THE EFFECT OF SHOPPING EXPERIENCE AND BRAND IMAGE ON LENOVO LAPTOP PRODUCT PURCHASE DECISIONS THROUGH VIRAL MARKETING AS AN INTERVENING VARIABLE

Anung Widodo[1], Agus Wahyudin[2], Samsul Rizal[3]

[1,2,3]Politeknik APP Jakarta
E-mail: anung4pp@gmail.com

ABSTRACT

This research aims to analyze the influence of shopping experience and brand image on purchasing decisions for Lenovo laptop products through viral marketing as an intervening variable. .The Jakarta APP Polytechnic case study is the subject of this research. The research was conducted on 180 respondents using quantitative descriptive methods. Sampling using non-probability sampling technique, namely purposive sampling.The survey method used in collecting data was using a questionnaire instrument. This research is explanatory research, which is a study that explains the position of the variables studied in a study by processing it using SmartPLS 4.0 software.. This research proves the influence of shopping experience has a positive and significant influence on purchasing decisions, brand image has a positive and significant influence on purchasing decisions, shopping experience has a positive and significant influence on viral marketing, brand image has a positive and significant influence on viral marketing, shopping experience has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and viral marketing has a positive and significant effect on purchasing decisions.
Keywords: Shopping experience, Brand Image, Viral marketing,Purchase decision

INTRODUCTION

The impact of technological developments has provided many positive benefits for human life from various aspects which ultimately led humans to the computerization era.Information technology has given rise to the belief that the future will be controlled by people who can master technology and information.Of course, this is something that demands humans to continue to learn about technology that continues to develop.

The world has long known portable computers or what are commonly known as laptop computers.This high-tech gadget in a compact size and easy to carry anywhere has been present for a long time as a replacement for Personal Computers (PCs) for everyday needs ranging from typing or surfing the internet to design.

In the past, laptops and notebooks were still considered luxury items because at that time laptops were still rarely owned by someone because the price was quite expensive, but now many people use laptops because the price of laptops and notebooks is cheap because they are mass produced and become a demand for needs.

This research aims to analyze the influence of shopping experience and brand image on purchasing decisions for Lenovo laptop products through viral marketing as an intervening variable.

Portable computers or laptops have all the basic components of a computer such as a processor, memory or Random Access Memory (RAM) storage and a monitor screen but are designed to be easy to carry and use in different places.

Definition of Laptop and Notebook:

The main difference between notebooks and laptops is in the dimensions.The dimensions of notebooks are more compact than laptops.For example, we can compare the weight if the notebook weighs around 1 to 2 kg.While laptops have heavier dimensions of around 1.5 kg to 2.5 kg. Laptop screen size usually has a screen size ranging from 14 - 17 inches.Meanwhile, the notebook screen is smaller starting from 8 - 13 inches.Processor used Usually laptops have fast processor power, for example: Intel Core i3, i5, or i7 series while Notebooks only processors usually use the Celeron series.

In general, the difference between laptops and Notebooks can be seen from the hardware specifications and price. If you look at the strength of the Lenovo Laptop brand image, it can be measured by the popularity of Lenovo Laptop portable computers such as from the typical black matte laptop color and cheaper prices, lighter weight and comfortable keyboards so that Lenovo laptops have advantages over other brands.

Tabel 1. Market Share and Shipment

5 PC Vendors in the World	Shipment Q3 2023	Market Share Q3 2023	Shipment Q3 2022	Market Share Q3 2023	Growth Yoy
Lenovo	16 million units	23,5 percent	16,9 million units	22,9 percent	-5 percent
HP Inc	13,5 million units	19,8 percent	12,7 million units	17,2 percent	6,4 percent
Dell Technologies	10,3 million units	15 percent	12 million units	16,2 percent	-14,3 percent
Apple	7,2 million units	10,6 percent	9,4 million units	12,7 percent	-23,1 percent
Asus	4,9 million units	7,1 percent	5,4 million units	7,4 percent	-10,7 percent
Others	16,3 million units	23,9 persen	17,4 million units	23,6 percent	-6,3 percent
Total	68,2 million units	100 persen	73,8 million units	100 percent	-7,6 percent

This report details the top 5 global PC vendors including Lenovo complete with estimated PC shipment volumes from each vendor, namely HP Inc, Dell Technologies, Apple and Asus. In Q3-2023, Lenovo dominated the market share and became the number one PC vendor in the world. Of the five vendors on the list, Lenovo was recorded as having the largest PC shipment volume, namely 16 million units. This makes the PC (Personal Computer) vendor based in Beijing, China control 23.5 percent of the world's PC (Personal Computer) market share sales.

Consumer experience in shopping or customer (customer experience) is a response, sensation, response or interpretation internally and subjectively from consumers or customers resulting from interaction either directly or indirectly with a brand, service provider or company. Direct contact occurs when buyers use products and services. While indirect contact such as recommendations for a product or criticism, advertisements, news reports, reviews of the use of goods.

Regarding experience, according to Kotler and Armstrong, experience is an event that involves individuals personally and experience as a memorable event. Experience is a human perception that is produced when consolidating their sensory information, this perception is formed by consumer encounters with service products and businesses.

Shopping experience Indicators

According to Achsa & Dewi (2022) , the indicators of shopping experience are

1. Accessibility
   It is the ease of interacting and accessing products.
2. Competence
   It is the competence possessed by the product provider.
3. Customer Recognition
   It is the consumer's feeling that their presence is known and recognized by the product provider.
4. Helpfulness
   It is the feeling of how easy it is for them to ask for help.
5. Personalization
   It is the consumer's feeling that they receive treatment or facilities that make them comfortable as individuals.
6. Promise Fulfillment
   It is the fulfillment of promises by the product provider
7. Value For Time
   It is the consumer's feeling that their time is valued by the product provider

Understanding Brand Image

Regarding brand image according to experts, brand image is the overall consumer perception of a brand and is formed from past information about the brand, brand image is related to attitudes in the form of beliefs and preferences towards a brand.

According to Roslina, brand image is defined as an indication that will be used by consumers to evaluate a product when consumers do not have sufficient knowledge about a product.

Brand image is a form of perception and belief held by consumers, as reflected in associations embedded in consumer memory. There is a tendency for consumers to choose products that are well known through experience using the product or based on information obtained from various sources.

It can be said that image is formed from how the company carries out its operational activities which have a main foundation in terms of service. So this image will be noticed by the public from time to time and will eventually form a positive view of the company that will be communicated from one person to another.

Image is formed based on impressions based on experiences experienced by someone towards something good so as to build a mental attitude. This mental attitude will later be used as a consideration for someone to make a decision in buying a product because image is considered to represent the totality of someone's knowledge of a company's product.

Brand Image Indicators

According to Aaker and Biel (2004) , brand image indicators consist of three components:

1. Corporate Image, namely: A set of associations perceived by consumers towards a company that makes a product and service. The corporate image includes: Popularity, Credibility, and Corporate Network,
2. User Image is a collection of associations that consumers perceive towards users who use goods or services, including the user themselves, lifestyle or personality and social status.
3. Product Image is a set of associations that consumers perceive towards consumers on a product, which includes the attributes of the product, benefits for consumers who use it, and guarantees. The image of the maker includes, attributes of the product and which provide benefits to consumers, as well as good guarantees for consumers.

Purchasing Decision

A purchasing decision is an action taken to overcome problems that occur and must be faced or are steps taken to achieve goals as quickly as possible at the most efficient cost. Purchasing decisions are the result of a complex interplay of cultural, social, personal, and psychological factors. A purchasing decision becomes important if there are so many brands circulating on the market that it is difficult to determine the choice of similar products or services.

Regarding purchasing decisions according to experts, a purchasing decision occurs after going through stages or processes. Even this purchasing decision process also includes stages after the purchase itself.

Meanwhile, according to Lubis, purchasing decisions are consumer actions in making purchasing decisions for the goods they like the most. Purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to achieve goals as quickly as possible at the most efficient cost.

Consumer decision-making to purchase a product or service begins with an awareness of the fulfillment of needs or desires and the realization of subsequent problems, then consumers will carry out several stages which ultimately reach the post-purchase evaluation stage.

From the above understanding, it can be concluded that consumers choose a purchasing decision, namely the stage of the process of determining a purchasing decision where consumers determine whether or not to buy and if so, what to buy and when to buy.

Meanwhile the purchasing decision indicators according to Kotler & Keller (2007) are the stages of the purchasing decision process itself which have been previously explained above, namely:

1. Need recognition
2. Information search,
3. Alternative evaluation,
4. Purchase decision
5. Post-purchase behavior.

Viral Marketing

According to Helm, Viral Marketing is a marketing strategy that can cause people to talk about the business carried out by the company in social circles or on social media. Viral marketing is a marketing communication media that can build word of mouth.

According to Arifin, the definition of viral marketing is a program that is designed like a virus and spreads from one person to another quickly and widely. Meanwhile the definition of viral marketing according to Wiranaga is that viral marketing is a development of the direct selling system by providing special rewards in the form of network marketing or multi-level marketing.

The essence of viral marketing is a marketing strategy that can cause people to talk about a company's product business that someone does in their social circle of friends or their social networks. In the world of conventional marketing this is known as public relations or network marketing which utilizes communication in

community associations or networks, for example in a friend's office to spread marketing messages about the company's business.

The goal of viral marketing is to take advantage of your network of friends to inspire individuals to share a marketing message with friends, family, and other individuals to create exponential perspective growth in the number of its recipients. Viral marketing seeks to spread information about a product or service from social media application accounts or person to person by word of mouth to inform about a product.

In the world of internet viral marketing utilizes the network of friends of social media application users to spread marketing messages from a company's product. This is very powerful because marketing messages about products are informed through social media applications owned by a user who usually has hundreds of online friends. So you can imagine if a user on a social media application account has a network of hundreds of people giving marketing messages for a product that will spread as fast as a virus.

**Previous researchers related to journal articles.**

Previous research by Fredy Jayen, et al. (2022) who conducted research on "The Influence of Shopping experience and Price on Lenovo Laptop Purchasing Decisions for Students at the Pancasetia Banjarmasin School of Economics" stated that the price variable has a positive and significant effect on the purchasing decision variable.

Previous research by Yogi Martha Hahani Anugrah (2019) who conducted research on "The influence of brand image and price on purchasing decisions for Lenovo laptops at the ACK Lenovo Store Surabaya" stated that brand image and price have a positive and significant effect on purchasing decision variables.

Previous research by Alisa Sakbania and Rahayu Setianingsih (2023) who conducted research on "The Influence of Shopping experience, Brand Image and Price on Lenovo Laptop Purchasing Decisions among Workers" stated that brand image and price had a positive and significant effect on purchasing decision variables.

The framework of the research study is as follows.

Figure 1. Conceptual framework

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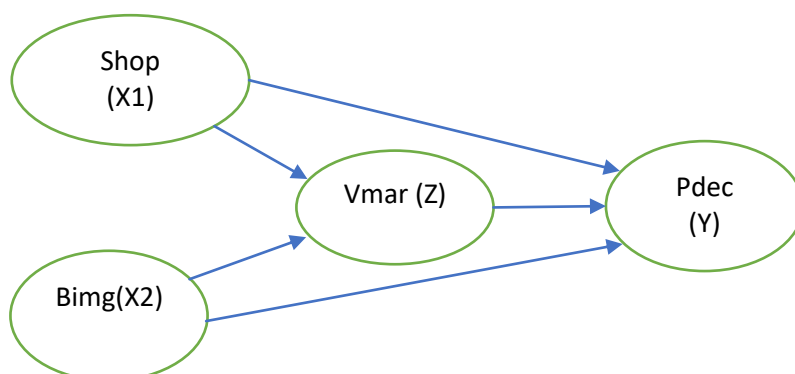
Source: Processed Data

RESEARCH METHOD

This research was conducted on Lenovo Laptop computer users. The location of the research was at the APP Jakarta Polytechnic Campus and will be carried out from April 2024 to September 2024.

The data used in this study are primary and secondary data. According to Crasswell, quantitative research is research that works with numbers, where the data is in the form of numbers (scores, values, or frequencies) which are analyzed using statistics to answer specific questions or to test hypotheses and make predictions that certain variables affect other variables . According to Sugiyono, the Likert scale is used as a tool to measure attitudes, opinions, and perceptions of individuals or groups of people towards social phenomena. The Likert scale in this research questionnaire is made in five levels, namely Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

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Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

The population in this study were Lenovo Laptop computer users at the location of the research, namely at the APP Jakarta Polytechnic Campus. A representative sample was taken from the population, namely having some of the characteristics possessed by the population. Meanwhile, the sample is defined by experts. The sample is part of the number and characteristics possessed by the population.

Data were collected through interviews by providing Determination of representative samples. In this study according In this study, the population was taken from the APP Jakarta Polytechnic so that the sample can be represented appropriately by using Google Form as a medium

RESULTS AND DISCUSSION

Figure 2. Viewing the outer model of the loading factor value results.
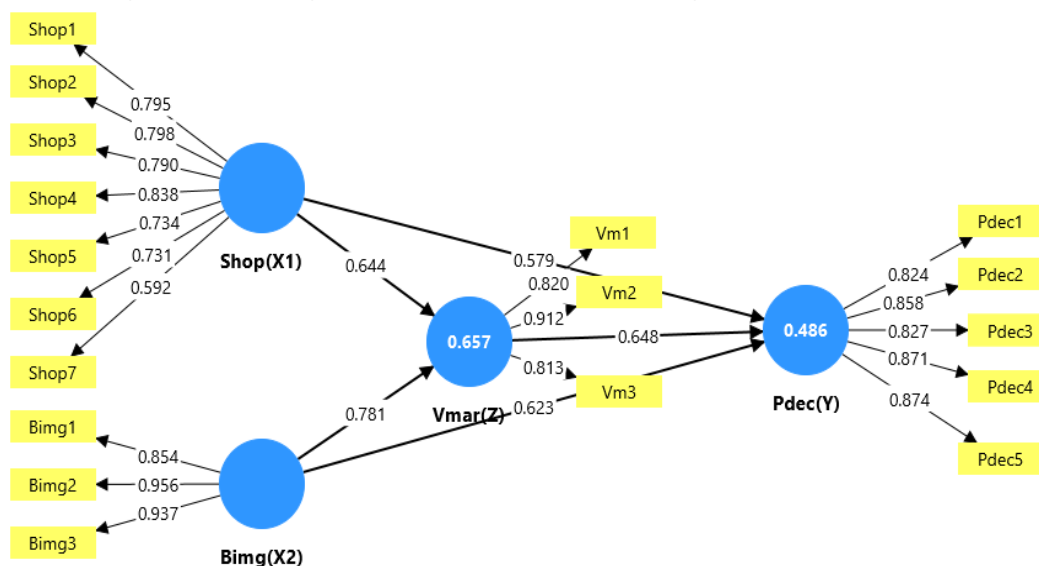
Source: Processed Data (PLS 4 Output)

The structural model indicates that the model on the Pdec(Y) variable can be said to be quite strong. The outer loading model of the influence of exogenous latent variables Shop(X1), Bimg(X2) and Vmar(Z) on Pdec(Y) provides an R-square value of 0.486 and 0.657 which can be interpreted as 48.6% and 65.7% while 51,4.0% is explained by other variables outside those studied.

Tabel 2.Custruct Reliability and Validity -Overview

	Cronbach Aplha	Composite Reliability(rho_a)	Composite Reliability(rho_c)	AVE
Bimg(X2)	0,881	0,892	0,927	0,808
Pdec(Y)	0,912	0,939	0,934	0,741
Shop(X1)	0,849	0,897	0,881	0,522
Vmar(Z)	0,886	0,890	0,930	0,815

Source: Processed Data (PLS 4 Output)

The estimated value for the path relationship in the structural model must be significant.
The significance value for this hypothesis can be obtained by the bootstrapping procedure.
Viewing the significance of the hypothesis by looking at the parameter coefficient value and the significance value of the T-statistic in the bootstrapping report algorithm. To find out whether it is significant or not, see the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistic).

R -Square Overview

	R- Square	R- Square Adjusted
Pdec(Y)	0,486	0,468

Source: Processed Data (PLS 4 Output)

Figure 3. Bootstrapping Variables and t Statistic Values
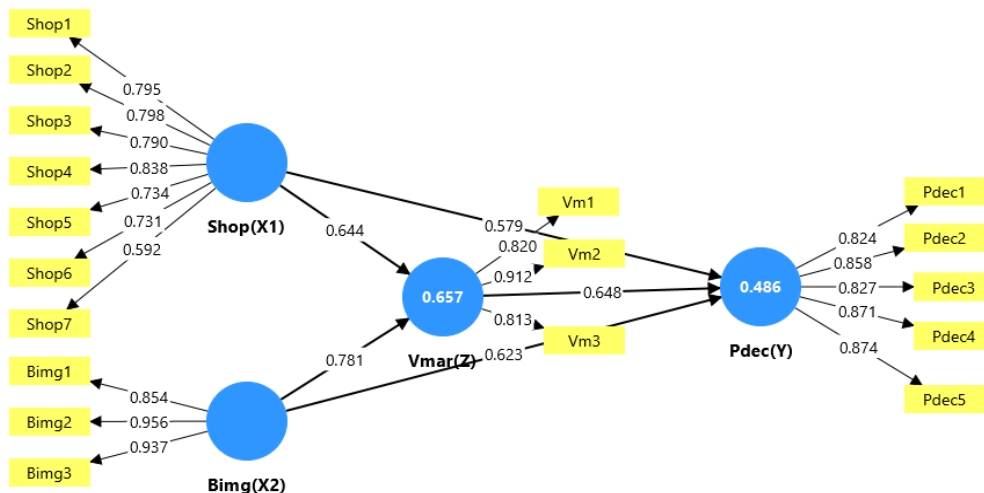
Source: Processed Data (PLS 4 Output)

Based on Table 3 Tstatistic and Pvalue, it shows that From the statistic value and original sample value the hypothesis test in this study it can be seen that overall, it can be concluded that there is a significant effect between two variables

1) Based on the hypothesis test in this study, the Tstatistic result was 1,980, the original sample value was 0.239 and the pvalue was 0.048. This means that the first hypothesis, Bimg(X2) has a positive and significant effect on Pdec(Y)

2) Based on the hypothesis test in this study, the results of the Tstatistic were obtained as much as 9,927, the original sample value was 0.617 and the PValue was 0.000. This means that the second hypothesis, Bimg(X2) has a positive and significant effect on Vmar(Z).

3) Based on the hypothesis test in this study, the Tstatistic result was 2,346, the original sample value was 0.235 and the PValue was 0.019, meaning that the third hypothesis was accepted. Shop(X1) has a positive and significant effect on Pdec(Y).

4) Based on the hypothesis test in this study, the Tstatistic result was 9,927 the original sample value was 0.617 and the PValue was 0.000, meaning that the fourth hypothesis was accepted, Bimg(X2) had a positive and significant effect on Vmar(Z)

5) Based on the hypothesis test in this study, the Tstatistic result was 2.381, the original sample value was 0.311 and the PValue was 0.017, meaning that the fifth hypothesis was accepted. Vmar(Z) had a positive and significant effect on the Pdec(Y) variable.

Table 3. Tstatistic and Pvalues

		Original sample	Sample mean	Stantard Deviation	T statistic	P Values
Bimg(X2) →	Pdec(Y)	0,239	0,212	0,050	1,980	0,048
Bimg(X2) →	Vmar(Z)	0,617	0,582	0,036	9,927	0,000
Shop(X1) →	Pdec(Y)	0,235	0,591	0,051	2,346	0,019
Shop(X1) →	Vmar(Z)	0,272	0,310	0,039	7,820	0,000
Vmar(Z) → Pdec(Y)		0,311	0,317	0,130	2,381	0,017

Source: Processed Data (PLS 4 Output)

CONCLUSION AND SUGGESTIONS
Conclusion

Based on the data analysis and discussion that has been presented in the previous chapter, the conclusion of the study is as follows:

1. Shopping experience has a positive and significant effect on Viral Marketing. So it can be said that the greater the variable of Shopping experience buying a Lenovo Laptop, the more it will increase Viral marketing from consumers towards Lenovo Laptop products.

2. Brand image has a positive and significant effect on Viral marketing. So it can be said that the better the brand image built by the Lenovo Laptop company to consumers, the more it will increase the Viral marketing of consumers to buy Lenovo Laptop products.

3. Shopping experience has a positive and significant effect on purchasing decisions. It can be said that the greater the Shopping Experience Variable, the more it will make consumers increase their decision to purchase Lenovo Laptop products.

4. Brand image has a positive and significant effect on purchasing decisions. It can be said that the better the brand image of the product, the more it will make consumers increase their purchasing decisions for Lenovo Laptop products.

5. Viral marketing has a positive and significant effect on purchasing decisions. It can be said that the influence of viral marketing reviews given by consumers it will make a big effect on their purchasing decisions for Lenovo Laptop products.

Suggestion

As for suggestions for companies to be able to maintain the brand image that has been built, and maintain its consistency so that the reviews given by consumers remain positive which will result in increased sales of Lenovo Laptop products among the wider community.

The Lenovo Laptop Company as a manufacturer must be able to improve the Brand Image of its products so that they can continue to compete in the midst of existing Laptop product competition, so that they can maintain their existence, especially in the premium market or the upper middle class as a top brand in the minds of the community, so that it can be said that the best Laptop product, then the answer is none other than the Lenovo Laptop.

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