

CHAPTER II

COMPANY PROFILE AND RESPONDENT INFORMATION

2.1 Company Profile

Lenovo is one of the world's largest technology companies specializing in the development of modern computer devices, electronics, and digital solutions. The company is globally recognized as a manufacturer of laptops, desktop computers, workstations, servers, smartphones, and artificial intelligence-based devices. Lenovo has a strong reputation for delivering quality products with technological innovations that continue to evolve to meet the needs of modern society. The name Lenovo comes from a combination of the words "Le," taken from the company's original name, and "novo," which comes from Latin and means "new." This philosophy reflects the company's passion for always creating updates and innovations in the world of technology. Lenovo not only focuses on selling hardware, but also expands its business to cloud computing services, data center infrastructure, and digital business solutions. Currently, Lenovo operates in more than 180 countries and has millions of customers from various industrial sectors. Lenovo's success makes it one of the most influential technology brands internationally.

Lenovo has a diverse product line designed to meet the needs of both individual consumers and large enterprises. In the laptop category, Lenovo has the IdeaPad series for general users, ThinkPad for professionals, Legion for gaming, and Yoga for users who require flexible and premium designs. In addition to

laptops, Lenovo also produces desktops, monitors, tablets, smartphones, and smart home devices. In the gaming sector, Lenovo has successfully built a strong reputation through the Legion series, which offers high performance and modern design. Lenovo is also actively developing artificial intelligence-based technologies and the Internet of Things to support society's digital transformation. The company continues to innovate in product design to make it more efficient, lightweight, and energy-efficient. Lenovo's main focus is to create technology that can improve productivity and improve users' quality of life. This product diversity makes Lenovo able to compete in various technology market segments.

Lenovo also plays a significant role in the technology infrastructure and data center industry through its Lenovo Infrastructure Solutions Group division. This division provides servers, data storage, and cloud computing solutions for companies and organizations across various sectors. Lenovo collaborates with many major technology companies to deliver efficient and secure computing systems. Furthermore, the company has begun focusing on the development of artificial intelligence-based technologies and edge computing. With the increasing need for digital transformation, Lenovo sees significant opportunities in providing technology solutions for modern businesses. The company continues to invest in research into new technologies to compete with other global companies. Lenovo is also expanding its research and development centers in various countries to accelerate product innovation. This strategy demonstrates that Lenovo wants to be known not only as a laptop manufacturer but also as a leader in future technology.

2.2 Company History

Lenovo's history began in 1984 in Beijing, China, when the company was founded by Liu Chuanzhi and ten other engineers with relatively little initial capital. Initially, the company was called Legend Holdings and focused on computer distribution and the development of local computer technology in China. At that time, the computer industry in China was still underdeveloped, so the company faced many challenges in establishing a market. Nevertheless, the founders had a grand vision to create a national technology company capable of competing internationally. Legend then succeeded in creating a circuit card that enabled foreign computers to display Chinese characters. This invention was a significant step in the development of computer technology in China. This initial success led the company to begin to gain the attention of the government and the public. From there, the foundation for Lenovo's slow but consistent growth began to form.

In the 1990s, Lenovo began expanding its business by independently producing personal computers, or PCs. The company successfully capitalized on the rapid growth in computer usage in China, driven by economic and educational development. Lenovo began to be recognized as a local brand capable of providing quality computers at more affordable prices than foreign products. Within a few years, Lenovo managed to become the market leader in computers in China, defeating various international brands that had previously dominated the market. This success was achieved through an aggressive marketing strategy and a good understanding of local consumer needs. Furthermore, Lenovo also strengthened its distribution network and after-sales service to reach customers in various regions.

The company continued to conduct research and development to improve the quality of its products. This period was a crucial one that propelled Lenovo into global competition.

A major change occurred in 2003 when Legend Holdings officially changed its company name to Lenovo to support its international expansion. This name change was made because the name "Legend" was already widely used by other companies in various countries, making it difficult to patent globally. The name Lenovo was chosen because it was considered more modern, unique, and easily recognized by the international community. Following the name change, the company began expanding its product marketing to various countries in Asia, Europe, and America. Lenovo also began building a global brand identity by emphasizing quality, innovation, and price competitiveness. This internationalization strategy had a very positive impact on the company's development. Lenovo successfully captured the attention of the global market as a Chinese technology company with great potential. This momentum marked the beginning of Lenovo's transformation into a world-class multinational corporation.

One of the most historic steps in Lenovo's journey occurred in 2005 when the company acquired IBM's Personal Computer division. This acquisition was a significant milestone because it gave Lenovo access to IBM's technology, human resources, and global distribution network. Through this partnership, Lenovo obtained the rights to manufacture the renowned ThinkPad laptop line, which was previously very popular among business professionals. ThinkPad is known for its

high quality, sturdy design, and excellent performance, making it one of Lenovo's flagship products to this day. The IBM acquisition also helped Lenovo improve its brand image in the international market because consumers began to see Lenovo as a serious global company in the computer industry. After the acquisition process was completed, Lenovo began to expand its operations into the United States and Europe more aggressively. This strategic decision is considered one of the most successful acquisitions in the history of the global technology industry. Since then, Lenovo has grown very rapidly in the global market.

2.3 Vision and Mission

2.3.1 Vision

“Be the Leader and Enabler of Intelligent Transformation.”

2.3.2 Mission

“Smarter Technology for All.”

2.4 Logo



Figure 2.1 Lenovo Logo

Lenovo

Figure 2.1 Lenovo Logo

The
logo

embodies the company's creativity, innovation, and vision for the future. The use of clean, modern sans-serif typography reflects the simplicity and assertiveness of Lenovo's brand identity in the global technology market. The dominant red color in the logo represents Lenovo's strong Chinese cultural roots, where red symbolizes courage, passion, and good fortune. This color also reflects Lenovo's confidence as a global technology leader. Lenovo's slogan, "Smarter Technology for All," reflects the company's commitment to continuous innovation and development of the latest technologies to meet future challenges. This slogan emphasizes that Lenovo never stops moving forward, consistently delivering relevant, cutting-edge, and impactful technology solutions to its users worldwide.

2.5 Respondent Identity

Respondent identity is the characteristics or information provided by those who have agreed to be included in this study's sample. The sample data collected from this study is aimed at Lenovo users, broken down into six categories: gender, age, domicile, occupation, income, and frequency of Lenovo laptop purchases. The requirements or criteria for respondents in this study are men or women aged over 17 years, domiciled in Semarang, have and actively use social media (such as YouTube, Instagram, Twitter, TikTok, etc.), and have purchased and used Lenovo products. Respondents in this study were collected through a survey using a questionnaire distributed online via Google Forms and social media.

2.5.1 Respondent Identity Based on Gender

Gender is one of the demographic factors that can influence online shopping behavior. To better understand differences in consumer perceptions, preferences, and purchasing habits, respondents are categorized into male and female groups. This classification helps provide a clearer analysis of consumer behavior patterns in shopping activities.

Table 2.1 Respondent Identity Based on Gender

No.	Gender	Frequency	Percentage
1.	Male	52	52%
2.	Female	48	48%
Total		100	100%

Source: Primary Data (2026)

Demographic data based on gender shows that the study involved a total of 100 respondents. The majority of respondents were male, consisting of 52 individuals or 52% of the total sample. Meanwhile, female respondents accounted for 48 individuals or 48% of the sample population. These data indicate that the distribution of respondents by gender is fairly balanced, although there are slightly more male respondents than female respondents. This composition allows the study to depict the views of both genders relatively evenly, thus ensuring more representative results.

2.5.2 Respondent Identity Based on Age

Used to classify participants into different age groups in order to understand the demographic characteristics of the research sample. Age can influence an

individual's preferences, perceptions, decision-making patterns, and behavior, especially in relation to consumer activities and technology usage. By grouping respondents according to age categories, researchers can analyze differences in responses and identify trends among various age groups.

Table 2.2 Respondent Identity Based on Age

No	Age Range	Frequency	Percentage
1.	17 - 24 years old	59	59%
2.	25 - 35 years old	25	25%
3.	> 35 years old	16	16%
Total		100	100%

Source: Primary Data (2026)

The demographic data based on age shows that the research involved 100 respondents divided into several age groups. The majority of respondents were between 17–24 years old, consisting of 59 individuals or 59% of the total sample. Respondents aged 25–35 years old accounted for 25 individuals or 25% of the respondents. Meanwhile, respondents aged above 35 years old represented the smallest group, with 16 individuals or 16% of the total sample.

2.5.3 Respondent Identity Based on Domicile

Respondent identity based on domicile refers to the classification of respondents according to the area or region where they live. This demographic information is important because domicile can influence an individual's lifestyle, purchasing behavior, access to technology, and consumer preferences. Differences in living environments, such as urban and rural areas, may also affect respondents' experiences and perspectives toward certain products or services.

Table 2.3 Respondent Identity Based on Domicile

No	Domicile	Frequency	Percentage
1.	Banyumanik	7	7%
2.	Candisari	7	7%
3.	Gajahmungkur	5	5%
4.	Gayamsari	5	5%
5.	Genuk	7	7%
6.	Gunungpati	8	8%
7.	Mijen	3	3%
8.	Ngaliyan	6	6%
9.	Pedurungan	4	4%
10.	Semarang Barat	8	8%
11.	Semarang Selatan	4	4%
12.	Semarang Tengah	7	7%
13.	Semarang Timur	5	5%
14.	Semarang Utara	9	9%
15.	Tembalang	13	13%
16.	Tugu	2	2%
Total		100	100%

Source: Primary Data (2026)

Based on respondent domicile data, this study involved people from various sub-districts in Semarang City, indicating a fairly even distribution of respondents. The largest number of respondents came from Tembalang Sub-district, indicating that this area had the highest level of participation in the study. Furthermore, North Semarang (Semarang Utara) Sub-district also contributed a significant number of respondents compared to other sub-districts. Several sub-districts, such as Gunungpati and West Semarang (Semarang Barat), showed relatively high numbers of respondents, while Banyumanik, Candisari, Genuk, and Central Semarang

(Semarang Tengah) had fairly balanced participation rates. Conversely, several sub-districts, such as Mijen and Tugu, had smaller numbers of respondents. Overall, this data indicates that the study respondents came from various regions in Semarang, allowing the research results to reflect the views of people from diverse domicile backgrounds.

2.5.4 Respondent Identity Based on Occupation

Classification of respondents according to their type of work or professional background. Occupation is an important demographic factor because it can influence income level, lifestyle, purchasing power, preferences, and consumer behavior. Different occupations may also affect respondents' perspectives, daily activities, and decision-making patterns in using products or services.

Table 2.4 Respondent Identity Based on Occupation

No	Occupation	Frequency	Percentage
1.	Students	25	25%
2.	State-Owned Enterprise (BUMN) Employees	7	7%
3.	Entrepreneur	12	12%
4.	Homemaker	7	7%
5.	Civil Servants/TNI/POLRI	14	14%
6.	Office Worker	13	13%
7.	Freelancer	8	8%
8.	Other	14	14%
	Total	100	100%

Source: Primary Data (2026)

Based on respondents occupational data, this study involved individuals from diverse professional backgrounds. The most dominant group of respondents

were students, indicating that this group had the highest level of participation in the study. Furthermore, respondents from civil servants, the Indonesian National Armed Forces (TNI), the Indonesian National Police (POLRI), and other categories also made significant contributions to the research. Respondents working as office workers and entrepreneurs dominated the participant pool, so this study reflects not only the views of academics but also those of people who are actively working and running businesses. Meanwhile, freelancers, housemaker, and state-owned enterprise employees participated relatively less frequently than other job categories. Overall, the variety of respondents' occupations shows that this study covers a variety of professional backgrounds, so that the research results are expected to represent the views of society from diverse occupational groups.

2.5.5 Respondent Identity Based on Income

Respondent identity based on income refers to the classification of respondents according to their level of earnings or monthly income. Income is an important demographic factor because it can influence purchasing power, spending behavior, lifestyle, and consumer preferences. Individuals with different income levels may have varying priorities, financial capabilities, and decision-making patterns when purchasing products or services.

Table 2.5 Respondent Identity Based on Income

No	Income	Frequency	Percentage
1.	$\leq$ Rp. 1.000.000	10	10%
2.	$>$ Rp. 1.000.000 - Rp. 3.000.000	32	32%

3.	> Rp. 3.000.000 - Rp. 5.000.000	30	30%
4.	> Rp. 5.000.000	28	28%
Total		100	100%

Source: Primary Data (2026)

Based on respondent income data, this study involved people with quite diverse income levels. The most dominant group of respondents came from the income category between one million and three million rupiah. This indicates that the majority of respondents are in the lower-middle economic class, who generally have consumption patterns and purchasing decisions that prioritize price and product benefits. Respondents with incomes between three million and five million rupiah also represented a significant proportion. This indicates that the study involved middle-income individuals who tend to have more stable financial capabilities to meet their needs and purchase certain products. Meanwhile, respondents with incomes above five million rupiah showed a relatively high number and did not differ significantly from other categories. This indicates participation from groups with better economic capabilities, allowing the study to obtain insights from consumers with higher purchasing power. On the other hand, respondents with incomes below one million rupiah had the lowest number compared to other categories.

2.5.6 Respondent Identity Based on Frequency of Lenovo Laptop Purchases

Respondent identity based on the frequency of Lenovo laptop purchases refers to the classification of respondents according to how often they purchase Lenovo laptops. This aspect is important because purchasing frequency can reflect

consumer loyalty, brand preference, satisfaction level, and buying behavior toward Lenovo products. Respondents who purchase Lenovo laptops more frequently may have different experiences and perceptions compared to those who purchase them less often.

Table 2.6 Respondent Identity Based on Frequency of Purchase

No	Frequency of Purchase	Frequency	Percentage
1.	1 time	40	40%
2.	2 – 3 times	33	33%
3.	> 3 times	27	27%
Total		100	100%

Source: Primary Data (2026)

Based on purchase frequency data, the majority of respondents made a single purchase. This indicates that the majority of respondents were still in the early stages of their product purchase process, likely still in the process of learning about or trying the products used in this study. This situation also suggests that the initial purchase decision is a crucial factor in shaping consumer experience and satisfaction with a product. Some respondents made two to three purchases, each with a significant amount. This indicates a certain level of consumer interest and satisfaction, leading them to decide to make repeat purchases. Respondents in this category can be defined as consumers who have developed loyalty to the product due to having made more than one purchase. Respondents who made more than three purchases also represented a significant number. The presence of this group reflects consumers with a high level of loyalty and trust in the product. Consumers with a high purchase frequency generally experience the product's benefits directly,

thus tending to make repeat purchases over a period of time.