




The influence of product quality, brand image, and price on consumers' purchase intention toward acer laptops in Batam city

Fransiska Weny Sinaga¹, Alice Erni Husein²

^{1,2}Department of Management, Faculty of Social Sciences and Humanities, Universitas Putera Batam, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history: Received Dec 7, 2025 Revised Dec 12, 2025 Accepted Dec 30, 2025</p> <hr/> <p>Keywords: Batam; Brand Image; Price; Product Quality; Purchase Intention.</p>	<p>This study investigates the influence of product quality, brand image, and price on consumer purchase intention toward Acer laptop products marketed by PT X in Batam City. Employing a quantitative descriptive approach, data were collected from 100 respondents through an online questionnaire and analyzed using multiple linear regression in SPSS. The results demonstrate that all three independent variables, product quality, brand image, and price, have a simultaneous and significant effect on purchase intention. Individually, brand image ($\beta = 0.477$, Sig. = 0.000) emerged as the most dominant factor influencing consumers' decisions, followed by price ($\beta = 0.436$, Sig. = 0.000), while product quality, though statistically significant ($\beta = 0.011$, Sig. = 0.025), exhibited the smallest effect. These findings suggest that consumers in Batam prioritize psychological and symbolic brand perceptions, as well as perceived value-for-money considerations, over purely functional attributes when purchasing laptops. The managerial implications highlight the need for PT X to focus on strengthening brand image through reputation-building and superior after-sales service, implementing competitive yet value-reflective pricing strategies, and maintaining consistent product quality assurance. Overall, the study provides empirical evidence that branding and perceived price fairness are key determinants of purchase intention in the technology retail market.</p> <p style="text-align: right;"><i>This is an open access article under the CC BY-NC license.</i></p> 

Corresponding Author:

Fransiska Weny Sinaga,
Department of Management, Faculty of Social Sciences and Humanities,
Universitas Putera Batam,
Jalan R. Soeprapto, Muka Kuning, Kota Batam, Kepulauan Riau, Indonesia 29439
Email: pb220910354@upbatam.ac.id

1. INTRODUCTION

Batam City, the largest urban area in Riau Islands Province, plays a central role as an industrial and free trade zone as well as an international gateway (Saragi et al., 2024). Geographically, Batam's proximity to Singapore and Malaysia provides substantial economic potential driven by optimized investment flows and cross-border trade activities. This geographical advantage fosters increased business mobility and tourism, particularly from neighboring countries, positioning Batam as one of Indonesia's most significant industrial and commercial hubs (Rudiansyah, 2025). The city has transformed from a sparsely populated island into a rapidly growing industrial and logistics base since its planned development in the 1970s (Haryanto et al., 2022).

Economic data from BP Batam (2024) indicate that Batam has consistently achieved high economic growth rates, surpassing Indonesia's national average in 2023. Its robust industrial and

export performance reflects the vitality of the local manufacturing sector. Export value in early 2022 reached a record high within five years, signaling the strong post-pandemic recovery of Batam's manufacturing industry, which subsequently contributed to overall regional economic expansion.

As part of the globalized economy, Batam's industrial and technological development also mirrors the increasing societal dependence on information technology (IT) devices. In this context, laptops represent one of the most essential IT tools for students, employees, and entrepreneurs (Pratama & Yulianthini, 2025; Rosadi & Kusdiyanto, 2024). Therefore, laptop manufacturers must continuously enhance product quality, strengthen brand image, and ensure competitive pricing to maintain consumer confidence and achieve sustainable competitive advantage (Zalviwan et al., 2024).

However, data from *Toko Laptop Top 100 Tembesi* reveal a decline in sales of Acer laptops, from 36 units in 2023 to only 13 units in 2025, indicating a decrease in consumer purchase intention. Purchase intention, defined as the psychological inclination to buy a product after evaluation, is often affected by negative experiences or perceptions (Saputro & Irawati, 2023).

Consumer-generated content on platforms such as TikTok (2019–2024) highlights recurring complaints regarding Acer laptops, including poor durability, defective keyboards, power charging issues, and recurrent breakdowns after service. Several users expressed strong dissatisfaction, reporting repeated failures despite repairs and advising others to reconsider purchasing the brand. This consistent pattern of consumer frustration indicates deep-seated product quality issues, leading to declining brand trust and, consequently, reduced purchase intention (L. M. Kusuma et al., 2023).

From the perspective of consumer behavior theory, such complaints on social media represent post-purchase evaluations that directly influence future behavioral intentions. According to the expectancy-disconfirmation paradigm and the theory of planned behavior, dissatisfaction arises when perceived product performance falls below consumer expectations, leading to negative attitudes and lower purchase intention. In this conceptual framework, product quality serves as the tangible dimension of performance, brand image functions as the affective or symbolic evaluation shaping brand trust, and price reflects the cognitive assessment of value-for-money. Therefore, online consumer complaints not only illustrate dissatisfaction but also empirically substantiate the theoretical linkages among these three constructs, product quality, brand image, and price, as antecedents of purchase intention.

In marketing terms, purchase intention represents the consumer's cognitive and emotional process leading to brand selection (Rosadi & Kusdiyanto, 2024). It serves as a critical determinant in the decision-making stage and plays a central role in shaping brand awareness (Chaerunnisa et al., 2023). Previous studies confirm that purchase intention is influenced by key variables such as product quality, brand image, and price (Rouf & Mandala, 2023).

From a pricing perspective, Acer laptops are often perceived as expensive compared to competitors. According to (Banjarnahor et al., 2023) and (Geraldine, 2021), unstable pricing and perceived lack of value for money contribute to diminished consumer interest. Some consumers report dissatisfaction even when purchasing lower-priced models, citing issues such as poor display color, low speaker quality, and inadequate keyboard performance, factors that further erode perceived value. Research polling conducted in 2025 reinforced these findings, showing that many consumers considered Acer laptops overpriced relative to their quality and performance.

Brand image also emerges as a major determinant of purchase intention. As defined by (Putri & Mulyanto, 2023), brand image embodies consumer perceptions, beliefs, and associations toward a particular brand. A strong brand image enhances consumer confidence, while negative experiences, such as poor product performance, can rapidly damage reputation and trust (Rosadi & Kusdiyanto, 2024). Recent consumer surveys reveal that the Acer brand image has deteriorated, primarily due to persistent quality issues and unmet product expectations (Geraldine, 2021).

In addition to price and brand image, product quality remains a crucial factor influencing consumer choice. Product quality encompasses aspects such as functionality, durability, reliability, repairability, and aesthetic design (Banjarnahor et al., 2023; Chaerunnisa et al., 2023). Users' testimonies, collected from various online platforms between 2021 and 2023, consistently describe experiences of early product failure, ranging from total shutdowns within months to recurrent

hardware malfunctions despite minimal usage. These accounts underscore the inadequacy of product performance and highlight weaknesses in Acer's quality control mechanisms.

Given these issues, the study seeks to empirically analyze the influence of product quality, brand image, and price on consumers' purchase intention toward Acer laptops in Batam City. The research aims to provide a comprehensive understanding of how these interrelated factors affect consumer decision-making in a competitive technology market context, particularly within the industrial and digital economy environment of Batam.

The focus on Batam City carries theoretical and contextual relevance because its characteristics as an industrial and free trade zone distinguish consumer behavior dynamics from those in other Indonesian cities. The city's population is largely composed of mobile professionals, industrial workers, and transnational entrepreneurs with high exposure to global technology brands and performance-based purchasing criteria. Consequently, consumers in Batam tend to exhibit more rational, value-driven, and quality-conscious purchasing behaviors compared to consumers in non-industrial regions. These distinctive demographic and economic features make Batam an ideal locus for examining how product quality, brand image, and price collectively shape purchase intention in a technologically competitive market setting.

2. RESEARCH METHOD

A research design refers to the methodological framework guiding the systematic process of a study, encompassing data collection, analysis, validation, and interpretation (Sari & Alie, 2024). This study adopts a descriptive quantitative design, focusing on measuring social phenomena through numerical data and structured instruments. The independent variables consist of Product Quality (X1), Brand Image (X2), and Price (X3), while the dependent variable is Purchase Intention (Y). Data collection was conducted through questionnaires distributed via Google Forms to consumers who purchased Acer laptops in Batam City.

Variables are operational concepts characterized by varying values or categories, empirically defined and measured to yield relevant data for scientific inference (Sugiyono, 2023). The independent variables serve as predictors influencing the dependent variable (Anggraeni & Santoso, 2024), while the dependent variable represents the outcome affected by the changes in the independent variables.

Product Quality (X1) is defined as the degree of excellence or performance level of a product that influences consumers' purchasing behavior, measured through indicators such as performance, features, reliability, durability, warranty, and service. Brand Image (X2) reflects the psychological and social perceptions associated with a product, indicated by strength, superiority, user image, and uniqueness. Price (X3) represents the monetary value or exchange cost incurred by consumers to obtain product benefits, measured by affordability, price-quality fit, competitiveness, and promotional offers. Purchase Intention (Y) is conceptualized as the consumer's tendency to make purchasing decisions after brand evaluation, assessed through transactional, referential, preferential, and exploratory interests. All variables were measured using a five-point Likert scale.

The study population consists of consumers who purchased Acer laptops in Batam City. Since the total population is unknown, it is categorized as an infinite population. Sampling was determined using the Lemeshow formula, where $n = (Z^2P(1-P))/d^2$ with $Z = 1.96$, $P = 0.5$, and $d = 0.10$, resulting in a sample size of 96.04, rounded to 100 respondents. The sampling method used was non-probability purposive sampling, meaning respondents were selected based on specific criteria: they must be residents of Batam and have purchased an Acer laptop either online or offline.

The study employs both primary and secondary data sources. Primary data were gathered directly from respondents through Google Form questionnaires, while secondary data were obtained from literature reviews, academic journals, and other credible references. The study is a replication research, aimed at verifying and re-examining previous findings on the influence of product quality, brand image, and price on purchase intention, but applied to a different population segment, Acer laptop consumers in Batam City. This replication seeks to confirm the consistency and reliability of prior conclusions in a distinct contextual environment.

The research was conducted between September 2025 and January 2026. During this period, the researcher completed several phases, including topic selection, problem formulation, literature review, research methodology development, questionnaire design, data collection, and report preparation (Researcher, 2025).

Data were obtained from 100 respondents using structured questionnaires. Responses were measured with a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), suitable for assessing opinions, attitudes, and behavioral intentions. Demographically, the sample was dominated by respondents under the age of 30, many of whom were university students. This demographic composition reflects the largest consumer segment for laptop products, particularly those used for academic, creative, and professional purposes. However, it also imposes certain limitations on the generalizability of findings. Younger consumers tend to exhibit higher technological adaptability, greater price sensitivity, and stronger brand responsiveness than older segments. Consequently, while the results provide valuable insights into the preferences of the most active and digitally engaged market group in Batam, they may not fully represent the purchasing behaviors of older or corporate consumers. Future research is therefore encouraged to include a more demographically diverse sample to enhance external validity and provide a holistic understanding of Acer's consumer base in Batam.

Quantitative data were analyzed using descriptive statistical analysis facilitated by SPSS software. The descriptive method summarizes and interprets data to identify patterns and general tendencies. Scale range (RS) was calculated using the formula $RS = (n(m-1))/m$, where $n = 100$ respondents and $m = 5$ answer options, yielding categorized score ranges from 1.00–1.79 (Strongly Disagree) to 4.20–5.00 (Strongly Agree) (Sugiyono, 2023).

Instrument validity was assessed to ensure that questionnaire items accurately reflected the measured constructs, where an item was considered valid if the correlation coefficient (r) exceeded the critical value of the r -table. Reliability testing was conducted using Cronbach's Alpha, with $\alpha \geq 0.60$ indicating acceptable internal consistency (Cronbach, 1951).

Normality testing employed the Kolmogorov–Smirnov method, verifying whether data followed a normal distribution through significance values ($p > 0.05$) and visual scatterplot inspection. Multicollinearity was evaluated using the Variance Inflation Factor (VIF) and Tolerance values; $VIF < 10$ and $Tolerance > 0.1$ indicated no multicollinearity among independent variables. Heteroskedasticity was assessed via the Glejser test, where $p > 0.05$ confirmed homoscedasticity, complemented by scatterplot visualization to detect irregular residual patterns.

Multiple Linear Regression analysis was applied to examine the simultaneous and individual effects of Product Quality, Brand Image, and Price on Purchase Intention of Acer laptops in Batam. The regression model is expressed as:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 \quad (1)$$

where Y denotes Purchase Intention, a is the constant, and b_1 , b_2 , and b_3 represent regression coefficients for Product Quality, Brand Image, and Price respectively (Sir Francis Gultom).

The Coefficient of Determination (R^2) measured how much of the variance in Purchase Intention could be explained by the three independent variables, with higher R^2 values indicating stronger model explanatory power. In this study, the Adjusted R^2 value of 78.5% indicates that the model explains a substantial proportion of the variance in purchase intention, suggesting strong predictive validity of the three independent variables. However, such a high value in a model with only three predictors also warrants caution regarding potential overfitting, where the model might capture sample-specific patterns rather than generalizable relationships. To mitigate this concern, the variables were theoretically grounded in established consumer behavior frameworks and supported by empirical literature, ensuring that the explanatory strength reflects conceptual robustness rather than statistical inflation. The remaining 21.5% of unexplained variance likely represents other behavioral, situational, or demographic factors beyond the study's scope, such as perceived risk, brand loyalty, or peer influence.

Partial testing (t-test) assessed the significance of each independent variable individually, where $p < 0.05$ or $t_{\text{calculated}} > t_{\text{table}}$ indicated a significant effect. Simultaneous testing (F-test)

evaluated the overall significance of the model, with $p < 0.05$ or $F_{\text{calculated}} > F_{\text{table}}$ confirming that the combined predictors significantly influenced Purchase Intention.

This research was conducted in Batam City, Riau Islands Province, focusing on analyzing the effects of product quality, brand image, and price on consumers' purchase intention toward Acer laptops marketed by PT X.

3. RESULTS AND DISCUSSIONS

3.1 Overview of the Research Object

Acer Inc. was founded in 1976 in Hsinchu, Taiwan, by Stan Shih and colleagues under the name Multitech International. Initially focused on electronic component consulting and distribution, the company launched its first notable product, the Microprofessor I (MPF I), in 1981. During the mid-1980s, Acer transitioned into the personal computer market and officially rebranded as Acer in 1987 to reflect its global ambitions. Subsequently, Acer implemented a "Decentralized/Split-and-Spin-Off" business model to enhance operational flexibility and pursue aggressive global expansion. Facing increasing market challenges, Acer restructured its strategy by focusing primarily on branding and marketing while outsourcing manufacturing to ODMs. This strategic shift was reinforced by major acquisitions, including Gateway Inc. and Packard Bell in 2007. These moves elevated Acer to one of the top two global PC manufacturers during 2009–2010. In response to the rise of mobile devices, Acer later diversified into gaming (Predator), wearables, and cloud-based solutions.

3.2 Respondent Characteristics

This quantitative study distributed questionnaires to 100 respondents, whose demographic characteristics serve as the foundation for preliminary data analysis. Key demographic variables included age, gender, and occupation, analyzed to identify essential population distributions and behavioral patterns.

a. Age Distribution

The collected data indicate that the respondents were predominantly young. Out of 100 total participants (100%), 34% were under 20 years old, 31% were aged 21–30, 14% were aged 31–40, and 21% were over 40. The combined percentage of respondents under 30 years old (65%) demonstrates that younger consumers represented the majority demographic in this study (Source: SPSS 25 Data Processing, 2025).

b. Gender Distribution

Gender analysis revealed that female respondents dominated the sample, representing 74% of participants, whereas male respondents accounted for 26% (Source: SPSS 25 Data Processing, 2025). This gender imbalance highlights that female consumers were the predominant demographic engaging with the product and survey.

c. Occupational Distribution

In terms of occupation, 50% of respondents were students, followed by 32% private employees, 16% housewives, and only 2% civil servants (Source: SPSS 25 Data Processing, 2025). This indicates that most participants were individuals engaged in education or the private sector, reflecting a population with a high potential for future purchasing behavior.

3.3 Descriptive Analysis of Research Variables

The main variables, product quality (X1), brand image (X2), price (X3), and purchase intention (Y), were measured using a five-point Likert scale.

a. Product Quality (X1)

Based on Table 4.4, the total score for product quality was 2,646, with an average score of 331. The highest score (343) corresponded to the statement "Acer laptops are durable against shocks and daily use," while the lowest (313) was associated with "Acer laptops have stable

performance for multitasking.” This mean score (331) falls within the 261–340 range, classified as *Neutral*, but it leans positively toward the upper threshold, indicating a moderately favorable perception of Acer’s product quality (Source: Questionnaire Data, 2025).

b. Brand Image (X2)

The total score for brand image was 2,725, with an average of 340.63. The highest rating (356) was for the statement that “Acer users are primarily individuals focused on functionality and performance,” while the lowest (325) was for “I easily recall or recognize Acer when considering a laptop purchase.” The mean score exceeds the neutral boundary (340), categorizing Acer’s brand image as *Agree*, which signifies a generally positive perception among respondents (Source: Questionnaire Data, 2025).

c. Price (X3)

The price variable yielded a total score of 2,660 and a mean of 332.5. The highest score (347) referred to “The price of Acer laptops is proportional to their quality and features,” while the lowest (327) was associated with “I feel I get good value for money when buying an Acer laptop.” Although classified as *Neutral*, the average score (332.5) lies close to the upper limit, reflecting a slightly positive perception of price fairness and competitiveness (Source: Questionnaire Data, 2025).

d. Purchase Intention (Y)

The total score for purchase intention was 2,538, with an average of 317.25. The highest score (347) was associated with “I actively search for reviews or compare Acer laptops with other brands,” while the lowest (289) was related to “I intend to buy an Acer laptop soon.” The mean score indicates a *Neutral* level of purchase intention, though leaning slightly positive, suggesting potential interest among consumers that is not yet strong enough to indicate definite purchase behavior (Source: Questionnaire Data, 2025).

3.4 Data Analysis

a. Data Quality Tests

Instrument validity was assessed using the Pearson Bivariate Correlation method with a significance level of 0.05. All items across variables, product quality (X1), brand image (X2), price (X3), and purchase intention (Y), had correlation coefficients (r count) greater than the critical r value of 0.195, confirming their validity and appropriateness for further analysis (Source: SPSS 25, 2025).

Reliability testing through Cronbach’s Alpha showed that all variables exceeded the threshold of 0.6, with α values of 0.860 for product quality, 0.860 for brand image, 0.827 for price, and 0.882 for purchase intention. These results confirm that all constructs were statistically reliable and consistent (Source: SPSS 25, 2025).

b. Classical Assumption Tests

Normality testing using the Kolmogorov–Smirnov method produced a significance value of 0.139 (> 0.05), indicating that the residuals were normally distributed. The histogram and P–P Plot further confirmed this finding, displaying a bell-shaped distribution aligned with the regression diagonal.

The multicollinearity test revealed VIF values below 10 (Product Quality = 2.915; Brand Image = 4.653; Price = 4.089) and tolerance values above 0.1, demonstrating the absence of multicollinearity among independent variables. The heteroskedasticity test, assessed through a scatterplot, showed randomly distributed residuals without discernible patterns, confirming homoskedasticity.

c. Regression Analysis

Multiple linear regression analysis yielded the following equation:

$$Y = -4.361 + 0.013X_1 + 0.583X_2 + 0.508X_3(2)$$

The constant (-4.361) represents the baseline purchase intention when all predictors are zero. Product quality ($\beta = 0.013$) shows a minor positive effect, brand image ($\beta = 0.583$) exhibits the strongest and most significant positive influence, and price ($\beta = 0.508$) also contributes positively to purchase intention, suggesting that better pricing strategies can enhance consumer interest (Source: SPSS 25, 2025).

The model's Adjusted R^2 value of 0.785 indicates that 78.5% of the variation in purchase intention is explained collectively by the three independent variables, product quality, brand image, and price, while the remaining 21.5% is attributed to external factors such as promotion, competitor strength, or psychological influences (Source: SPSS 25, 2025).

3.5 Hypothesis Testing

A hypothesis means a tentative answer to a research problem/question that is speculative in nature but also based on previous theories or themes (Zaki & Saiman, 2021). The t -test results show that product quality ($p = 0.025 < 0.05$), brand image ($p = 0.000 < 0.05$), and price ($p = 0.000 < 0.05$) each have a significant partial effect on purchase intention, confirming that all three predictors positively influence consumers' willingness to purchase (Source: SPSS 25, 2025).

The F -test results ($F = 121.470$; $p = 0.000 < 0.05$) demonstrate that, simultaneously, the independent variables, product quality, brand image, and price, significantly influence purchase intention. This confirms that the overall regression model is statistically valid and that these three factors collectively play a crucial role in shaping consumer purchasing behavior toward Acer laptops (Source: SPSS 25, 2025).

3.6 Discussion

The results of this study provide a comprehensive understanding of how product quality, brand image, and price affect consumers' purchase intention toward Acer laptops marketed by PT X in Batam City. Statistical analysis was conducted using SPSS software, and the interpretations below synthesize both the quantitative outcomes and their theoretical implications within the context of consumer behavior and marketing strategy.

The influence of product quality on purchase intention indicates that although the t -value (0.144) for product quality was smaller than the t -table value (1.660), which traditionally implies a lack of effect, the associated significance (Sig.) value of 0.025 was lower than the accepted alpha threshold of 0.05. This finding leads to the conclusion that product quality exerts a statistically significant partial effect on purchase intention. The positive coefficient ($B = 0.013$) shows that improvements in perceived product quality are associated with slight increases in purchase intention. However, the magnitude of this influence remains very small compared to other variables such as brand image and price, both of which exhibited much higher t -values and Sig. = 0.000. This suggests that while product quality remains a relevant determinant, it plays a relatively minor role in shaping consumers' purchasing behavior in this context (S. S. Kusuma et al., 2022).

Regarding the effect of brand image on purchase intention, the regression results reveal a strong and highly significant positive relationship (Mahali, 2023). The t -value of 4.745 greatly exceeds the critical t -table value (1.660), while the significance level (Sig.) of 0.000 falls well below the 0.05 threshold. This statistical evidence leads to the rejection of the null hypothesis (H_0), confirming that brand image significantly influences consumers' purchase intention. Furthermore, with the highest standardized Beta coefficient ($\beta = 0.477$), brand image emerges as the most dominant predictor among all independent variables. This result demonstrates that consumers' perception of a brand, its strength, trustworthiness, and symbolic meaning, plays a more decisive role in shaping their purchasing decisions than functional product attributes or pricing considerations within the Batam market (Lattifia et al., 2025).

The analysis of the effect of price on purchase intention shows a similarly strong and positive relationship. Based on the partial regression (t -test) results, the t -value of 4.627 significantly surpasses the t -table value (1.660), and the corresponding significance level (Sig.) of 0.000 is well below the 0.05 significance threshold. Therefore, the null hypothesis (H_0) stating that price has no effect on purchase intention is rejected. The positive regression coefficient ($B = 0.508$) indicates that as consumers perceive the price as fair, proportional, or representative of value, their

purchase intention increases accordingly. The standardized Beta coefficient ($\beta = 0.436$) further establishes price as the second most influential factor after brand image. This finding suggests that consumers in Batam associate pricing not merely with affordability but also with perceived value and quality, meaning that strategic price positioning can effectively drive purchase intention.

The combined influence of product quality, brand image, and price on purchase intention was assessed using the F-test (ANOVA). The test results demonstrate that these three independent variables jointly exert a highly significant effect on purchase intention. Specifically, the F-value of 121.470 is substantially higher than the F-table value (typically ranging between 2.70 and 3.00 for the corresponding degrees of freedom), and the significance level (Sig.) of 0.000 is far below the alpha threshold of 0.05. Consequently, the null hypothesis (H_0) asserting no joint effect is rejected. These findings confirm that, collectively, product quality, brand image, and price are statistically valid predictors capable of explaining variation in consumers' purchase intention toward Acer laptops in Batam.

3.7 Implications of the Findings

The empirical results reveal that brand image ($\beta = 0.477$) and price ($\beta = 0.436$) are the most dominant and statistically significant determinants of purchase intention toward Acer laptops in Batam City, while product quality, although significant (Sig. = 0.025), demonstrates only a minimal effect ($\beta = 0.011$). This hierarchy of influence provides valuable managerial implications for PT X in designing effective marketing strategies.

First, strengthening brand image should be prioritized as the core strategic focus. The company should allocate substantial resources to branding initiatives that enhance positive perceptions, reliability, and corporate reputation. These efforts may include collaborations with credible brand endorsers, the implementation of corporate social responsibility (CSR) programs, and the provision of superior after-sales service (Harahap & Amanah, 2022). Since brand image has been proven to be the strongest determinant of purchase intention, reinforcing consumer trust and emotional attachment to the brand can significantly enhance overall market performance.

Second, developing an optimal pricing strategy is crucial. Although price exerts a strong positive influence, pricing decisions must be managed carefully. The results suggest that consumers may associate higher prices with premium value or superior quality. Therefore, PT X should maintain competitive pricing that aligns with market expectations while preserving the perception of premium brand value. The company must strike a balance between affordability and exclusivity to sustain consumer confidence and willingness to purchase (Ramli et al., 2025).

Finally, ensuring product quality efficiency remains essential, though the results indicate that its influence on purchase intention is relatively small. This suggests that consumers in Batam may already perceive Acer's product quality as satisfactory or comparable to that of its competitors. Consequently, substantial investment in physical product enhancement may yield diminishing returns in terms of purchase intention. Instead, the company should focus on maintaining consistent quality assurance, optimizing production efficiency, and ensuring reliability without incurring excessive marginal costs (Purwati & Cahyanti, 2022).

Overall, these findings underscore that strategic emphasis should be placed on brand differentiation and perceived value creation rather than mere product enhancement (Prasetyo & Wibowo, 2023). By maintaining consistent product standards, managing prices strategically, and strengthening brand equity, PT X can enhance consumer loyalty and sustain a competitive advantage in the dynamic Batam laptop market.

The relevance of these findings to Acer's positioning strategy becomes particularly significant in the context of intense competition from other laptop brands such as Asus, Lenovo, and HP, which often offer comparable technical specifications and price ranges. In such a competitive landscape, the results suggest that Acer's differentiation should not rely solely on product specifications but rather on strengthening its emotional and symbolic brand associations that resonate with consumers' lifestyle and identity aspirations. A strong and credible brand image can serve as a psychological differentiator when objective product attributes appear similar across competitors. Moreover, a well-calibrated pricing strategy, one that signals quality without alienating price-sensitive consumers, can reinforce Acer's positioning as a premium yet accessible

technology brand. Therefore, by aligning its marketing communication, pricing, and customer experience with these insights, Acer can sustain relevance and reinforce its market position in Batam's highly competitive laptop industry.

4. CONCLUSION

Based on the empirical results of this study, it can be concluded that product quality, brand image, and price collectively exert a significant influence on consumer purchase intention toward Acer laptops in Batam City. Among these factors, brand image demonstrates the strongest effect, indicating that consumers' purchasing behavior is predominantly driven by their perception of the brand's reputation, trustworthiness, and symbolic value. Price also plays a major role, suggesting that consumers associate appropriate or premium pricing with product credibility and value. In contrast, product quality, while statistically significant, has a relatively minor impact, implying that consumers already perceive Acer's quality as standardized and comparable to competitors, thus making it less of a differentiating factor in purchasing decisions. Theoretically, this indicates that in technology markets with comparable functional quality, psychological drivers, particularly brand image, play a more dominant role in shaping consumer behavior, supporting symbolic consumption theory and the growing importance of emotional brand attachment. These findings emphasize that PT X should prioritize strengthening brand image through strategic marketing communication, consistent branding activities, and customer engagement initiatives that enhance perceived reliability and emotional attachment. Additionally, implementing a well-calibrated pricing strategy that balances competitiveness and value perception is essential to sustain consumer trust. Finally, maintaining consistent product quality assurance without excessive production costs remains crucial for long-term customer satisfaction. Collectively, these strategies will enable PT X to reinforce market presence, foster consumer loyalty, and sustain a competitive advantage in the dynamic and competitive technology market of Batam City. Future studies could test the robustness of these findings using longitudinal or mediation/moderation approaches to capture temporal dynamics and the indirect effects of brand perception on purchase intention.

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