RESEARCH ARTICLE

Factors That Drive Consumers In Purchasing Decisions For Macbook Air Brand Laptops In Banda Aceh City

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Abstract

Nowadays, laptops are no longer a rare item, where more and more consumers can afford laptops, but the higher a person's income, the more their lifestyle will improve. A laptop is a tool that can make a person's work easier in all fields. Laptops are known as computers that can be carried anywhere. So it attracts many consumers. The purpose of this research is to determine the factors that encourage consumers to purchase Macbook Air Brand Lantops in Banda Aceh City and try to provide suggestions that are deemed necessary to improve and increase sales volume based on management theories and things that arises in other discussions. The writer collected information from respondents from the columnists who bought Macbook Air Brand Laptops in Banda Aceh City. The author distributed a questionnaire containing various statements with fields to be filled in by respondents. The entry column is designed using a Likert scale technique with 8 categories as shown below. With a sample size of 100 respondents. Based on the research results, psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3) and macro environmental factors (x4) all have an influence in increasing laptop purchasing decisions in the city of Banda Aceh, namely by obtaining a calculated F value of 49.514, and Ftable at the significance level ∞ = 5% is 2.311 with a significance level of 0.000. This states that simultaneously (together) the indicator variables used in this research model influence the decision to purchase laptops in Banda Aceh City.

Keywords
Factors, Consumers, Decisions, Purchases, Laptops, Macbooks

1 | INTRODUCTION

This era of globalization is marked by a communications revolution which is characterized by the rapid flow of information, ideas and thoughts as well as business transactions becoming increasingly fast, precise, practical and of high quality. With economic changes, it will also require readiness for the needs of society which continue to change in line with developments over time. People's lifestyles will be different from other communities. In fact, from time to time, the lifestyle of certain individuals and social groups has been dynamic. However, lifestyles do not change quickly so that at certain periods of time lifestyles are relatively permanent [1]. Nowadays, laptops are no longer a rare item, where more and more consumers can afford laptops, but the higher a person's income, the more their lifestyle will improve. A laptop is a tool that can make a person's work easier in all fields. Laptops are known as computers that can be carried anywhere.

2 | LITERATURE REVIEW

Consumer Purchasing Behavior
Consumer behavior is closely related to consumer attitudes and actions in choosing and purchasing a product [2]. At that time, consumers can assess the quality and usefulness of a product more carefully. Therefore, consumer behavior is actually an emphasis and description of human behavior. Usually, in choosing and buying a product, humans have to make decisions about which goods or services to buy and which not to buy [3]. Consumer behavior is an action directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions [4]. the term consumer behavior is defined as the behavior that consumers display in searching for purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs [5]. Consumer behavior is a dynamic interaction between affection and cognition, behavior and the environment where humans carry out exchange activities in their lives (The American Marketing Association) [6]. Consumer behavior is the purchasing behavior of final consumers, both individuals and households, who buy products for personal consumption [7].

Factors that Influence Consumer Behavior
Consumer purchases can be influenced by four factors, namely [8]:
  a. Cultural factors
  b. Social Factors
  c. Personal Factors
  d. Psychological factors

The Role of Consumers in Purchasing
Five roles that occur in purchasing decisions, namely [7]:
  a. Initiator
  b. Influencers
  c. Decision maker
  d. Buyer
  e. User

Types of Consumer Purchasing Behavior
More complex decisions typically involve more actors and more buyer awareness [9]. There are four types of consumer purchasing behavior based on the level of purchase involvement and the level of differentiation between brands [10].
  a. Complex Buying Behavior
  b. Dissonance reduction purchasing behavior
  c. Habitual purchasing behavior
  d. Variety seeking purchasing behavior.

Stages in the Purchasing Decision Process
After knowing the various influences that influence buyers, it is necessary to know how consumers make the purchasing decision process. Purchasing decision making processes consist of [11]:
  a. Problem recognition
  b. Information search

    c. Evaluation of alternatives
    d. Purchase decision
    e. Post-purchase behavior

Stages of the consumer purchasing decision process consisting of [8]:
    a. Need recognition stage
    b. Information search stage
    c. Evaluating Alternatives
    d. Buying decision
    e. Behavior after purchase

There are two factors that can influence purchasing intentions and purchasing decisions. These factors are as follows [8]:
    a. The attitude or stance of other people
    b. Unanticipated situational factors

3 | METHODOLOGY

Data Analysis Tools

The analytical equipment used is the multiple linear regression method. Mathematically, the form of the multiple linear regression formulation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

information:

Y	= Purchase decision
α	= Constant
β_1	= Psychological coefficient
β_2	= Sociocultural coefficient
β_3	= Marketing mix coefficient
β_4	= Macro environmental coefficient
X_1	= Psychological factors
X_2	= Socio-cultural factors
X_3	= Marketing mix factors
X_4	= Macro environmental factors
e	= Standard error

Hypothesis test

Ho: Reference group elements, social class, promotion, consumer experience and price have no influence on laptop purchasing decisions.

Ha: Elements of reference group, social class, promotion, consumer experience and price influence laptop purchasing decisions.

As a basis for testing the analytical tools above, the null hypothesis method is used where Ho will reject Ha if the requirements $F_{count} > F_{table}$ or $F_{count} < -F_{table}$ are met with a probability (p) <0.05 or a confidence level of 95% for a two tailed test.). If these requirements are not met, then the Ho hypothesis will be accepted and Ha will be rejected.

Validity and Reliability Test of Measuring Instruments

Data collection was carried out using a questionnaire, so the respondent's ability to answer questions is important in this research. Obtaining reliable research results is largely determined by the measurement tools used to measure the variables to be studied [12]. Therefore, to measure whether the questionnaire is reliable or not, validity and reliability analysis is used [13]. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what it is supposed to measure. Meanwhile, a reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data [14]. For research, the critical value in this study is for a sample of 100 people or 0.195 at the $\alpha = 5\%$ level. To see the reliability of each instrument used, researchers used the Cronbach Alpha coefficient. An instrument is said to be reliable if it has an alpha value greater than 0.50 [15]. Testing the validity of the data in this research was carried out statistically, namely by using the Person product moment coefficient of correlation test with the help of SPSS 12.0, all statements are said to be valid if they have a significance level below 5% [16].

4 | RESULT

Validity Testing

Testing the validity of the data in this research was carried out statistically, namely by using the Pearson product-moment coefficient of correlation test with the help of SPSS 12.0. Based on the computer output (SPSS output attachment) all statements are declared valid because they have a significance level below 5%. Meanwhile, if done manually, the correlation value obtained by each statement must be compared with the critical product moment correlation value, where the results show that all statements have a correlation value above the critical value, namely above 0.195, as follows.

Table 1. Critical Value of Moment Products

No.	Statement	Correlation Value	Critical Value 5%
1.	A1	0.664	
2.	A2	0.756	
3.	A3	0.782	
4.	A4	0.569	
5.	B1	0.493	
6.	B2	0.489	
7.	B3	0.693	
8.	B4	0.588	
9.	C1	0.652	
10.	C2	0.622	
11.	C3	0.438	0,195
12.	C4	0.683	
13.	C5	0.536	
14.	C6	0.726	
15.	C7	0.501	
16.	C8	0.727	
17.	D1	0.819	
18.	D2	0.573	
19.	D3	0.828	
20.	D4	0.473	

Source: Primary Data (processed), 2024

Reliability Test

To assess the reliability of the questionnaire in this study, we used a reliability test based on Cronbach Alpha which is commonly used for testing questionnaires in social science research. This analysis is used to interpret the correlation between the scale created and the existing variable scales. The acceptable coefficient is above 0.05, and the minimum acceptable coefficient is above 0.60. The reliability test shows four criteria which are variables in assessing the overall level of reliability as meeting the requirements. To make it clearer, the alpha value for each variable is shown in table 3 below:

Table 2. Reliability of Research Variables (Alpha)

No.	Variable	Average	Number of variables	Alpha Value	Reliability
1.	Psychological factors (x1)	4.167	4	0.635	Reliable
2.	Socio-cultural factors (x2)	4.183	4	0.603	Reliable
3.	Marketing mix factors (x3)	4.084	8	0.763	Reliable
4.	Macro environmental factors (x4)	4.205	4	0.621	Reliable

Source: Primary Data (processed), 2024

Factor Analysis to Assess Eligible Variables in Factoring

Factor analysis is a procedure used primarily for data reduction and addition. Through multivariate factor analysis, several factors that are related to each other will be displayed in certain groups as new factors. In accordance with Bartlett's test of sphericity, each variable is perfectly correlated with itself ($r = 1$) but may have no correlation at all with other variables ($r = 0$). The formation of factors in factor analysis is based on the Eigenvalue coefficient correlation showing the total variance value explained by each factor. The higher the eigenvalue indicates that the formation of the factor is more successful because the collection of variables/factors in the factor will provide a special contribution, which shows that each factor is different from one another. Then Kaiser-Meyer-Olkin (KMO)

determines the index used to determine the accuracy of factor analysis. A high value (between 0.50 and 100) indicates that the factor analysis value is appropriate, and a low value below 0.05 indicates that the factor analysis may not be appropriate. then in the Anti Image Matrices, we will see whether the MSA (measure of sampling) value is above 0.5, if the MSA is still below 0.5 then it is necessary to repeat the analysis, whereas if it is above 0.5 then you can further factor analysis was carried out. And of the four factors that were initially analyzed, it turned out that four factors/variables met the requirements (above 0.5) for factor analysis, namely quality, brand, packaging, price, availability of goods and reference group. For more clarity, we can see the following table.

Table 3. Measure of Sampling

No.	Factors/Variables	Measure of Sampling (MSA)
1.	Psychological Facts (x1)	0.755
2.	Socio-Cultural Factors (x2)	0.932
3.	Marketing Mix Factors (x3)	0.618
4.	Macro Environmental Factors (x4)	0.816

Source: Primary Data (processed), 2024

Table 4. Total Variance Explained

Component	Initial Eigenvalue			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.332	47.196	47.196	2.832	47.196	47.196
2	1.278	34.791	81.987	2.087	34.791	81.987
3	1.064	9.397	91.384			
4	0.314	8.616	100.000			

Source: Primary Data (processed), 2024

Multiconearity testing can be done in two ways, namely:
1. With person correlation matrix
   Rule of thumb: if the correlation value between variables is ≥ 0.80, then there is multicollinearity. The results of this study show that there is no correlation between independent variables that is ≥ 0.80, so there is no correlation matrix.
2. With Variance Inflating Factor (VIF)
   Multicollinearity is tested by looking at the VIF of each independent variable against the dependent variable. If VIF < 5 then there is no multicollinearity or non-multicollinearity. The test results are shown in the following table:

Table 5. VIF Value of Independent Variables

Factors/Variables	VIF	Information
Psychological Facts (x1)	2.116	Non Multicollinearity
Socio-Cultural Factors (x2)	2.831	Non Multicollinearity
Marketing Mix Factors (x3)	2.379	Non Multicollinearity
Macro Environmental Factors (x4)	1.198	Non Multicollinearity

Source: Primary Data (processed), 2024

Autocorrelation Testing
A series of observations according to time (as in a time series) or space to find out whether autocorrelation exists in certain events is to use the Durbin-Watson test. The basis for decision making in the autocorrelation test is either positive or negative. The test results show that at a significant level of 5% the d (DW) value for observation and the 4 variables that explain and include the intercept is du (upper limit) = 1.01 and 4 – du is 2.99. The test results show DW = 2.272, so 1.57 > 2.272 < 2.99, thus there is no positive or negative autocorrelation in the research model, which means it is not affected by the problem of either positive or negative autocorrelation.

Analysis of Decision Factors to Purchase a Macbook Air Laptop in Banda Aceh City
To determine the influence of independent variables, namely psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3), macro environmental factors (x4) on the decision to purchase a laptop (Y) in Banda Aceh City. The influence of each independent variable on the dependent variable in detail can be seen in the

following table:

Table 6. Influence of Independent Variables on Purchase Decisions for Macbook Air Laptops

Variable	Variable Name	ß	Std. Error	t_{count}	t_{table}	Sig.
A	Constant	2.176	0.117	18.064	1.984	0.000
x1	Psychological factors	0.165	0.035	3.852	1.984	0.001
x2	Sociocultural factors	0.120	0.038	3.179	1.984	0.002
x3	Marketing mix factors	0.179	0.026	3.018	1.984	0.000
x4	Macro environmental factors	0.190	0.024	3.801	1.984	0.000

Correlation coefficient (R) = 0,851[a]
Coefficient of Determination (R^2) = 0.725
Adjusted (R^2) = 0,710
F_{count} = 49. 514
F_{table} = 2,311
Sig. F = 0.000[a]

a. Predictors: (Constant), Psychological Factors, Socio-Cultural Factors, Marketing Mix Factors, Macro Environmental Factors.
b. Dependent Variable: Purchase Decision

Source: Primary Data (processed), 2024

Based on the computer output results via the SPSS program as shown in the table above, the following multiple regression equation is obtained:

$$Y = 2{,}176 + 0{,}165_{x1} + 0{,}120_{x2} + 0{,}179_{x3} + 0{,}190_{x4}$$

From the regression equation above, the research results can be seen as follows:
  a. Correlation Coefficient (R)
  Based on the computer output above, the correlation coefficient obtained in the research is 0.851, where with this value there is a relationship between the independent variable and the dependent variable of 85.1%. This means that the decision to purchase a laptop is closely related to psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3), macro environmental factors (x4).
  b. Coefficient of Determination (R2)
  Meanwhile, the coefficient of determination obtained was 0.725. This means that 72.5% of changes in the dependent variable (Laptop purchasing decisions) can be explained by changes in psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3), macro environmental factors (x4). Meanwhile, the remaining 27.5% is explained by other factors outside the five variables explained above.
  c. Regression Coefficient (b)
    - In this research, a constant of 2.176 was obtained. This means that if the psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3), macro environmental factors (x4), are considered constant then the magnitude of the decision to purchase a laptop in Banda Aceh City is 2.176 on a liter scale.
    - The psychological factor regression coefficient (x1) is 0.165. This means that every 100% change and variable cultural factors will increase the purchasing decision for a Mac Book Air laptop by 16.5% assuming that the socio-cultural factor variables (x2), marketing mix factors (x3), macro environmental factors (x4) are considered constant.
    - The regression coefficient for socio-cultural factors (x2) is 0.120. This means that every 100% change (improvement) in socio-cultural factor variables will relatively increase the laptop purchasing decision by 12.0% assuming that the psychological factor variables (x1), marketing mix factors (x3), macro environmental factors (x4), are considered constant.
    - The marketing mix factor regression coefficient (x3) is 0.179. This means that every 100% change (improvement) in the marketing mix factor variables will relatively increase the laptop purchasing decision in Banda Aceh City by 19.9% assuming the Macbook Air variable is psychological factors (x1), socio-cultural factors (x2) macro environmental factors (x4) and is considered constant.
    - The regression coefficient for macro environmental factors (x4) is 0.190. This means that every 100% change (improvement) in macro environmental factor variables will relatively increase the laptop purchasing decision in Banda Aceh City by 19.0%, assuming psychological factor variables (x1), socio-cultural factors (x2), marketing mix factors (x3) , is considered constant.

Based on the results of the analysis above, it can be seen that of the five variables studied, it turns out that macro environmental factors and marketing mix factors provided by the manufacturer have the most dominant

influence in increasing laptop purchasing decisions in Banda Aceh City, because the respective regression coefficients were obtained. of 19.0% and 17.9%.

F Test Results (simultaneously)
Based on the ANOVA test or F-test variables (simultaneously), the Fcount was 49,514, while the F_{table} at the significance level ∞ = 5% was 2.311. This shows that $F_{count} > F_{table}$, with a significance level of 0.000. From the results of this calculation, a conclusion can be drawn that accepts the alternative hypothesis and rejects the null hypothesis, meaning that the variables are psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3), macro environmental factors (x4), together has a significant effect on increasing laptop purchasing decisions in Banda Aceh City.

T-test results
The factors that influence the decision to purchase a laptop in Banda Aceh City can partially be seen from the t-test results. The calculation results shown in table 10 show that the t value for each variable is greater than t table with a confidence level of 95% where the value of α = 5%.

a. Psychological factor variables (x1)
   The results of research on the psychological factor variable (x1) obtained a t_{count} value of 3.852 while the t_{table} value was 1.884. The results of this calculation show that $t_{count} > t_{table}$ with a significance level of 0.001. Thus, the results of statistical calculations partially show that cultural factor variables have a significant influence on laptop purchasing decisions in Banda Aceh City.

b. Socio-cultural factor variables (x2)
   The research findings on socio-cultural factor variables obtained a t_{count} value of 3.179, while the t_{table} value was 1.984. The results of this calculation show that $t_{count} > t_{table}$ with a significance level of 0.002. Thus, the results of statistical calculations show that partially socio-cultural factor variables have a significant influence on laptop purchasing decisions in Banda Aceh City.

c. Marketing mix factor variables (x3)
   The results of research on marketing mix factor variables obtained a t_{count} value of 3.018, while the t_{table} value was 1.984. The results of this calculation show that $t_{count} > t_{table}$ with a significance level of 0.000 or a probability smaller than α = 5%. Based on the results of statistical calculations, it shows that partially the marketing mix factor variables have a significant influence on laptop purchasing decisions in Banda Aceh City.

d. Macro environmental factor variables (x4)
   Based on the findings of research results on macro environmental factor variables, the t_{count} value was 3,801, while the t_{table} value was 1,984. The findings of this research show that $t_{count} > t_{table}$, with a significance level of 0.000. Based on the results of statistical calculations, it shows that partially macro environmental factors have a significant influence on purchasing decisions for Mac Book Air laptops in Banda Aceh City.

Proving Hypothesis
Based on the results of the discussion above, it can be proven that the alternative hypothesis can be accepted, namely that the decision to purchase a laptop in Banda Aceh City is greatly influenced by the quality of service provided by manufacturers and dealers of Mac Book Air Laptops in Banda Aceh City, which includes psychological factor variables (x1), social factors. culture (x2), marketing mix factors (x3), macro environmental factors (x4) both have an influence in increasing laptop purchasing decisions in Banda Aceh City, namely by obtaining an f_{count} value of 49.514, and F_{table} at a significance level of ∞ = 5% is amounting to 2,311 with a significance level of 0.000. This states that simultaneously (together) the indicator variables used in this research model influence the decision to purchase laptops in Banda Aceh City. Meanwhile, partially the variables studied all have a significant influence on the decision to purchase a laptop in Banda Aceh City, so that partially the variables psychological factors, socio-cultural factors, marketing mix factors, macro environmental factors partially influence the decision to purchase a Mac Book Air laptop in Banda City Aceh.

5 | CONCLUSIONS AND FUTURE WORK

a. The results of the research based on factor analysis stated that all the indicators used in the research were suitable to be continued in the regression model because there were no variables that had to be excluded, because they had met the requirements by obtaining a Measuare of Sampling value greater than 0.60.

b. From the results of calculations using SPSS, the formulation of the multiple regression equation in this research is obtained, namely: Y = 2.176 + 0.165x1 + 0.120x2 + 0.179x3 + 0.190x4

c. Based on the research results, a correlation coefficient of 0.851 was obtained, meaning that there was a

relationship between the independent variable and the dependent variable of 85.1%, while the coefficient of determination was 0.725. This means that 72.5% of the changes in the dependent variable (decision to purchase a laptop in Sabang City) can be explained by changes in psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3) and macro environmental factors (x4).

d. The results of the F test (overall) show that psychological factors (x1), socio-cultural factors (x2), marketing mix factors (x3), macro environmental factors (x4), together have a significant influence on laptop purchasing decisions in Banda Aceh City, this can be seen from the F_{count} of 49,514 and the F_{table} of 2,311. This means that statistically it proves that the proposed alternative hypothesis (Ha) is acceptable and rejects the null hypothesis (Ho).

e. The research results show that macro environmental variables have a dominant influence in influencing consumers' decisions to buy Laptops, Mac Book Air Brand in Banda Aceh City because the regression coefficient value obtained is greater than other variables.

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