

## Deciphering Consumer Choices: Axioo Brand Laptop Purchase Patterns at AFA Computer Ambarawa

**Anastasia Fransiska Sihura**

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia Semarang

**Ray Octafian**

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia Semarang

Alamat: Bendan Ngisor, Semarang

Korespondensi penulis: [octafianray@gmail.com](mailto:octafianray@gmail.com)

**Abstract.** In the current context, businesses must effectively utilize their resources, including the implementation of strategies aimed at influencing consumer buying choices, particularly for Axioo brand laptops. This research aims to explore consumers' perceptions of their decision-making process when considering the purchase of an Axioo brand laptop and identify strategies to enhance the purchase decision-making process for this brand. The research employs a descriptive qualitative methodology.

The findings of this study reveal that consumers' purchasing decisions regarding Axioo laptops are influenced by factors such as performance, specifications, pricing, and ease of use. Additionally, the availability of various color options and the compact design of Axioo laptops contribute to their appeal. To enhance the purchase decisions for Axioo brand laptops, effective strategies are needed to capture consumers' interest. These strategies may include promotional campaigns, incentive offerings, and the utilization of social media as a powerful promotional tool, all of which can significantly impact and bolster purchase decisions.

**Keywords:** Qualitative Research ; Marketing ; Purchasing Decisions

### INTRODUCTION

In the current competitive business landscape, companies face increasing challenges and must strategically allocate their resources to influence consumer perceptions effectively. At AFA Computer shop, electronic products such as laptops are offered from various brands including HP, Dell, Toshiba, Asus, Acer, and Axioo. If a product is of subpar quality, customers are quick to switch to alternative options. However, when a product exhibits high quality, customers tend to not only endorse it but also share their positive experiences with others, thus promoting the product's reputation (Lenggogeni & Tae Ferdinand, 2016).

AFA Computer shop in Ambarawa encounters difficulties in selling laptops, particularly those under the Axioo brand. Among the various laptop brands available, Axioo has experienced a decline in sales due to the lack of consumer interest. Axioo is a well-known Indonesian laptop brand that has been in the market since 2004, offering laptop computers, tablet computers, and related products. Despite being recognized for its durability and reliability among corporate users, Axioo laptops have been associated with certain weaknesses, including screen blanking issues requiring frequent restarts, occasional wireless LAN connectivity problems, rapid battery drainage, and a less-established brand

image in the minds of consumers. Additionally, sourcing spare parts for Axioo laptops can be challenging.

This research aims to understand consumers' perceptions of the Axioo brand laptops and identify strategies to boost the purchase decision-making process for Axioo laptops in Ambarawa.

## **LITERATURE REVIEW**

### **Marketing**

Subianto (2017) Marketing is “The business function that identifies the needs and wants of customers, determines the target markets the company can best serve and designs the right products, services and programs to serve those markets. This is because marketing is one of the company's activities, which directly relates to consumers. So marketing activities can be interpreted as human activities that take place in relation to the market

### **Marketing Mix**

Prayatna & Jawas (2013) explains that the marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, promotion and distribution. In other words, the marketing mix is a collection of variables that can be used by companies to influence consumer responses in purchasing goods or using the services offered.

### **Consumer**

Consumers are people or organizations that buy goods or services to be consumed or resold or further processed into other goods(Wahyudi & Prawita, 2014)Consumers are all users of goods or services available in society for the benefit of themselves, their families, other people, and not for trading.

### **Perception**

Perception is the consumer's view of the superiority of a service or product both in terms of what consumers expect and how consumers perceive the quality of other products(Saputra & Samuel, 2013).

### **Consumer behavior**

Consumer behavior is the behavior that consumers demonstrate in searching for, purchasing, using, evaluating and disposing of products and services that they hope will satisfy their needs (Subianto, 2017).

## **Buying decision**

Rompas et al., (2017) Consumer purchasing decision is to buy the most preferred brand from the various alternatives, but two factors can exist between purchase intention and purchase decision. The first factor is the attitude of other people and the second factor is the situational factor

Purchasing decisions cannot be separated from the influence of the environment that surrounds them. The environment in which the customer is located influences his buying decision behavior. From a behavioral influence perspective, need recognition occurs when customers are exposed to attractive and differentiated stimuli. Information search conducted by the Customer represents learning behavior and if the learning process is successful it will lead to reinforcement (Aswari & Octafian, 2022; Octafian et al., 2022). Customers try to avoid information that does not provide reinforcement information for their past reinforcements and customers also do not evaluate information for more than just aiming to justify their choices in the past.

## **RESEARCH METHODS**

### **Types of research**

This type of research is qualitative research which uses qualitative descriptive research methods. According to Setiawan et al., (2020), descriptive method by describing or depicting the current state of the research object based on visible facts or as they really are. Therefore, emphasizing the structural and individual background as a whole and descriptively describes the condition of the subject and object of research based on existing facts.

### **Sampling technique**

Sampling technique is a sampling technique to determine the samples that will be used in research. There are various sampling techniques used (Sugiyono, 2018). The sampling technique used by researchers is the Snowball Sampling method, which is a technique for determining samples that are initially small in number, then large. The researcher chose snowball sampling because in determining the sample, the researcher first only selected one or two people, but because the data obtained was felt to be incomplete, the researcher looked for other people to complete the data.

### **Data source**

In collecting data sources, the authors collect data sources in the form of primary data and secondary data

According to Sugiyono (2018) Primary data is data obtained or collected directly in the field by the person conducting the research or the person concerned who needs it. This primary data includes notes from interviews, results of field observations and data regarding informants

Secondary data is data obtained or collected by people who conduct research from existing sources, Hasibuan & Silvy (2019). This data is used to support the primary information that has been obtained, namely from library materials, literature, previous research, and so on

### **Data collection technique**

Data collection is an important activity for research activities, because the collection of data will determine the success or failure of a research. So in the selection of data collection techniques must be careful. Data collection techniques used in this study are:

#### 1. Interview

An interview is a data collection technique by asking questions directly by the interviewer to the respondent, and the respondent's answers are recorded or recorded. feelings, motivations, demands and concerns, reconstructing expectations for the future, verifying, changing and expanding information from other people. Interviews in this research were used to determine user perceptions about librarian performance.

#### 2. Observation

Observation is a data collection technique by making direct observations on the object of study. Observation is the selection, modification, recording and coding of a series of behaviors and situations relating to an organization, in accordance with empirical objectives. The observations referred to in this data collection technique are pre-research, during research and post-research observations which are used as an auxiliary method with the aim of observing how librarians perform in circulation services.

## **LITERATURE REVIEW**

Literature studies are carried out to enrich knowledge about various concepts that will be used as a basis or guide in the research process. Researchers also use literature studies in data collection techniques. Literature study in this data collection technique is a type of secondary data that is used to assist the research process, namely by collecting information contained in newspaper articles, books, and scientific works in previous research. The purpose of this literature study is to find facts and understand the concept of the method used

## **DISCUSSION**

### **Consumer perception of the Axioo brand laptop**

According to sources 3 and 4, Axioo laptops have good quality in terms of reliable specifications. Talking about specifications is the most highlighted advantage of Axioo. This device does not use the Intel Atom processor family which is usually used by 11-inch laptops in its class.

Axioo provides this laptop with specifications that are above the average for devices in its class and can also meet my needs, can complete tasks quickly and practically

Designed with a stylish and elegant design, the Axioo's body is made of metal material. Regarding weight, this laptop is quite light with a weight of only around 1.5 kg, so it is relatively easy to carry everywhere. Moreover, the size of the charger is also relatively small, very suitable for creative and professional workers who need modern design devices. Then this Axioo product is no less competitive with other laptop products, with the color choices provided, it also makes the appearance of this Axioo laptop feel unique and attractive, with color variants including:

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1. Indigo (blue)
2. Oak (brown)
3. Cosmic (grey)
4. Scarlet (red)

The price of this Axioo laptop is very friendly and light on the pocket, perfect for students who need it. The price of an Axioo laptop is under 4 million, even though the price is cheap, this Axioo laptop is no less competitive with other brands of laptops, Axioo laptops are sufficient to support completing tasks well and practically.

Based on the results of the discussion regarding consumer perceptions of laptops, especially those with the Axioo brand, it was concluded that consumers actually consider

purchasing Axioo laptops based on performance, specifications, price, and ease of operation, and with various color variants, small shape, Axioo is known to be light. These results are in accordance with research that has been conducted by Subianto (2017) that is, every decision taken by consumers must be based on certain reasons, either directly or indirectly. The consumer decision-making process is closely related to psychological problems and external factors

### **Efforts to increase purchasing decisions of Axioo brand laptops**

According to sources 1 and 2, they said that. To be able to increase sales and seize market share, it is necessary to have good marketing. If this happens, the company will get maximum profits, but if product marketing is not appropriate then there will be a decline which will result in a decrease in the company's income.

In order for companies to increase sales to be achieved, companies need to overcome these varied purchasing behaviors by identifying consumer attitudes regarding product purchasing decisions, the results of which can be used in formulating appropriate marketing strategies.

In order to be able to compete with competitors and also improve purchasing decisions, we must make strategic changes, one of which is the price discount and gift strategy. To influence consumers to make purchases, the price discount strategy is a strategy that has quite a significant influence in influencing purchasing decisions.

Price discount strategies are part of sales promotions that are very interesting in attracting consumer interest. Because sales promotions offer extra incentives to get consumers to take action. Price discounts are an extra incentive so that consumers want to take action, at least pay attention to the product being offered, in other words the size of the price discount can provide encouragement for consumers to buy.

Apart from price discounts, there is another sales promotion that can be carried out, namely the gift strategy. This gift strategy is also able to attract consumer buying interest. The prizes given must also be gifts that are certainly useful, for example giving prizes in the form of mice, laptop bags, and so on.

Based on the discussion regarding efforts to increase purchasing decisions for Axioo laptops, it is concluded that sellers must use strategies that easily attract the attention of consumers, such as give a promo offer, do discounts, and giving gifts and need good marketing through social media. Become a promotional media that will have a big impact

that can increase decisions. Sales purchases offer extra incentives to get consumers to take purchasing action. These results are in accordance with research conducted by (Ardyanto et al., 2015) The use of social media that can be enjoyed by consumers and the company itself means that all services desired by consumers can be followed up as quickly as possible, so that the company will be able to provide the best service for consumers. So far, consumers who want to buy products are required to go to the product seller's place and this is very inefficient for consumers who have very busy schedules. With social media, consumers can easily access and order products from various places.

## CONCLUSION

Based on the discussion, the following conclusions and suggestions can be made : Consumers base their purchasing decisions for Axioo laptops on factors such as performance, specifications, price, and ease of use. The availability of various color options and the compact design of Axioo laptops also contribute to their appeal. To enhance the decision-making process for purchasing laptops, sellers must employ impactful strategies such as offering promotions, incentives, and discounts to attract consumers' attention and encourage purchases. To boost consumer purchasing decisions, Axioo should focus on attracting consumer interest by offering more appealing features and enhancing the durability of their laptops. This effort can result in increased sales of Axioo brand laptops compared to previous levels. Axioo should prioritize effective communication with consumers, ensuring they are well-informed about the products they offer. Establishing good communication with consumers can lead to positive word-of-mouth and recommendations, further increasing the brand's reputation and sales.

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