

# CHAPTER 1

## INTRODUCTION

### 1.1 Object Overview

According to KBBI, a laptop is a compact, portable personal computer that fits on the user's lap. It is made up of a single unit that has a keypad, display screen, microprocessor, and is typically furnished with a rechargeable battery.



**Figure 1.1 Image of Laptop**

*Source: CNN (2021)*

The term laptop is derived from the phrases lap and top. Thus, in language, a laptop might be construed as a gadget that can be carried around and utilized on the lap. A laptop computer is a tiny and lightweight personal computer. The weight of a laptop can range between 1-6 kg, depending on its size, materials, and specs. The laptop is powered by a battery or an A/C adapter, which can both recharge the battery and power the laptop. Laptop batteries typically last between 2 and 6 hours before dying, depending on usage, specs, and battery size. Laptops are sometimes known as notebook computers or notebook computers (Setyaji, 2010). Laptops, as personal computers, perform the same duties as desktop PCs. Its components are identical to those on the desktop, with the exception that their size has been lowered, they are lighter, less hot, and more power efficient (Yana, 2012). Laptops, as opposed to desktop computers, include supporting components that are specifically

built to handle the portable nature of portable computers. Laptop components are distinguished by their tiny size, low energy consumption, and efficiency (Yana, 2012).

IBM introduced its first portable computer, the IBM Portable PC 5100, in September 1975. It was created with engineers and mathematicians in mind. It was an advance on the SCAMP (Special Computer APL Machine Portable) prototype developed by Dr. Paul Friedl and his colleagues at the IBM Los Gatos Scientific Center in 1973.

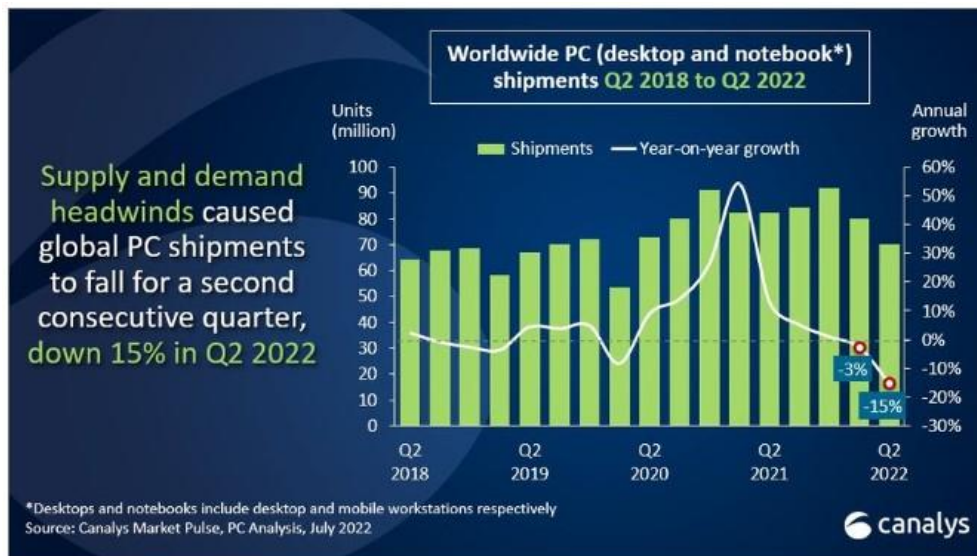
Osborne Computer Corporation succeeded in developing the Osborne 1 in 1981. Despite its shortcomings, this device might be considered the first portable computer. Even though it had various flaws, this item could be considered the first laptop. When it initially appeared, the Osborne 1 was designed primarily to fit beneath passenger seats in flights and could weigh up to 24 kg. The Osborne 1 microprocessor was the first laptop in history. This laptop is only 5 inches long, and the keyboard connects directly to the monitor. The first laptops were mass-produced and sold for USD 1,795, which equated to approximately 16 million rupiah. Not everyone can afford it because of the price.

People were more interested in the Osborne 1 since it was portable and ready to use right away, as opposed to the different PC components sold by IBM at the same time. However, Osborne's company's reputation suffered in early 1983 when he made a misleading claim that two cutting-edge computer architectures were ready for sale. In reality, this was only a marketing technique for his company to get more customers. As a result, sales of the Osborne 1 fell precipitously. This laptop's history serves as the cornerstone for Osborne's company revenue. Since Osborne Computer Corporation declared bankruptcy on September 13, 1983, sales of the Osborne 1 have ceased. As a result of Osborne's example, several manufacturers' laptop series were launched, establishing a new trend in the computer industry. Laptops continued to be developed. Finally, the current laptop has helped its users in a variety of ways as a result of its evolution. This is due to its ease of use, speed, and utility. Laptops today come in a range of shapes, almost all with attractive designs, and are small and light.

## **1.2 Background**

Many laptops are being developed nowadays, each with its own set of advantages and disadvantages. These manufacturers compete for consumers' hearts by exhibiting their unique, superior products. Some items have low prices but high-quality specifications, while others have advantages in terms of screen resolution, design, or both. Laptop manufacturers charge anywhere from millions to tens of millions of dollars for their goods, depending on the brand and specifications.

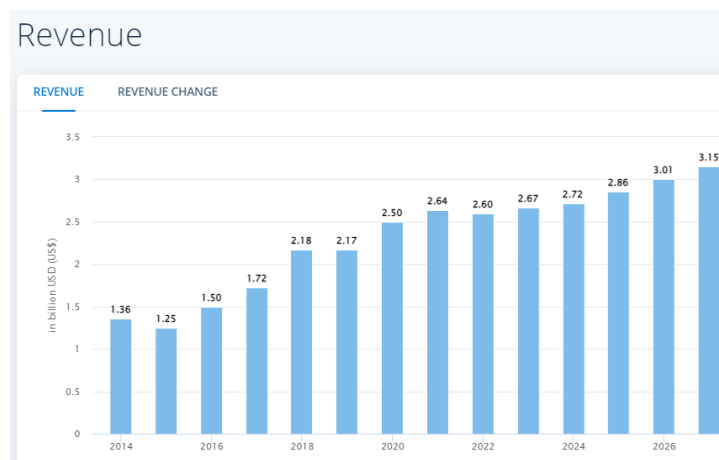
Since the Covid-19 epidemic, there has been a boom in demand for information technology (IT) devices, particularly laptops and notebooks. Humans are supposed to be exceedingly mobile in all of their activities in the modern era. These include tasks that must be accomplished at work or positions that need a person to be available to work outside of the office. Another example is high school and college students who are assigned extra homework almost every day that must be finished after school hours. As communication technology advances, products that make it easier for people to do their tasks have begun to emerge. Some products are also only used for entertainment or communication with others. We are now introduced to a laptop, which is a portable computer that we can carry with us wherever we go. We previously used personal computers with a limited usage environment before using laptops as a tool to aid us with our jobs. However, thanks to advances in technology, we can now effortlessly do tasks wherever we want. People are becoming increasingly aware of the importance of technology in their daily lives.



**Figure 1.2 Shipment Laptop 2018 to 2022**

Source: Canals (2022)

According to Canals (2022), Covid-19 has an impact on global PC sales. We can see here that the Covid-19 epidemic is increasing PC sales in 2019 and 2020. As a result of the present COVID-19 epidemic, where everyone is forced to use the Work From Home (WFH) system and academic learning is fully online, laptop sales have skyrocketed. However, Lockdowns caused by the Covid 19 spike in China hampered global laptop and PC manufacturing in 2022. According to Canals data, overall shipments of laptops and desktop PCs fell 15%. When compared to the same disruptions in Q1 2020, this decline is the most severe.



**Figure 1.3 Revenue Laptop in Indonesia**

Source: Statista (2022)

According to Statista (2022), Covid-19 has an impact on Indonesian PC sales. We can observe that the Covid-19 outbreak is driving up PC purchases from 2019 to 2022. According to Asus data, the overall number of PCs sold in Indonesia in 2019 for all brands was 2.5 million, down from 1.7 million in 2020. In 2021, however, sales jumped to 2.6 million units. Laptop sales have surged dramatically as a result of the current COVID-19 outbreak. As a result of this condition, the country's laptop market has expanded. Laptop sales are increasing as work-from-home (WFH) and online learning become more popular. In the past, college and high school students were usually the first to begin using laptop computers. Since the Covid-19 outbreak, the market has expanded to cover kindergarten and elementary school students.

In view of the contemporary era's information technology breakthroughs, laptop companies must properly examine the relevance of marketing. Where there is fierce competition among firms for clients across all lines and customer segmentation in a sales area. Marketing is one of the aspects that pushes a company's sales volume growth and assists it in meeting its business objectives. Consumers usually examine the marketing methods employed by the provider of the good or service when selecting a product or service. As a result, knowing marketing is critical for firms seeking to attract people to purchase the items or services they provide.

Consumer behavior in different economic sectors has changed as a result of the COVID-19 pandemic, which has had a significant impact on the global economy, particularly after the WHO (World Health Organization) declared COVID-19 to be a global pandemic. Consumers have become extremely cautious about their consumption in order to safeguard themselves and their family in this situation. Understanding consumer behavior is vital for laptop businesses to make better decisions about their products and services in marketing laptop items. Businesses may better match the needs and desires of their target market by understanding why consumers buy specific items and how they use them. The study of consumer purchasing behavior is important for marketers because it helps them understand what their customers expect from them. Understanding what motivates

a consumer to buy a product is beneficial. Organizations can benefit from an understanding of consumer behavior in order to build marketing and advertising activities that are more effective at reaching and influencing potential customers.

The desire to purchase a product is commonly misconstrued as customer behavior. This happens when a customer is stimulated by external elements, which finally leads to the establishment of a desire to buy a product based on personal traits of each individual in determining a thing (Kotler & Armstrong, 2014). Furthermore, it enables businesses to satisfy their clients' psychological and social needs. Even if the marketer has little or no control over these aspects, they influence client behavior; however, these essential influences must be considered when anticipating decision-making behavior (Kotler & Armstrong, 2014). So, in order to understand consumer behavior, particularly laptop buy intentions in Indonesia, we must first determine which factors influence laptop purchase intentions in Indonesia especially during the Covid-19 pandemic.

While numerous investigations have sought to discover the factors driving laptop demand, relatively few academics have attempted to determine the purchasing intentions or behavior of laptop customers in Indonesia, particularly during this hard period of Covid-19. This study is a replication modification of research by Rakib, Pramanik, Amran, Islam, & Sarker (2022). The difference lies in the object and location of the research, also the method and the way to test the variable, in which this study used Structural Equation Modelling and the test of the Multi Group Analysis. Previous studies have shown how some factors have positive impact and influenced on purchase intention. When consumers are at the point of purchase, product features, brand image, and price all significantly affect their intention to purchase (Rakib et al., 2022). Other study also stated that brand image and have a significant impact on purchase intention (Muljani & Koesworo, 2019). It is also in line with Juliana, Djakasaputra, Pramono, & Hulu (2020) where brand image, and price have a substantial impact on consumers' intentions to buy. However, several researchers have tried to investigate what influences laptop demand in Indonesia, but there hasn't been no effort being made by researchers to find the purchase intention or behaviour of laptop in Indonesia during this difficult time of Covid-19.

Moreover, no studies have been done to look at personal or demographic factors like gender and occupation that can influence purchase intention of laptop in Indonesia. In terms of customer purchase intent, the spread of laptops in a developing economy like Indonesia signifies the need for empirical research. To meet those needs, this study employs to know how the effect of product features, brand image, and product price on purchase intention with gender and occupation as moderating variables, due to the fact that personal factors such as gender and occupation can impact purchasing intentions. Theoretical models that attempt to determine the influences on buyer behaviour include demographic or personal factor groups (Kotler & Armstrong, 2014). Based on the background, the researcher wishes to investigate how influential product feature, brand image, and product pricing are on laptop purchasing intention in Indonesia during the Covid-19 pandemic with the title "**Factors Effecting Laptop Purchase Intention During Covid-19 Moderated by Gender and Occupation**".

### **1.3 Research Statement**

The recent boom in the laptop market cannot be divorced from market conditions that are rife with brand competition. Business players regard this as a potentially lucrative market with a wide range of product options. Sales are strengthening as various regions increase large-scale social restrictions (PSBB) and the distance education procedure. Because the Covid-19 pandemic has not yet passed, and laptops are one of the items required to promote productivity during the epidemic, laptop manufacturers will face stiff competition.

Given the Covid-19 pandemic and modern information technology developments, laptop makers must carefully assess the value of marketing, where businesses are strongly competing with one another for clients across all lines of business and where customer segmentation exists in a sales area. Marketing is one of the factors that contribute to a company's increased sales volume and supports in the attainment of its corporate objectives. When making a purchasing decision, consumers frequently consider the marketing strategies used by the firm providing the commodity or service. As a result, businesses must understand marketing in order to attract customers and persuade them to buy the goods or services they offer.

Too often, marketing teams have been forced to create marketing plans based on assumptions or prior data. While this method may benefit some organizations, the best marketing addresses what clients truly need and want right now. As a result, we must investigate consumer behavior. Using consumer behavior, marketers can also focus on what consumers are looking for, how they behave, what their problems are, and more. Marketers may demonstrate to clients that their company understands what they want, why they want it, and why this company is the best option available.

#### **1.4 Research Question**

The research was conducted in the context of the aforementioned issues, "Factors Effecting Laptop Purchase Intention During Covid-19 Moderated by Gender and Occupation " is the problem addressed in this study. According to the problem explained above so the research questions of this study can be listed below are:

1. How much the influence of product features on laptop purchase intention in Indonesia during Covid-19 pandemic?
2. How much the influence between brand image on laptop purchase intention in Indonesia during Covid-19 pandemic?
3. How much the influence between product price on laptop purchase intention in Indonesia during Covid-19 pandemic?
4. How much the role of gender in moderating the influence of product features on laptop purchase intention in Indonesia during Covid-19 pandemic?
5. How much the role of gender in moderating the influence of brand image on laptop purchase intention in Indonesia during Covid-19 pandemic?
6. How much the role of gender in moderating the influence of product price on laptop purchase intention in Indonesia during Covid-19 pandemic?
7. How much the role of occupation in moderating the influence of product features on laptop purchase intention in Indonesia during Covid-19 pandemic?



8. How much the role of occupation in moderating the influence of brand image on laptop purchase intention in Indonesia during Covid-19 pandemic?
9. How much the role of occupation in moderating the influence of product price on laptop purchase intention in Indonesia during Covid-19 pandemic?

### **1.5 Research Purpose**

The purpose of the study are as follows:

1. To measure the influence of product features on laptop purchase intention in Indonesia during Covid-19 pandemic.
2. To measure the influence between brand image on laptop purchase intention in Indonesia during Covid-19 pandemic.
3. To measure the influence between product price on laptop purchase intention in Indonesia during Covid-19 pandemic.
4. To measure the role of gender in moderating the influence of product features on laptop purchase intention in Indonesia during Covid-19 pandemic.
5. To measure the role of gender in moderating the influence of brand image on laptop purchase intention in Indonesia during Covid-19 pandemic.
6. To measure the role of gender in moderating the influence of product price on laptop purchase intention in Indonesia during Covid-19 pandemic.
7. To measure the role of occupation in moderating the influence of product features on laptop purchase intention in Indonesia during Covid-19 pandemic.
8. To measure the role of occupation in moderating the influence of brand image on laptop purchase intention in Indonesia during Covid-19 pandemic.
9. To measure the role of occupation in moderating the influence of product price on laptop purchase intention in Indonesia during Covid-19 pandemic.

## **1.6 Research Benefit**

It is hoped that this research can provide benefits for readers, both theoretical and practical. The following is a description of some of the benefits, namely:

1. Theoretical Aspect

For academics, it can be a reference for research on Factors Affecting Purchase Intention

2. Practical Aspects

Can be a suggestion for companies and can be a reference for Telkom University students regarding Factors Affecting Purchase Intention

## **1.7 Systematics of Final Project Writing**

The systematics of this final project writing aims to provide an overview of the content of the final project research. about the contents of the final project research. The writing systematic is divided into into five chapters as follows:

- a. **CHAPTER I: INTRODUCTION**

This chapter contains an introduction to the general description of the company object, background, problem formulation, research objectives, research usefulness, systematics of the final project.

- b. **CHAPTER II: LITERATURE REVIEW & RESEARCH SCOPE**

This chapter describes the theoretical basis used as the basis of the analysis research, previous research, and theoretical research framework.

- c. **CHAPTER III: RESEARCH METHODOLOGY**

This chapter describes the type of research, operational variables and measurement scales, population and sample, validity and reliability tests, and data analysis techniques.

- d. **CHAPTER IV: RESULTS AND DISCUSSION**

This chapter describes the results of the research and further discussion of the previous chapter, so that it will be clear the picture of the problems that occur and the alternative solutions to the problems that will be faced. alternative problem solving that will be faced.

**e. CHAPTER IV: CONCLUSIONS AND SUGGESTIONS**

This chapter describes the conclusions from the research results that have been obtained and suggestions that will be given to the research results.

**THIS PAGE INTENTIONALLY LEFT BLANK**