

ABSTRACT

The market for laptops has grown more competitive, unpredictable, and dynamic during COVID-19 than ever before, purchase intention has become a crucial concern for laptop marketers. Every marketer strives to update their strategy to compete in the market. In Indonesia, where the Covid-19 pandemic is raging, this study examined the influences of product features, brand image, and product price on consumers' intentions to acquire laptops.

The survey was conducted with 363 respondents' responses to the survey's structured questionnaire using a non-probability sampling technique. Data analysis model PLS is computed in this study using the SmartPLS. The reliability and validity of the data obtained were examined using Cronbach's alpha, composite reliability, and average variance extracted, whereas the hypotheses were examined using structural equation modeling (SEM).

According to the study's findings, laptop's price, brand image, and features all have a substantial impact on purchase intention. The influence of product features and brand image on laptop purchase intention is moderated by gender. Yet, occupation has no influence on how the effect modifies on purchase intention. The study's findings will support laptop marketers in redesigning their segmentation, targeting, differentiation, and positioning strategies as well as their pandemic and post-pandemic 4P marketing mix plans.

Keyword: *Brand Image, Product Features, Product Price, Purchase Intention, Segmentation*