THE EFFECT OF PRODUCT DESIGN, BRAND IMAGE, AND PRODUCT QUALITY TOWARDS PURCHASING DECISIONS OF LAPTOP BRANDS

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Abstract
The study intended to identify factors affecting student’s selection of senior high school. The study combines qualitative and quantitative approaches. Qualitative approach was used to identify variables and quantitative approach was used to group the variables into factors. Forty-one variables were derived from interview was converted into a 41 items questionnaire. Using exploratory factor analysis with principal factor extraction, six factors are extracted with 22 remain significant variables. The six factors that contributed to the preference in selecting senior high school were variety of school programs, discipline, school environment, academic quality, focus on spiritual, sport facilities. The highest preference in selecting senior high school was variety of school programs while the least variance was sport facilities. No significant difference was found between male and female students in selecting senior high school.

Keywords: Students’ selection, variety of school programs, discipline, school environment, academic quality.

INTRODUCTION
In essence, if a company can become a market leader through a long struggle in winning business competition so that it can control the largest market share; creative innovation; or indeed the first party in entering the market with its specific products (Tjiptono, 2015). If in order to stay better among the competition, then the company must take three steps that must be done, namely: the company must find a way to expand its marketing network based on market demand, take defensive and offensive actions to protect its market share, and trying to increase its market share (Kotler, & Keller, 2016). Therefore, the importance of understanding consumer desires in laptop products that he wants has become a concern for various education worlds ranging from junior high school, junior high school and even to college level. The existence of technological developments at this time many people are not far from the existence of laptops in every day. Market potential in Indonesia, Acer-produced laptops are laptops with brands that are included in a good product class, and are offered at relatively cheap prices when compared to competitors, such as HP, Dell, Lenovo; Toshiba, Sony and Compaq. Good image for Acer because it is a consumer preference for laptops and supports the value of Acer itself. Acer ranked first in the market choice from 2010 to April 2011 with a brand share of 39.2% with a total satisfaction score (TSS) of 4.399 can be seen Table 1.