ and the VIF value is $1.035 < 10.00$. It can be concluded that this regression model is free from multicollinearity symptoms and is feasible to use.
5. The results of the heteroscedasticity test show that the correlation value for the variable Significant value of consumer behavior is $0.878 > 0.05$ and product design has a significant value of $0.080 > 0.05$. It can be concluded that this regression model is free from symptoms of heteroscedasticity and is feasible to use.
6. The results of multiple linear analysis tests where a constant (α) = 4.549 indicates a constant value, if the value of the independent variable X1 is consumer behavior and the value of the variable X2, namely product design, is 0 then the purchase decision will increase by 4.549. The coefficient $X1b1 = 0.212$ indicates that the consumer behavior variable (X1) has a positive effect on purchasing decisions of 0.212. This means that for every 1 unit increase in consumer behavior (X1), consumer behavior towards purchasing decisions will increase by 0.212. The coefficient $X2b2 = 1.020$ indicates that the Product Design variable (X2) has a positive effect on purchasing decisions of 1.020. This means that for every increase in Product Design (X2) by 1 unit, the Product Design on purchasing decisions will increase by 1.020.
7. The results of the t test are known to be the value of Sig. for the effect of Consumer Behavior (X1) on Purchase Decision (Y) is $0.100 > 0.05$ and the value of t count is $1.705 < t$ table 2.502, so it can be concluded that H1 is rejected which means it has no effect on Consumer Behavior (X1) on Purchase Decision (Y). The Sig value is known. for the effect of Product Design (X2) on Purchase Decision (Y) is $0.000 < 0.05$ and the value of t count is $5.324 > t$ table 2.502, so it can be concluded that H2 is accepted which means that there is an influence between Product Design (X2) on Purchase Decisions (Y).
8. The results of the F test show that the significance value for the effect of X1 and X2 simultaneously on Y is $0.000 < 0.05$ and the calculated F value is $17.920 > F$ table 3.340, so it can be concluded that there is an effect of X1 and X2 simultaneously on Y.
9. The results of the test for the coefficient of determination show that the R Square value is 0.119, this means that the effect of variable X1 simultaneously on variable Y is 11.9%.
10. The results of the test for the coefficient of determination show that the R Square value is 0.524, this means that the effect of variable X2 simultaneously on variable Y is 52.4%.
11. The results of the test for the coefficient of determination show that the R Square value is 0.570, this means that the effect of the variables X1 and X2 simultaneously on the variable Y is 57%.

CONCLUSION

Based on the results of research that has been done by researchers, the researchers concluded that. The percentage of consumer behavior (X1) to purchasing decisions (Y) is

11.9%. This proves that consumer behavior affects the performance of purchasing decisions by 11.9% and the rest is influenced by other factors not examined. The percentage of product design (X2) to purchasing decisions (Y2) is 52.4%. This proves that Product Design affects the performance of purchasing decisions by 52.4% and the rest is influenced by other factors not examined. The percentage of consumer behavior (X1) and product design (X2) on purchasing decisions (Y) is 57%. This proves that Consumer Behavior and Product Design affect the performance of purchasing decisions by 57% and the rest are influenced by other factors not examined.

The following are suggestions given by researchers in the hope of being useful for the company. Judging from the percentage of consumer behavior (X1) to purchasing decisions (Y) is 11.9%. This proves that consumer behavior affects the performance of purchasing decisions by 11.9%, so the researchers provide suggestions to pay more attention to the needs of consumers. For example, such as providing various kinds of Asus notebooks. Judging from the percentage between product design (X2) and purchasing decisions (Y2) is 52.4%. This proves that Product Design affects the performance of purchasing decisions by 52.4%, so the researchers provide suggestions for further improving or providing various kinds of the latest product designs and features. Judging from the percentage between Consumer Behavior (X1) and Product Design (X2) on purchasing decisions (Y) is 57%. This proves that Consumer Behavior and Product Design affect the performance of purchasing decisions by 57%, so the researchers provide suggestions for increasing attention to consumer desires and the latest product designs. Judging from the survey data where one of the points is "age and life cycle stage are very influential on the product to be purchased". Obtain significant points that strongly disagree, namely 3.3% of customers. So hereby I suggest that PT. Primajaya Multi Technology to remain consistent in providing a variety of products. Judging from the survey data where one of the points is "PT. Primajaya Multi Technology has a wide variety of products and colors". Obtaining a significant point of disagreement of 3.3%. So I hereby advise PT. Primajaya Multi Technology to remain consistent and continuously improve product design and product range. Judging from the survey data where one of the points is "Feeling satisfied with the quality provided" Obtaining a significant point agrees by 26.7%. So hereby I give advice to remain consistent in maintaining the quality of the product.

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