

CHAPTER I

INTRODUCTION

1.1 Background

The rapid advancement of science and technology marks a new era where technological progress has become a crucial part of daily life, helping to simplify and enhance a wide range of activities. Among the most essential technological tools today is the laptop, which has transformed from a luxury item into a necessity. As technology continues to evolve rapidly, the laptop market has become increasingly competitive, with brands constantly innovating to meet the diverse needs of consumers. This intense competition drives companies to continuously improve their products in terms of performance, design, and user-friendliness.

Laptops have become vital tools for many groups, particularly students, as they support both academic and non-academic tasks. For university students, laptops are indispensable for tasks such as conducting research, writing assignments, participating in online classes, and managing extracurricular responsibilities. The flexibility and convenience provided by laptops make them a fundamental device in a student's daily life, allowing them to work from virtually anywhere without being tied to a single location. This growing reliance on laptops has only intensified as digital literacy and online learning become more prominent.

Today, most people prefer laptops over desktop computers due to their portability and practicality. Unlike PCs, laptops are compact and easy to carry, making them ideal for students who need to move between classes, libraries, and study groups. However, consumers often face confusion and hesitation when choosing which laptop brand to purchase, as there are numerous options available in the market. With nearly every major tech company producing laptops, the abundance of choices can overwhelm buyers who are unsure about which model best suits their needs. This situation highlights the importance of brand awareness and consumer education in guiding purchasing decisions.

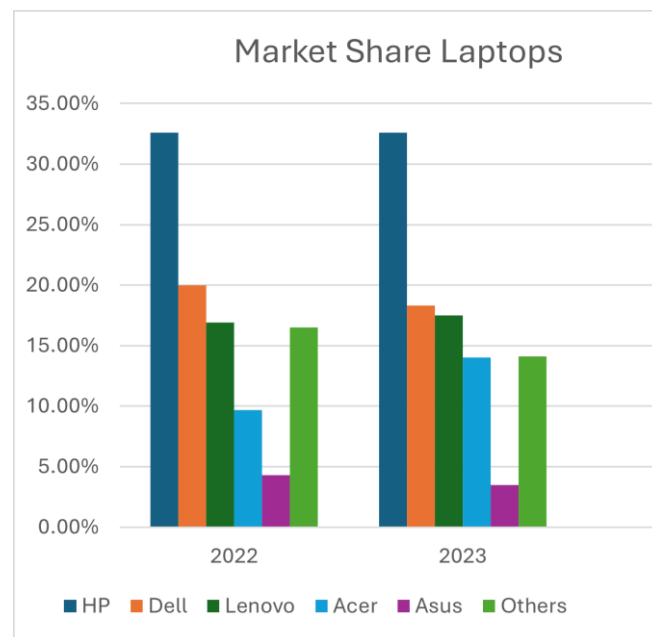


Figure 1.1 Brand Market Share on Laptops

Source: IDC, 2024

To further understand the dynamics of the current laptop market, it is essential to look at the market share on global laptop market. The graph shows that the laptop market structure for the 2022–2023 period is relatively stable, with HP

dominating as the market leader. However, there are competitive dynamics evident in the increasing market share of Acer and Lenovo, while Dell, Asus, and the Others category decline. This reflects the intense competition in the laptop industry, where product innovation, pricing, and distribution strategies play a significant role in determining market share changes.

Electronic Word-of-mouth (E-WOM) has become a cornerstone of consumer decision-making in the global laptop market, with its influence magnified in Indonesia's collectivist culture, where peer recommendations often outweigh corporate messaging. Studies show that 92% of consumers worldwide trust recommendations from friends and family over traditional advertising (Nielsen, 2021), a trend particularly pronounced in emerging markets like Indonesia, where community-driven purchasing decisions dominate.

In the laptop sector, E-WOM's impact is amplified by the high-involvement nature of the product consumers extensively research and seek opinions before investing in a device that may cost several months' wages. Platforms like YouTube, Reddit, and specialized tech forums have become hubs for user-generated comparisons, with detailed reviews of Lenovo's ThinkPad durability or ASUS's gaming performance garnering millions of views globally.

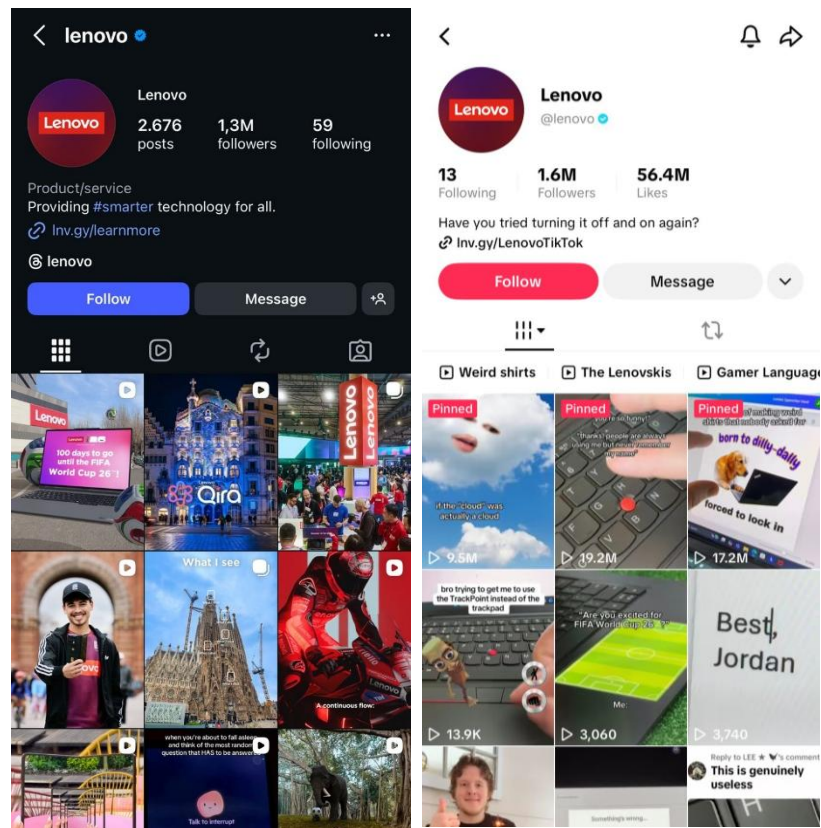


Figure 1.2 Lenovo Social Media Accounts

As can be seen from the image above on Lenovo's social media account, they only have a few followers compared to their competitors such as Asus (3.4M followers) or HP (1.7M followers). This condition indicates that Lenovo's brand visibility and digital engagement level are relatively lower within the social media landscape. A smaller follower base may limit the effectiveness of promotional campaigns and reduce organic reach to potential consumers. Therefore, Lenovo needs to strengthen its social media marketing strategy to enhance brand awareness and improve audience interaction in the digital market.

Globally, the power of electronic WOM (e-WOM) is reshaping marketing budgets, with companies like Dell allocating 30% of their digital spend to monitor and engage with user-generated content (Gartner, 2023). In Indonesia, where social commerce thrives, conversations about laptops frequently occur in WhatsApp groups, Telegram channels, and Facebook communities spaces where Lenovo's presence is minimal compared to competitors like Acer, which actively seeds products to university student groups. Research by Mintel (2023) reveals that Indonesian consumers are 2.3x more likely to purchase a laptop if a peer shares hands-on photos rather than seeing a branded ad, highlighting the gap between Lenovo's traditional marketing and buyer behavior.

Matute (2016) also found that consumer opinions shared through E-WOM (Electronic Word of Mouth) have a substantial impact on the intention to repurchase. Positive feedback from other customers increases a buyer's confidence in shopping online, especially when numerous users have provided detailed reviews and ratings. These shared experiences create a sense of community and reliability that often leads to stronger brand engagement. When prospective customers read real-life testimonials, it reduces perceived risk and uncertainty in their purchase decisions.

As a result, online platforms that actively encourage customer reviews can experience higher customer retention and satisfaction levels. Negative electronic word-of-mouth (E-WOM) poses a significant threat to laptop brands, as dissatisfied consumers are far more likely to share their experiences than satisfied ones. In Indonesia, a single viral complaint about issues like overheating or poor after-sales service can spread rapidly across platforms like TikTok and Twitter, disproportionately damaging brand perception. This can be proven by the reviews given by Lenovo customers as follows:

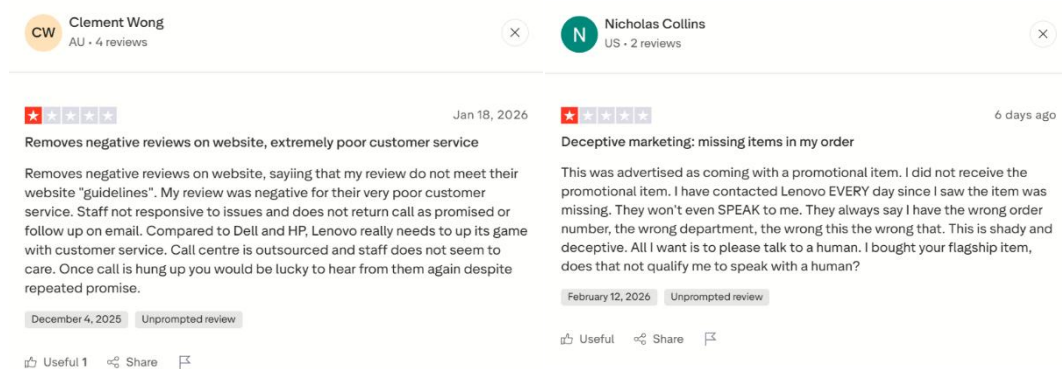


Figure 1.3 Customer Complaints

Source: trustpilot.com

Brand awareness and E-WOM operate in a self-reinforcing cycle that directly shapes consumer decision-making. Brand awareness the extent to which consumers recognize and recall a brand is both a prerequisite for and a consequence of E-WOM. When consumers encounter a brand frequently (e.g., through ads or retail presence), they are more likely to discuss it organically, generating E-WOM. Conversely, E-WOM amplifies brand awareness by exposing new audiences to the brand through trusted peer networks.

Table 1.1 World PC Market Data 2022-2023

Vendor	Q3 2023	2023 Market Share	Q3 2022	2022 Market Share	Annual Growth
Lenovo	4,256	38%	4,998	38%	-15%
HP	1,221	11%	1,237	9%	-1%
Huawei	975	9%	1,026	8%	-5%
Dell	958	9%	1,501	11%	-36%
Asus	771	7%	1,199	9%	-36%
Other	2,972	27%	3,264	25%	-9%
Total	11,155	100%	13,225	100%	-16%

Source : Canalys PC Analysis, 2023

Research on buyer choices influenced by E-WOM and promotion needs to be studied further because there is a gap in previous research and existing phenomena. The gap phenomenon in this study is based on data inconsistency, where the data in Table 1.1 shows that Lenovo brand laptops have experienced a positive trend and is the top brand from 2022 to 2023. However, this is in contrast in Figure 1.1 which shows the Lenovo brand is not the top brand and instead HP is the top brand. There is a clear research gap between the expected condition where brands like Lenovo should fully leverage social media promotion and E-WOM to build brand awareness and drive purchase decisions and the actual condition, where Lenovo's engagement in digital communities is limited, resulting in missed opportunities and greater vulnerability to negative E-WOM as shown in Figure 1.1. This gap is significant given the strong influence of peer recommendations and E-WOM in shaping consumer behavior.

Therefore, based on the background, data, and existing phenomena, the

author is interested in discussing, knowing, and conducting a thesis entitled: **“The Impact Of Social Media Promotion And Electronic Word-Of-Mouth (E-WOM) On Purchase Decisions: The Mediating Role Of Brand Awareness (A Study On Lenovo Consumers In Semarang)”**

1.2 Research Problem

Based on the background that has been explained, the formulation of the problem in this study is as follows:

1. Is there an influence of social media promotion on purchase decisions for Lenovo laptops among consumers in Semarang?
2. Is there an influence of word-of-mouth (E-WOM) on purchase decisions for Lenovo laptops among consumers in Semarang?
3. Is there an influence of brand awareness to mediate the relationship between social media promotion, E-WOM, and purchase decisions?
4. Is there an influence of social media promotion on purchase decisions for Lenovo laptops among consumers in Semarang?
5. Is there an influence of electronic word-of-mouth (E-WOM) on purchase decisions for Lenovo laptops among consumers in Semarang?
6. Is there an influence of brand awareness in mediating the relationship between social media promotion and purchase decisions for Lenovo laptops among consumers in Semarang?
7. Is there an influence of brand awareness in mediating the relationship between electronic word-of-mouth (E-WOM) and purchase decisions for Lenovo laptops among consumers in Semarang?

1.3 Research Purpose

This research aims to:

1. To analyze the influence of social media promotion on purchase decisions for Lenovo laptops among consumers in Semarang.
2. To examine the effect of electronic word-of-mouth (E-WOM) on purchase decisions for Lenovo laptops among consumers in Semarang.
3. To assess the mediating role of brand awareness in the relationship between social media promotion, E-WOM, and purchase decisions.
4. To analyze the influence of social media promotion on purchase decisions for Lenovo laptops among consumers in Semarang.
5. To analyze the influence of electronic word-of-mouth (E-WOM) on purchase decisions for Lenovo laptops among consumers in Semarang.
6. To assess the mediating role of brand awareness in the relationship between social media promotion and purchase decisions for Lenovo laptops among consumers in Semarang.
7. To assess the mediating role of brand awareness in the relationship between electronic word-of-mouth (E-WOM) and purchase decisions for Lenovo laptops among consumers in Semarang.

1.4 Research Benefits

This study provides both theoretical and practical benefits, as outlined below:

1.4.1 Theoretical Benefits

From a theoretical perspective, this research makes several important contributions. First, it deepens our knowledge of how digital marketing strategies operate in Indonesia's unique consumer landscape. While existing literature has extensively examined social media promotion and electronic word-of-mouth (E-WOM) in Western markets, this study provides much-needed insights into how these factors function in an emerging Southeast Asian market, where community-driven purchasing decisions and social commerce play dominant roles. The research also advances marketing theory by rigorously testing brand awareness as a mediating variable, helping to clarify whether improved brand recognition truly amplifies the effects of promotional efforts and peer recommendations. Additionally, by analyzing contradictory market data about Lenovo's performance, the study may reveal important nuances about regional variations in brand perception and market share reporting methodologies.

1.4.2 Practical Benefits

The practical implications of this research are equally significant. For Lenovo and other laptop brands competing in Indonesia, the findings will serve as a roadmap for optimizing marketing strategies. The study will identify which types of social media promotions resonate most with Semarang's consumers and reveal how brands can effectively participate in digital communities where purchase decisions are heavily influenced. Given Indonesia's reputation as one of the world's most active social media markets, these insights could help technology companies allocate their marketing budgets more effectively. The research will also provide

concrete evidence about the damaging effects of negative WOM, offering brands clear guidance on reputation management and customer service improvements needed to prevent viral complaints.

1.5 Theoretical Framework

1.5.1 Consumer Behavior

In carrying out business activities or marketing, the aspect of consumer behavior is one of the important things that must be considered, because consumer behavior is essentially to find out what consumers need and what efforts consumers make to meet their needs. According to Schiffman and Kanuk (2008), the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy).

Definition of consumer behavior according to Kotler (2008) Consumer behavior is the study of how individuals, groups and organizations select, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs. Marketing is one of one important activity that needs to be done by the company to improve the business and maintain the survival of the company and make a profit. The main factors that influence consumer purchasing behavior are cultural factors, social factors, personal factors and psychological factors as follows:

1. Cultural Factors

Cultural factors have the broadest and most profound influence on consumer behavior. Marketers must understand the role played by the buyer's culture, subculture, and social class.

2. Social Factors

A consumer's behavior is influenced by social factors such as the behavior of reference groups, family, and the role and social status of the consumer.

3. Personal Factors

A buyer's decision is also influenced by personal characteristics, namely the buyer's age and life cycle stage, occupation, economic conditions, lifestyle, and personality and economic conditions, lifestyle, and personality and self-concept of the buyer.

4. Psychological Factors

A person's purchasing choices are also influenced by four main psychological factors, namely motivation, perception, knowledge (learning), and beliefs and attitudes.

1.5.2 Promotion

Promotion is one of the variables in the marketing mix that is developed to communicate information about products created by the company and influence consumers to buy them. According to Yogie et al. (2020) Promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing. According to Bakir et al. (2019) Promotion is all forms of persuasive communication designed to inform customers about products or services and to influence them to buy the goods or services which include publicity, personal selling and advertising

Promotion is an activity carried out by a company in an effort to communicate a product to consumers so that it can influence consumer interest in buying the company's products (Imaningsih & Rohman, 2018). Activities that communicate product advantages and persuade target customers to buy them. In promotion there is a promotion mix which is a communication tool consisting of a combination of promotional tools used by the company. These promotional tools generally have a close relationship and are mutually supportive and complementary.

According to Armstrong (2018), the promotional mix consists of 5 (five) promotional tools, namely:

1. Advertising, any form of nonpersonal presentation and promotion paid for by a sponsor to present ideas, goods or services. Advertising is considered to be image management aimed at creating and maintaining images and meanings in the minds of consumers.
2. Sales promotion, short-term incentives to encourage the purchase or sale of a product or service. Forms of promotion used include discounts, coupons, displays, demonstrations, contests, sweepstakes, and events.
3. Personal selling, presentation by salespeople for the purpose of making sales and building customer relationships. Forms of promotion used include presentations, trade shows, and incentive programs.
4. Public relations, building good relationships with a company's various publics in order to obtain favorable publicity, build a good corporate image, and handle or correct unfavorable rumors, stories, and events.

5. Direct marketing (direct selling), direct contact with target consumers with the aim of obtaining an immediate response and building lasting relationships with consumers. Forms of promotion used include catalogs, telephone marketing, kiosks, internet, mobile marketing, and others.

1.5.3 Electronic Word of Mouth

With the rapid advancement of technology, the concept of Word of Mouth (WOM) has evolved into Electronic Word of Mouth (E-WOM). E-WOM refers to the activity of conveying recommendations, reviews, ideas, and opinions about a product or brand via the internet, social media, and various other digital platforms. Thus, communication that was previously conducted in person has now transformed into the online realm with a broader reach. According to Hennig-Thurau et al. (2004) E-WOM is a statement or review, either positive or negative, made by consumers about a product or company, then disseminated to the public via the internet.

Electronic word of mouth (E-WOM) is a positive or negative statement or opinion conveyed by potential, current, or former customers about a product or company via the internet (Wang et al., 2018). In modern marketing developments, E-WOM has become a crucial element because it can influence potential consumers decisions. Information and reviews spread online encourage consumers to seek further information before purchasing a particular product.

1.5.4 Purchase Decision

Purchasing decisions are the process of combining knowledge to evaluate two or more alternative behaviors and choosing one of them (Karimi et al., 2015). Purchasing decisions according to Hoyer (1984), purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that someone can make a decision if several alternative choices are available.

Role in purchasing decisions according to Tinggi et al. (2020), role in purchasing decisions, namely:

1. Initiator, the person who first realizes that there is an unfulfilled desire or need and proposes the idea of purchasing a particular good or service.
2. Influencer, people who provide views, advice, or opinions so that they can influence purchasing decisions.
3. Decider, the person who makes decisions about each component of a purchasing decision including whether or not to buy the item, how to buy it, or where to buy it.
4. Buyer, the person who has formal authority to select suppliers and prepare purchase terms.
5. User, the person who consumes or uses goods or services that have been purchased.
6. Approvers, people who have the authority to give approval to sales activities.
7. Gate keepers, people who have the power to block sellers and information

from reaching members of the buying center.

1.5.5 Brand Awareness

According to Rossiter (1993) the definition of brand awareness is "The ability of buyers to recognize and mention a brand without its category in detail to buy something". The definition of brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a particular product category and how easily the name is brought up, according to Shimp (2003).

However, Huang & Sarigöllü (2012) provides an understanding of brand awareness which means making customers understand the product or service category in which the product competes. On a broader level, the success of building brand awareness depends largely on how far customers understand that the brand is designed to meet their needs.

1.6 Previous Research

This study has differences from previous studies on the topic of research that discusses factors that influence consumer intentions to make purchase decisions listed in Table 1.1, the first difference in this study is the object of research that focuses on Lenovo users in Semarang, which indicates differences in the target population. In addition, there are differences in the variables in this study, namely social media promotion and electronic word of mouth (E-WOM). Then, the mediating variable in this study is brand awareness as a mediating variable.

Table 1.2 Previous Research

Author & Year	Title	Results
Syauqi Kessa Anwar (2014)	The influence of Brand Awareness and Product Atribute toward Purchase Decision (Study on the Undergraduate Students of Administrative Science Faculty of 2014 Batch as Samsung Smartphone Consumers and Users Customer)	Brand awareness has a positive effect on purchasing decisions
Hafizh Novansa & Hapzi Ali (2017)	Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products)	Brand awareness has both positive and negative effect on purchasing decisions
V. E. Sari (2019)	Pengaruh E-Wom, Lifestyle, Kepercayaan terhadap Keputusan Pembelian Ticket Online Booking pada Situs Traveloka.Com di Ponorogo (Studi Kasus Pembelian Tiket Pesawat dan Kereta Api)	Shows that E-WOM has a significant and positive influence on the purchasing decision.
Ankur Amin (2019)	A STUDY ON IMPACT OF eWOM (Electronic Word of Mouth) ON CONSUMERS' BUYING DECISION	E-WOM has a negative influence on the purchasing decision.
Wursan, W., Rinandiyana, L. R., & Badriatin, T. (2021)	Social Media Promotion Effect on Product Purchase Decisions through Word of Mouth	Social media promotion has a positive influence on purchasing decisions.
Andrico Julianto (2023)	THE EFFECT OF ITEM BASED LOYALTY	Social media promotion has a negative and

Author & Year	Title	Results
	PROGRAM, SOCIAL MEDIA MARKETING AND SALES PROMOTION ON PURCHASE DECISION ON E-COMMERCE USERS	irrelevant influence on purchasing decisions.

1.7 Hypothesis

H1: There is an influence between social media promotion on brand awareness.

H2: There is an influence between electronic word of mouth (E-WOM) on brand awareness.

H3: There is an influence between brand awareness on purchase decision.

H4: There is an influence between social media promotion on purchase decisions.

H5: There is an influence between electronic word of mouth (E-WOM) on purchase decisions.

H6: There is an influence between social media promotion on purchase decisions through brand awareness.

H7: There is an influence between electronic word of mouth (E-WOM) on purchase decisions through brand awareness.

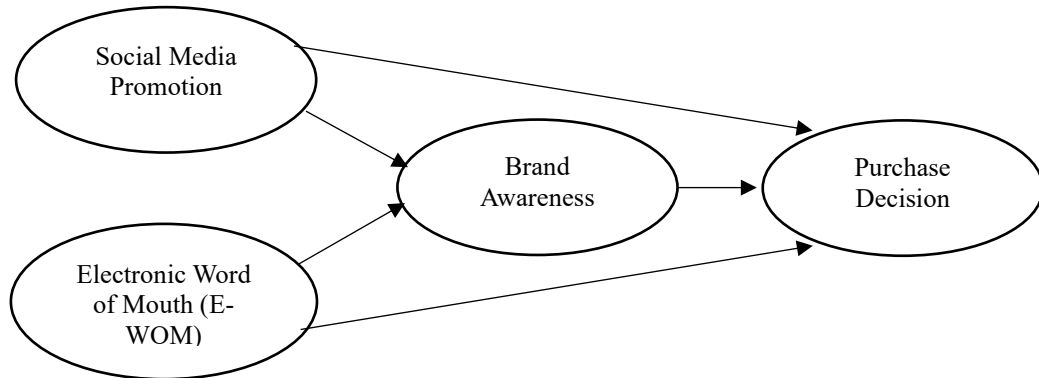


Figure 1.4 Hypothesis Model

1.8 Conceptual Definition

A conceptual definition is very necessary in research, especially in discussing problems so that there is no ambiguity or lack of clarity regarding the meaning of each research variable. The following conceptual definitions of each study variable are formulated:

Table 1.3 Conceptual Definition

Variable		Definition
Social Media Promotion	Media	Social media promotion is the act of using social media platforms to raise awareness, generate engagement, and drive traffic to a brand, product, or service. This can involve creating and sharing content, running targeted advertising campaigns, and engaging with followers.
Electronic Word of Mouth (E-WOM)	Word of	Electronic Word of Mouth (E-WOM) is a communication process in the form of providing recommendations either individually or in groups for a product or service that aims to provide personal information.
Brand Awareness		Brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a

Variable	Definition
	particular product category and how easily the name is brought up.
Purchase Decision	Purchasing decision is a selection of two or more alternative purchasing decision choices, meaning that a person can make a decision if several alternative.

1.9 Operational Definition

Operational Definition is a limitation of understanding about the variables being studied which reflects the indicators used to measure the required variables, namely Word Of Mouth, Brand Awareness and Purchasing Decisions. According to Wacker (2004) Operational definition is an instruction on how a variable is measured. Thus, it can be known whether the variable is good or bad. The operational definition of each variable in this study is as follows:

Table 1.4 Dimensions, Indicators, Questionnaire Items

Concept Variables	Dimensions	Indicator	Questionnaire Items
Purchase Decision (Y)	1. Product Selection	Product choice, in other words, consumers must decide which product they want to buy.	I chose to buy a Lenovo laptop after considering various laptop brands.
	2. Brand Selection	Consumers need to make decisions about which brand they will buy.	I believe Lenovo has better quality than other laptop brands.
	3. Time Selection	Consumers can choose the time of their purchasing decisions.	I buy a laptop when I need one.
	4. Purchase Amount	The quantity of goods or services purchased, or the	I purchased more than one Lenovo product to meet the

Concept Variables	Dimensions	Indicator	Questionnaire Items
		customer's ability to choose how many items to purchase at once	needs of my family members at one time.
Social Media Promotion (X1)	1. Promotion Frequency	Posting intensity and consistency in posting	Promotional content on social media often appears on Lenovo accounts I follow.
	2. Content Quality	Information that is accurate, trustworthy, and highly relevant to its intended audience, providing genuine value that answers their specific questions.	I think the promotional content displayed is visually appealing, creative, and not boring
	3. Promotional Attraction	Combines marketing initiatives with unique, high-value experiences to draw customers, boost tourist visits, or increase brand loyalty.	I believe promotions like discounts or bonuses catch my attention.
Electronic Word-of-Mouth (X2)	1. Engagement	Online discussions posted on social media and the internet or reviewed on social media and the internet.	I viewed and read laptop product reviews online on the internet, YouTube, social media, and other platforms before purchasing a laptop.
	2. Positive Statement	Positive statements are a response from consumers who are satisfied with a brand/service and recommend it to other consumers and receive	I get various information about the advantages of a laptop product on the internet, social media, YouTube, and other platforms.

Concept Variables	Dimensions	Indicator	Questionnaire Items
Brand Awareness (Z)		recommendations through social media.	
	3. Content	Content is various forms of information conveyed via the internet or social media, covering aspects such as price, quality, and taste of a product or service.	I researched the quality of laptop brands online before making a purchase.
	1. Brand Recognition	The consumer's ability to identify a brand through visual/audio elements such as logos, colors, or packaging, even without seeing the brand name directly.	I can easily recognize the Lenovo logo, colors, or distinctive look of the brand.
	2. Brand Recall	Consumer's ability to spontaneously recall a brand name when thinking of a specific product category without visual aid.	I can recall the Lenovo brand without assistance when thinking about a particular product category.
	3. Top of Mind	The first brand that comes to a consumer's mind when thinking of a specific product category.	The Lenovo brand is the first one that comes to my mind.

1.9.1 Social Media Promotion

Social media promotion refers to the use of social media platforms (like Instagram, Facebook, Twitter/X, TikTok, LinkedIn, etc.) to market and promote a product, service, or brand to a targeted audience. It involves a variety of strategies such as content creation, paid advertising, influencer partnerships, and community engagement, all designed to drive awareness, engagement, and conversions.

1.9.2 Electronic Word of Mouth (E-WOM)

According to López & Sicilia (2014), electronic word of mouth (E-WOM) is interpersonal communication that occurs between one individual and another based on the experience each individual has with a company or product, whether in the form of goods or services.

According to Fourkan et al. (2026), messages delivered through electronic word of mouth can be measured using indicators, namely by looking at the relationship between the interlocutor and prospective consumers regarding a product and the actions of prospective consumers after having a conversation about the product, so that the measurement of word of mouth based on the results of Noviandi (2021) research on the influence of word of mouth on purchasing decisions can be developed as follows:

1. Searching for information from friends or relations.
2. Often hearing information from friends or relations.
3. Encouragement from friends or relations to make purchases.

1.9.3 Brand Awareness

The definition of brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a certain product category and how easily the name is brought up (Tulasi, 2012).

1. The brand that is mentioned first.
2. The ability of consumers to remember the brand.
3. Being able to differentiate from other brands.

1.9.4 Purchase Decision

Purchasing decisions according to Tinson et al. (2008), purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision if several alternative choices are available.

1. Consistency in a product.
2. Confidence in choosing a product.
3. Giving recommendations to others.

1.10 Research Methods

1.10.1 Research Type

The author applied quantitative methodology in this study. Sugiyono (2018) explained that quantitative research is an approach based on positivism in which a certain population group or sample is studied through the use of methods and tools to collect data, and analyze data numerically against predetermined objectives.

1.10.2 Population and Research Sample

1.10.2.1 Population

Population is the entire subject or totality of research subjects which can be people, objects, or something in which can be obtained and or can provide research data information (Sugiyono, 2018). The population determined in this study is all users who have ever purchased a Lenovo laptop and reside in Semarang City. So the exact number of the population in this study is unknown.

1.10.2.2 Sample

Sugiyono (2018) stated that the sample is a group of all the characteristics or characters in the population, so it will be used in research. The sample is used to analyze and make conclusions.

1.10.3 Sampling Techniques

The sampling technique used is nonprobability sampling. Nonprobability sampling is a sampling technique that does not provide equal opportunities/chances for each element or member of the population to be selected as a sample (Sugiyono, 2014). The sample criteria selected include:

1. Residing in Semarang
2. Consumers who have purchased a Lenovo brand laptop
3. Willing to fill out the questionnaire that has been prepared for research purposes.

1.10.4 Data Source

1.10.4.1 Primary Data

Primary data is data that is not available in compiled form or in the form of files. Primary data must be sought through sources or in technical terms respondents, namely people who are used as objects of research or people who are used as a means of obtaining information or data, (Ajayi, 2023). According to Sulung & Muspawi (2024) primary data is obtained from the results of filling out questionnaires directly by respondents, namely people who are used as objects of research or people who are used as a means of obtaining information. Primary data in this study comes from the results of answers to related questionnaires given to respondents either directly or online.

1.10.4.2 Secondary Data

Secondary data is data that refers to information collected from existing sources. Secondary data sources are company records or documentation, government publications, industry analysis by the media, websites, and the internet (Sulung & Muspawi, 2024)). According to Sugiyono (2018), secondary data is a source of data that does not directly provide data to data collectors. This secondary data is data that is of a nature that supports the needs of primary data.

1.10.5 Measurement Scale

The measurement scale is a set of rules needed to create quantitative data from the measurement of a variable. Likert Scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

With the Likert scale, the variables to be measured are described as variable indicators. Then the indicators are used as a starting point for compiling instrument items that can be in the form of statements or questions. The answers to each instrument item using the Likert scale have a gradation from very positive to very negative, which can be in the form of other words:

1. Strongly Agree
2. Agree
3. Neither Agree or Disagree
4. Disagree
5. Strongly Disagree

1.10.6 Data Collection Technique

1.10.6.1 Questionnaire

Sugiyono (2018) explains the questionnaire as a method of collecting data by providing a series of open and closed questions to the informant to be answered. This method of collecting data using a questionnaire is considered an efficient way in a study. The research technique using a questionnaire to collect data has procedures such as:

1. Respondents who have met the criteria are given a questionnaire.
2. Respondents fill in the answers without any coercion and pressure on the list of questions in the questionnaire.
3. After all the questionnaires given to the respondents have been answered, then the data is processed, analyzed, and conclusions are drawn.

1.10.7 Data Processing Techniques

After the data is obtained, the data is processed and presented in the form of tables for analysis purposes. The data processing includes:

1. Editing, this process is carried out after the data is collected. The editing process is carried out to see whether the answers to the questionnaire have been filled in completely.
2. Coding, the process of giving certain codes to various answers from the questionnaire to be grouped into the same category.
3. Scoring, in this scoring or assessment, the Likert Scale is used, which is one way to determine the score.
4. Tabulating, tabulating or tabulation is a grouping of answers carefully and orderly, then calculated and added up until they are realized in the form of a useful table.

1.10.8 Analysis Techniques

1.10.8.1 Qualitative Analysis

Qualitative analysis is a data analysis method that aims to understand phenomena in a natural social context by prioritizing a deep communication interaction process between researchers and the phenomena being studied so that qualitative analysis does not require systematic and mathematical testing.

1.10.8.2 Quantitative Analysis

Quantitative analysis is an analysis technique that is carried out by measuring and proving using statistical methods. Statistical methods provide an objective way to process and analyze quantitative data which is then concluded.

1.10.8.2.1 Validity Test

Kwong & Wong (2015) explained that validity testing is a method of testing an instrument used to determine how valid a questionnaire is. Validity testing techniques can be carried out by means of bivariate correlation to each indicator score and the total construct score, namely in testing the validity of each indicator, it can be attempted by comparing r count and r table. If r count is found $>$ from r table and with a positive value, it means that the question indicator is valid (Kwong & Wong, 2015). The decision-making criteria are said to be valid if determined by a significant value <0.05 , where to determine r count can be seen from the Corrected Item Total Correlation value, the significance level is 5% or 0.05. In this study, in finding validity using the SmartPLS program.

1.10.8.2.2 Reliability Test

Reliability testing is a measurement carried out with the aim of measuring a specific survey that marks a factor or develops. If the response from the source (respondent) regarding the statement made is consistent, then the questionnaire can be trusted for its credibility or is reliable. This study applies reliability measurement through SmartPLS. The Cronbach Alpha (α) statistical test is used in testing the

level of reliability of a variable in this study, namely a variable is said to be reliable if the Cronbach Alpha value is > 0.70 . In addition, if Cronbach Alpha approaches a value of one, it means that the level of data reliability is increasingly reliable (Ghozali, 2018).