“THE ANALYSIS OF MARKETING MIX INFLUENCE CUSTOMER BUYING DECISION OF LENOVO LAPTOP”

(A case study of Chinese students in President University)

By

WANG YANGYANG

ID No. 01420100192

A skripsi presented to the

Faculty of Business President University

in partial fulfillment of the requirements for

Bachelor Degree in Economics Major of Management

February 2014
PANEL OF EXAMINERS

APPROVAL SHEET

The Panel of Examiners declares that the skripsi entitled “THE ANALYSIS OF MARKETING MIX INFLUENCE CUSTOMER BUYING DECISION OF LENOVO LAPTOP” (A case study of Chinese students in President University) that was submitted by Wang Yangyang majoring in Management from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 20th February 2014.

Dra. Genoveva, MM
Chair – Panel of Examiners

Ir. Yunita Ismail Masjud, M. Si
Examiner 1

Dr. Erwin Ramedhan
Examiner 2
SKRIPSI ADVISER
RECOMMENDATION LETTER

This skripsi entitled “THE ANALYSIS OF MARKETING MIX INFLUENCE CUSTOMER BUYING DECISION OF LENOVO LAPTOP” (A case study of Chinese students in President University) prepared and submitted by Wang Yangyang in partial fulfillment of the requirements for the degree of bachelor in the Faculty of Business has been reviewed and found to have satisfied the requirements for a skripsi fit to be examined. I therefore recommend this skripsi for Oral Defense.

Cikarang, Indonesia, January 27, 2014

Acknowledged by

Recommended by

Vinsensius Jajat K.,SE.MM,MBA
Head of Management Study Program

Dr. Erwin Ramedhan
Skripsi Advisor
DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “THE ANALYSIS OF MARKETING MIX INFLUENCE CUSTOMER BUYING DECISION OF LENOVO LAPTOP” (A case study of Chinese students in President University) is, to the best of my knowledge and beliefs, an original piece of work that has not been submitted, either in a whole or in a part, to another university to obtain a degree.

Cikarang, Indonesia, January 27, 2014

Wang Yangyang
This study is analysis why almost President University Chinese Student bought Lenovo laptop in Indonesia. This research focused on Chinese student study in President University in Indonesia. By the way, Lenovo brand is come from China. And this company is one of the most popular in China. This research tried to determine the factors that influence Chinese consumer choose Lenovo laptop. The researcher according to analysis Marketing Mix (Product(X1), price(X2), place(X3), promotion(X4) to find the main factor that influence consumer decision(Y). In this study, data were collected through questionnaires to 83 Chinese student using Lenovo laptop via simple random sampling method to determine the response of respondents of each variable. Then analyze the data obtained in the form of quantitative analysis. Quantitative analysis include validity and reliability test, weighted mean, the classic assumption test and multiple regression analysis to test the hypothesis through F-test, T-test and coefficient of determination (R²). From the results of the analysis found the main factor influence Chinese student to choose Lenovo laptop is Product. Therefore according to the results that the researcher got from this study is that the better design and quality that Lenovo can offer to their customer will increase the sales especially by Chinese student in President University.

*Keyword: Marketing Mix, consumer decision, Lenovo, laptop*
ACKNOWLEDGEMENT

Finished this skripsi, first I will thanks to my lovely family, thanks for my parents give me the wonderful life and the harmony family, and my lovely older sister gives me many good ideas. I love you all.

My special regards and thanks to Mr. Gunadi Gunawan (Gorge Lee), the President of Panin Group, who give me this chance to study in President University. Foremost, my special thanks to Mr. Erwin Ramadhan as my skripsi advisor, who spent time with me and gave me valuable suggestions and good supervision. And thanks to Mrs. Yunita who gives me some suggestions about my skripsi. Moreover, I want to thanks my friend Ekadiman for comforting me and encouraging me when I was confuse.

Thanks a lot to the respondents of President University Chinese students for taking time and energy to participate in this study, and to share valuable information so generously.

Cikarang, January 2014

The author

Wang Yangyang
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANEL OF EXAMINERS</td>
<td>i</td>
</tr>
<tr>
<td>SKRIPSI ADVISER</td>
<td>ii</td>
</tr>
<tr>
<td>DECLARATION OF ORIGINALITY</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>x</td>
</tr>
<tr>
<td>CHAPTER I INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Research Background</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Statement of Problem</td>
<td>4</td>
</tr>
<tr>
<td>1.3 Research Objectives</td>
<td>5</td>
</tr>
<tr>
<td>1.4 Research Limitation</td>
<td>6</td>
</tr>
<tr>
<td>1.4.1 Scope of the Study</td>
<td>6</td>
</tr>
<tr>
<td>1.4.2 Limitation of the Study</td>
<td>7</td>
</tr>
<tr>
<td>1.5 Definition of Terms</td>
<td>7</td>
</tr>
<tr>
<td>1.6 Benefits of the Study</td>
<td>8</td>
</tr>
<tr>
<td>1.6.1 The researcher</td>
<td>8</td>
</tr>
<tr>
<td>1.6.2 Lenovo</td>
<td>9</td>
</tr>
<tr>
<td>1.6.3 The Reader</td>
<td>9</td>
</tr>
<tr>
<td>CHAPTER II REVIEW OF LITERATURE</td>
<td>10</td>
</tr>
</tbody>
</table>
2.1 Theoretical Review ................................................................................................................. 10
  2.1.1 Consumer Buying Decision.......................................................................................... 10
  2.1.2 Marketing ......................................................................................................................... 15
2.2 Previous Research .................................................................................................................. 23
2.3 Theoretical Framework ......................................................................................................... 24
2.4 Hypothesis ............................................................................................................................ 24
CHAPTER III METHODOLOGY .................................................................................................. 26
  3.1 Research Method .................................................................................................................. 26
  3.2 Operational Definition ......................................................................................................... 30
  3.3 Research Instrument ........................................................................................................... 32
    3.3.1 Data Collection ............................................................................................................. 32
    3.3.2 Measurement Scale and Data Analysis ....................................................................... 34
  3.4 Sampling Design ................................................................................................................ 37
    3.4.1 Sample Size .................................................................................................................. 37
    3.4.2 Margin of Error ............................................................................................................ 37
    3.4.3 Sampling Technique Applied ...................................................................................... 38
    3.4.4 Descriptive Statistic ..................................................................................................... 38
    3.4.5 Statistical Tools ............................................................................................................ 38
  3.5 Data Analysis ...................................................................................................................... 43
CHAPTER IV ANALYSIS AND INTERPRETATION OF RESULTS ........................................... 45
  4.1 Company Profile .................................................................................................................. 45
    4.1.1 Global Investment Strategy ....................................................................................... 45
    4.1.2 Global Brand Strategy ............................................................................................... 46
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1.3</td>
<td>Enterprise culture</td>
<td>46</td>
</tr>
<tr>
<td>4.2</td>
<td>Data Analysis</td>
<td>48</td>
</tr>
<tr>
<td>4.2.1</td>
<td>Pilot Test</td>
<td>49</td>
</tr>
<tr>
<td>4.2.2</td>
<td>Descriptive Statistics</td>
<td>51</td>
</tr>
<tr>
<td>4.3</td>
<td>Multiple Regressions</td>
<td>52</td>
</tr>
<tr>
<td>4.3.1</td>
<td>Normality Test</td>
<td>52</td>
</tr>
<tr>
<td>4.3.2</td>
<td>Multicollinearity Test</td>
<td>54</td>
</tr>
<tr>
<td>4.3.3</td>
<td>Heteroskedasticity Test</td>
<td>55</td>
</tr>
<tr>
<td>4.3.4</td>
<td>Autocorrelation Test</td>
<td>55</td>
</tr>
<tr>
<td>4.3.5</td>
<td>Testing the Hypothesis Results</td>
<td>56</td>
</tr>
<tr>
<td>4.4</td>
<td>Interpretation of Results</td>
<td>61</td>
</tr>
<tr>
<td>5.1</td>
<td>Conclusions</td>
<td>64</td>
</tr>
<tr>
<td>5.2</td>
<td>Recommendation</td>
<td>65</td>
</tr>
<tr>
<td>6</td>
<td>LIST OF REFERENCE</td>
<td>67</td>
</tr>
<tr>
<td>71</td>
<td>APPENDIX A</td>
<td>71</td>
</tr>
<tr>
<td>74</td>
<td>APPENDIX B</td>
<td>74</td>
</tr>
</tbody>
</table>
LIST OF TABLES

Table 3. 1 Likert Scale ................................................................. 34
Table 4. 1 Reliability Test.............................................................. 49
Table 4. 2 Validity test............................................................... 50
Table 4. 3 Multicollinearity test.................................................. 54
Table 4. 4 Autocorrelation......................................................... 56
Table 4. 5 F-test .................................................................. 57
Table 4. 6 T-test.................................................................. 58
Table 4. 7 Significant Table....................................................... 60
LIST OF FIGURES

Figure 1. 1 Laptop World Rank 2013 ................................................................. 2
Figure 1. 2 Laptop Indonesia Rank 2013 ........................................................... 3
Figure 1. 3 Chinese student laptop list in President University ....................... 7
Figure 2. 1 Theoretical Framework .................................................................. 24
Figure 3. 1 Research Framework ..................................................................... 32
Figure 4. 1 Lenovo current logo ........................................................................ 45
Figure 4. 2 Demographic Views (Gender) ......................................................... 51
Figure 4. 3 Demographic Views (Batch) ............................................................ 52
Figure 4. 4 Histogram ...................................................................................... 53
Figure 4. 5 P-plot ............................................................................................. 53
Figure 4. 7 Scatterplot ..................................................................................... 55
CHAPTER I

INTRODUCTION

1.1 Research Background

Information technology nowadays is growing very fast and fast. Human civilization is entering the technology era where everything is controlled by machine and computer. Long ago, people still communicating by mailing their letter and it takes very long time to get responds. But now, people can simply communicate using a simple click on their personal computer. That’s why information and technology business is very big and have a huge opportunity to grow. Many companies tried to enter this market by differentiate their products or even through price competition.

According to leading U.S. consultancy Accenture released a research report, the proportion of consumers from emerging markets in total annual revenues for consumption electronics products than in mature markets much higher. In which, topping the list is China, this ratio reached 4.5%. Were followed by Brazil ( 3.8% ) , Russia ( 3.6% ) and South Africa ( 2.6% ) Compared although both belong to " BRICS " India is slightly lower levels of the other four countries , but in 2011 the consumer market 1.9% of total revenues were still used in consumer electronics products. (xueman, 2012) So the main electronics consumer market in China and Chinese is the most big consumption group. So in this research the Chinese people are the responder.

One of the dominant markets beside hand phone is personal computer or also known as laptop. There are so many types of laptop coming from many brands.
and offering so many features in today competition. People are able to choose what kind of laptop that fulfills their needs as well as matching with their life style and profession. Some people are buying with different reasons.

If studying at university, much information should be searched from the internet. The internet became indispensable part in the studying life. So during studying, the students should have their own laptop for study. In now days, Different countries have their own specific computers or laptops, so the students, from different countries, will choose different computers or laptops that they like.

**Figure 1. Laptop World Rank 2013**

*Source: Reader’s Choice website*

According to the Reader’s Choice award 2013 (Reader's Choice, 2013); Apple, Asus, and Samsung are the top 3 contenders in the term of laptop or notebook. While according to the Top Brand Award Indonesia (Top Brand Awards, 2013); Acer and Toshiba are the top brands that most wanted in 2013.
The existence of portable personal computer or known as laptop is very important not only for the businessmen but also for college students. The needs of information make them to keep updating information through on-line service. For the business men, it can easily to doing business and trade by them. To the students, it is also very useful. Students can search much information about study and can easily to connect with their family.

From the figure 1.1 and figure 1.2, the Lenovo laptop rank is not top. the researcher would like to know whether marketing mix has influence simultaneously toward the consumer buying decision of Lenovo laptop among consumer of ages within the range of 18-24 which affecting high usage of Lenovo within Chinese student population in President University. The researcher would like to know if there’s any influence from 4 factors of marketing mix such as price, product, place, and promotion towards consumer buying decision of Lenovo laptop among students or teenagers especially among the President University Chinese students.
Therefore in this research the researcher would like to know whether Marketing Mix of 4ps has influence simultaneously toward the consumer buying decision of Lenovo laptop among President University Chinese students and also in this study the researcher would like to know which is the significance factor of marketing mix 4ps that influence the consumer buying decision of Lenovo laptop among the President University Chinese students.

1.2 **Statement of Problem**

In today’s globalized economy era, countries have no boundaries. One product can go to several countries, so one country has many same products, but it is from different brand. This condition will make enormous pressure for domestic market. In now days, the most competitive is belong to the electronics industry. So the computer industry competitive is also very sharp. And each company trying to do their best products for satisfies the customers.

This thesis is to find out the reason of why most of Chinese students in President University like to use Lenovo laptop by using the marketing mix 4ps although there are also many companies in China which producing laptops. The company brand including domestic brands and foreign brands. But the most of Chinese students chose Lenovo laptop in here.

This research aim to answer question here:

1. Marketing mix of Products has the most significant influence towards Chinese students in President University partially?
2. Marketing mix of Price has the most significant influence towards Chinese students in President University partially?
3. Marketing mix of Place has the most significant influence towards Chinese
students in President University partially?

4. Marketing mix of Promotion has the most significant influence towards Chinese students in President University partially?

5. Is Marketing mix 4ps (product, price, place, promotion) simultaneously influence Chinese student in President University decision to purchase Lenovo laptop?

1.3 Research Objectives

The main purpose of this research is to find the influence between marketing mix 4ps (product, price, place, promotion) with consumer buying decision towards Lenovo laptop.

Marketing Mix 4ps are related to the products, place, price, and promotion aspects of Lenovo laptop. The products explaining about the quality of the products and also the design, place explaining about the access where customer can find the products, price explaining about the price of the products itself, and promotion is talking about the advertising used by Lenovo to promote their laptop. By comparing and make the research about those 4 factors, it will enable the researcher to determine which the most dominant factors that influences customer buying decision.

In short the objectives of this research are:

1. To determine whether Marketing Mix of Products has the most significant influence towards Chinese students in President University partially.

2. To determine whether Marketing Mix of Price has the most significant influence towards Chinese students in President University partially.

3. To determine whether Marketing Mix of Place has the most significant
influence towards Chinese students in President University partially.

4. To determine whether Marketing Mix of Promotion has the most significant influence towards Chinese students in President University partially.

5. To analyze the influence of Marketing Mix 4ps (products, price, place, promotion) simultaneously and partially towards customer buying decision for Lenovo laptop.

1.4 Research Limitation

In this research the researcher spread the questionnaire from January 18 2014 to January 19 2014 in President University and President University student housing. The content of the questioner is based on the Marketing Mix 4ps (products, price, place, and promotion) and also customers buying decisions theory with total respondents of 83 students.

1.4.1 Scope of the Study

This research scope is only focused on the President University students that have purchased Lenovo laptop within the range of ages between 18-24 years old despite of genders. The questionnaires were given only if the respondents said that they had Lenovo laptop. In this research the researcher limited the range of the respondents to 83 which only limited for the Chinese students who study at President University. The reason the researcher only limited this research towards Chinese students is because the products is Chinese products that not too popular in Indonesia compare to Samsung or Apple or other global brands thus by using Chinese students as the respondents is more relevant and fit with this research according to the researcher. Because the entire Chinese student in the one crew of QQ (it is a platform of chat, like facebook, twitter), and according to ask at QQ, I got the Figure 1.3.
1.4.2 Limitation of the Study

There are some limitation in this research related about the theory used which is among the Marketing Mix itself which consisted only by products, place, price and promotion. Other Ps such as people, process, and physical evidence are not included in this research since this research is done in Indonesia thus the people which representing service ability from Lenovo, process which representing the purchasing process, and physical evidence are deleted in this research because those three factors according to the researcher is happened in China thus can’t be measured.

1.5 Definition of Terms

Consumer Buying Decision: consumer decision is a process that consumer takes before decided to buy a certain product. It takes several process such as customer identify their needs, collect information, evaluate alternatives, and the last is make purchasing decision.
**Laptop:** Portable PC that has the same function as PC but with smaller package and has the mobile tendency.

**Marketing Mix:** Mix of some marketing ideas that mostly used by marketing people in purpose to get and formulate good marketing strategy.

**PC (Personal Computer):** Technology in the form of device that can be use for multi-function and mostly used in daily for work and personal use. Most PC consisted of Monitor, Key board, CPU as system unit, and mouse.

**Place:** Aspect of Marketing mix in this research which representing the place where the products can be found or purchased.

**Products:** Aspect of Marketing mix in this research which representing the physical aspect of the products, the quality and also the design

**Price:** Aspect of Marketing mix in this research which representing the product in term of price and measured by its affordability.

**Promotion:** Aspect of Marketing mix in this research which representing the promotion strategy such as advertising that used as the marketing strategy for the product.

### 1.6 Benefits of the Study

This research is expected to give contribution in knowledge, theoretical and practical area for any parties:

#### 1.6.1 The researcher

This research has important meaning for the researcher, not only as the requirement that researcher have to fulfill in order to get bachelor degree and to graduate from university, through this research also give chance for researcher to apply and implement what researcher have learned from the class into practical study. This research also gives researcher more knowledge and information about
the development and situation of laptop market preference for Chinese market.

1.6.2 Lenovo

This research is expected to give contribution and additional information about the electronic customer buying decision through the analysis of marketing Mix 4ps for Lenovo product which discussed in this research is laptop. Marketing mix 4ps consisted of products, place, price, and promotion. This study also gives information for Lenovo about which factors among all of the factors which giving significant effect to the customer buying decision for their laptop products. So through this study it can help Lenovo to be able to increase certain aspect to increase their sales.

1.6.3 The Reader

The researcher hope that this research is able to give more information and knowledge for reader and as reference for other researcher to solve the problem that is related to analysis of Marketing Mix 4ps towards the consumer buying decision.
CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Review

2.1.1 Consumer Buying Decision

People will started to have the desire or needs to buying or purchasing after they see and feel that they want to use that. Buying intention process is divided into 5 stages which are (Howard, J. A. & Shay, R. P., 1988):

1. Fulfillment of needs
2. Recognition of needs
3. Products searching
4. Evaluation process
5. Purchasing decision making

There is one goal of marketing of the company which is to reach customer using variety of strategy and reach the customer which in the end will influence their buying decision (Court, D., Elziga, D., Mulder, S. & Vetvik., O. J., June). As a decision maker, customers assume that buying a certain products or services will solve their problem thus they only choose the products that they think will solve their problem and fulfill their need.

The products information will be act as the basic of purchasing decision since it will help customer to gain more understanding of what products that can solve their problem. When the customer found the products, that’s when the evaluation of products will be done and during this period the customer have a freedom to purchase or not to purchase the products until certain period of time. The products evaluation not only important towards the usefulness of the product but consumer
will evaluate other aspect that they must gone through during the buying process such as service, transaction process, price, and others. The buying decision will be influenced by which aspects that important to them.

The buying decision won’t be happened just after the evaluation of products finish. According to John Dewey (Dewey, 1910), the buying decision making is divided into 5 stages which are:

1. Recognition of problem
2. Search of problem
3. Evaluation of alternatives
4. Choice
5. Outcome

The buying decision not only happened by evaluate their need and make a decision whether they want to buy or not, but the buying decision will be made after the customer make a selection and comparison among all the alternatives and which will be able to fulfill the need and in the same time give the most advantage to the customer (cheaper price, more quantity, etc).

According to Philip Graves (Ehret, 2010), there are 4 major aspects that influence people in making a buying decision which are:

1. Preference to buy without thinking, too many choices and too much information will make people less likely to purchase from the store even for the products that they consider they need or want.
2. People didn’t like to try something new as their unconscious prefer the safety
3. The first impression that the customer get from the store can give high influence to them
4. The crowded store will attracted the customers as they see it trustworthy
The behavior can be seen as a key point to forecast consumer buying (Keller, K.L., 2001). Ghosh (Ghosh, A., 1990) tried to combine buying behaviors with the buying decision. He found that when customers choose one product, the final decision will be depend on the intention that they have. Because of that, many marketers think customer purchasing intention is the most effective method to forecast the purchasing.

Buying decision also influenced by consumer buying behavior which means people use money or its substitutions in exchange for goods or service resulted in the process of decision-making (Baumgartner, H. and Steenkamp, J.B.E.M., 1996). Wu (Wu, Y.S., 1999) also stated that buying behavior is in the same term with decision making process that includes on how to perceive the information, motivation, what products to buy, how to buy the products, and when to buy the products before the final decision has been made. Consumer also will evaluate the satisfaction that they will get after they do the purchasing.

Consumer buying always related to the behavior of the consumer which can be defined as the individual acts that involved directly in getting or consuming goods or services, including the buying decision and what influences it (Basu Swastha dan T. Hani Handoko, 1997). According to Kotler and Armstrong (Philip Kotler dan Gary Amstrong, 1997), factors that influence consumer behavior are:

1. Cultural factors
   Cultural factors divided into 3 factors which are the culture which is the most prominent factor in determining someone primary needs, sub-culture which is the group where people belong that has similar life style, and social class which is a permanent and organized structure in a circle of society that has same value, interest, and behavior.

2. Social factors
Social factors divided into 3 factors which are group, family that has bigger influence in buying decision and behavior and how big the influences are based on the relationship between each member, social status that make the one who hold it have to do something to maintain it and in the end will affecting their purchasing behavior and decision.

3. Personal factors

Personal factors divided into several factors such as age, job, economy condition, life-style, personality and the purchasing concept of the customer itself.

4. Psychology factors

Psychology factors divided into several factors such as purchasing motivation, perception towards certain products, learning process, trust and attitude.

Consumer buying behavior patterns generally related to each other especially in the aspects like quality, price, and decision making (Kumar, R., 2011). The consumer satisfaction and products quality have a parallel relationship with price, expertise, timeliness, service and the physical environment (Lacobucci, D., Ostrom, A., Grayson, K., 1995). According to Zeitamhal (1988), customers’ perception towards products quality will be changed over a time due to the additional information, increasing in changing expectations and completion in the product category. According to Samiee (Samiee, S., 1994), consumer makes their buying decision on how many information they have and the products attribute like name, design & price.

Customer buying behavior to make a buying decision was supported with so many calculation and evaluation before finally make a decision (James Engel et al., 1994). The more complicated the decision will involved many influence from different perspective and also a lot more evaluation. Consumer buying decision is the consumer decision to buy certain products after making a calculation and

13
evaluation using any information they have with the final consideration after see the products directly with their own eyes. According to Kotler (Philip Kotler, 2002), there are 5 steps slightly different with Dewey before customers decide to do the purchasing which are:

1. Problem recognition

   In this stage, consumers will realize their needs and what kind of products or services that they can use to solve their problem. Usually in this stage customer will be affected by many factors like social, peer pressure, and advance in technology.

2. Information searching

   Consumers start to search the products information and making the evaluation whether the products or service will be able to solve their problems (in this case, their need), whether the products worth it to purchase and many other evaluation.

3. Alternatives evaluation

   After the consumer found what kind of products they want and made the evaluation, they start to search the alternatives. Usually on this stage, customers will make a comparison using price and quality of the products even though still many factors that can be used to compare the products.

4. Purchasing decision

   After making the evaluation and comparing with the alternatives, the decision will be made and customer will buy the products that meet their expectation and able to solve their problem.

5. Post purchasing behavior

   Making a purchasing means the customer will use or consume the products to solve the problems (their needs). If the products gave the high satisfaction to the consumer, it will increase the possibility that the consumer will purchase the products again; but when they didn’t satisfy with products result, they will feel
disappointed and make the consumer didn’t want to purchase the same products again in the future.

Yu (Yu, L. Y., 2007) determined the diverse of consumer buying intentions based on the different purchasing ways which are:

a. Prior planned purchasing – consumers usually will make a ‘shopping list’ before they go to the store as they tried to be more effective (Putrevu, S. and Lord, K.R., 2001)

b. Partial planned purchasing – consumers who usually decide to buy only the products that familiar to them, they will look for the promotion or discounts and if they didn’t find that they won’t buy it.

c. Unplanned purchasing – some consumers decided to buy some products after they enter the store and not before enter the store (Beatty S. and Ferrell E., 1998). Keller also said that this kind of purchasing is an urgent purchase without pre-purchasing intention

2.1.2 Marketing

Major company like Lenovo is trying to get more understanding and satisfying their consumers in term of solving their needs and wants. The company also builds a relationship and creates a value with their consumer by always trying to satisfy them with high quality products.

Simple definition marketing can be explained as an activity with aim or purpose to fulfill people needs and wants. Needs is something that need to be fulfilled by human being and never cease to exist within it while wants is something that not necessary need to be fulfilled but human willing to pay for a certain amount to get it.
Marketing according to Kotler and Armstrong (2012) is the process by which companies create value for customer and build strong relationship in order to capture value from customers in return. While according to Keegan and C. Green (2005), marketing can be described as one of the functional areas of business, distinct from finance and operations and it also can be thought of as one activity along with product design, manufacturing, and transportation logistics, comprised a firm’s value chain.

The researcher make a conclusion from the explanation above that marketing is activities that deliver the value of their products in order to satisfy consumer needs and wants and try to build good relationship with consumer with hope of their retention and loyalty in the future.

2.1.2.1 The Marketing Mix

In order to achieve the goal of marketing, five processes of marketing need to be taken by the company. Those five processes are:

1. Understand market and consumer needs and wants
2. Design a consumer driven marketing strategy
3. Construct marketing program that deliver values
4. Build profitable relationships and create customer delight
5. Capture value from consumer to create profits

Marketing mix is included in the second steps of marketing process which is company try to design a customer driven marketing strategy. Kotler (2012) stated that marketing strategy is the marketing logic by which the business unit hopes to create consumer value and achieve profitable consumer relationship. There are several step in creating marketing strategy which are segmentation, targeting, and
After understand the market trend and consumer needs and wants, company will move to the next step which is designing integrated marketing mix. Marketing mix is a tool to help company to formulate a best and suitable marketing strategy to get consumer value and relationship. According to Pride and Feller (2010), marketing mix is four marketing activities involving products, distribution, promotion, and pricing that a company can control to meets the needs of their target market. While Kotler and Armstrong (2010) explanation on marketing mix is the the set of controllable tactical marketing tools-product, price, place and promotion that the company mix to responds both consumer needs and wants in particular market.

As it has been stated from above that marketing mix consist of four variables which are product, price, place and promotion. Each of variables from marketing mix is designed to help companies to create an effective marketing strategy in order to achieve company objective.

2.1.2.2 Product

Product is something that can be found in both goods and services that company offer to the customer in the market with some value added. Products also one of the main reason that make company run their business and what the company position is according to customer point of view. It’s because besides helping the company to earn profit it also help company to set their image in the market. Kotler and Armstrong (2010) said that product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.

1. Product Attributes
In order to be able to compete with the market, the benefit of products need to be delivered to consumer. Kotler and Armstrong (2009) said that the benefits are delivered by product attribute such as product quality, branding, packaging, product features, labeling, and product support service.

a. Product Quality

Product quality is product attribute aspect that acts as the most important points and considered by marketers that have the ability to satisfy consumer needs and wants

b. Branding

Brand is a visible name, sign, symbol or logo which helps the product to be identified by consumer and to distinguish themselves from the competitors.

c. Packaging

Packaging is the designing, covering, and wrapping process of the product to improve their looks and as the product identity and in the same time protect the goods from harmful object.

d. Product Features

Product features is the value or benefit that company create for their product and it also a tools for company for distinguish their product from competitors product.

e. Labeling

Labels has functions as product attributes which are: first labels help marketers to give identity for the product or brand, second describe some several thing about the product such materials of product, who made the product, the third is to promote and position the product in consumer minds.

f. Product Support Services

Product support services is a customers’ services that company offer to the consumer after purchasing their product, usually the service that given by the company can be support service of product for a major or minor part of the total
2.1.2.3 Price

Price is marketing mix aspect which also plays critical roles in the marketing process. Prices always evaluated with the advantages or value of the products by consumer. Because of that, many companies are trying to balance the value of the products with the price. Kotler (2003) said that price is one of the marketing mix aspects that produce revenue and other elements that produce cost. Price is one the easiest aspects that can be adjusted by company compare to other factors. Price also act as the company tool to position themselves in the market and mostly the price is the final factors that influence consumer buying decision.

In order to set the right price for their products, company or marketers follow a several steps that assisting them on setting the price of product or services. According to Philip Kotler (2003) the process of setting price of product or service taking several steps as follow:

1. Selecting the pricing objective
2. Determining Demand
3. Estimating Cost
4. Analyzing competitors costs, price, and offers.
5. Selecting a pricing method
6. Selecting the final price

2.1.2.4 Place (Distribution Channels)

Place as the part of marketing mix also plays a critical role into success of marketing objective. An easy access of place for customers can increase the customer satisfaction level of company products which directly will lead to
success of marketing objective. Jed C. Jones Ph. D (2007) describe place as the term to explain any way on how customer can obtain the product. Provision of a product can occur via any number of distribution channels such as retail store, email, downloadable files, cruise ships, and in a hair salon. The ease and option through which company can make its product available to consumer will increase the value thus increase the sales.

By definition of place in the marketing mix that mentioned above, the researcher conclude that by distributing product into right place and channel in which easier for consumer to reach, company or firm can achieve customer satisfaction and influence consumer buying decision.

2.1.2.5 Promotion

Promotion is a tool that used by markets to promote and offers company product and service to the market through some media. An effective and creative of promotion can gain the attention of market and attract more consumers. Through a promotion marketer can deliver their product values, benefit and product knowledge to the customer and also persuade customer to buy their product and services.

Kotler and Armstrong (2009) said that promotion is the activities that communicate the merits of the product and persuade target consumer to buy it. While according to Belch (2003) the definition of promotion is the coordination of all seller initiated effort to set up channel of information and persuasion in order to sell goods and service or promote the idea.

Through promotion, company can persuade consumer to buy their product
and services. Promotion also can affect consumer behavior toward the product and service that company offer to them. It also can help company to positioning the product and services in the consumer mindset.

1. Promotional Mix

Promotional mix has consists of five elements, advertising, sales promotion, publicity/ public relations, personal selling and direct marketing. Promotional Mix is a combination of promotional methods such as advertising, personal selling, public relations and sales promotion that used to promote a specific product (Pride and Farrell 2010)

From all of those promotional mix elements its can help marketers to affecting the consumer mind and behavior which will lead to the consumer buying decision by giving the information about the product. Here are some definitions about each of elements in the promotional mix tools according Kotler and Armstrong (2009):

1. Advertising

Advertising is defined as any paid form non personal communication about an organization, product, service, or any idea by an identified sponsor. Advertising also has an objective, according to Philip Kotler (2009) statement that “an advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time”. Advertising objective can be classified into four different objectives.

Informative Advertising

Informative advertising is used heavily when introducing a new product category; the objective is to build primary demand.

Persuasive Advertising
Persuasive advertising become more important as competition increases, the objective is to build selective demand.

**Comparative Advertising**

Comparative advertising, in which a company directly or indirectly compares its brand with one or more other brands, comparative advertising has been used for products ranging from soft drinks, beer, and pain relievers to computer, batteries, car rentals, and credit cards.

**Reminder Advertising**

Reminder advertising is important for mature products- it helps to maintain customer relationships and keep consumers thinking about the product.

2. **Public relations**

According to the Kotler (2009) public relations is defined as “Building good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events”. Public relations are used to promote products, people, place, ideas, activities, organizations, and event nations.

3. **Personal Selling**

Personal selling is a form of person to person communication in which a seller attempts to assist and /or persuade prospective buyers to purchase the company’s product or service or to act on an idea. Personal selling involves more direct contact between buyer and seller, either face to face or through some form of telecommunications such as telephone sales.

4. **Direct Marketing**

Direct marketing is in which organization communicates directly with target customers to generate a response and/or a transaction. Direct marketing is much
more than direct mail and mailing catalogs. It involves a variety activities, including database management, direct selling, telemarketing, and direct response ads through direct email, the internet, and various broadcast and print media.

5. Sales Promotion

Personal selling and advertising often work closely with another promotion tool, sales promotion sales promotion is consist of short term incentives to encourage purchase or sales of a product or services.

2.2 Previous Research

Chaninton Moungkhem and Jiraporn Surakiatpinyo (2001) on their research a study of factors affecting on men’s skin care products purchasing which in Karlstad, Sweden. Their study examines in some depth the influence of marketing mix, social factors, emergence of the metro sexual, evolution of femininity and masculinity, self-esteem and customer decision making on the male consumer behavior in purchasing skin care products in Sweden. The result of the study shows that the consumer decision making influenced mostly by marketing mix which consisted of product quality and attribute, price, products ingredients, brand, and package.

Syaputra and Rex Harlan (2008) on their research of Marketing Mix 4ps as a determinant buying decision of refill drinking water in Padang. The result of this research shows that there are no significant influence towards consumer buying decision and the most dominant factor is price even though marketing mix overall only influence consumer buying decision for 2%.
2.3 Theoretical Framework

Figure 2.1 Theoretical Framework

Source: Self-developed by researcher

2.4 Hypothesis

Hypothesis that will be answered in this research will focus in the literature review that will be discussed in the following chapter related to the customer purchasing decision and marketing mix 4ps (product, price, place, and promotion)

The hypothesis that will be taken will be coming from 4 variables that influence customer purchasing decision as dependant variables.

H_{1a}: Marketing mix of Products has no influence on the Lenovo laptop customer buying decision

H_{1b}: Marketing mix of Products has influence on the Lenovo laptop customer buying decision
buying decision

\(H_{2a} \): Marketing mix of Price has no influence on the Lenovo laptop customer buying decision

\(H_{2b} \): Marketing mix of Price has influence on the Lenovo laptop customer buying decision

\(H_{3a} \): Marketing mix of Place has no influence on the Lenovo laptop customer buying decision

\(H_{3b} \): Marketing mix of Place has influence on the Lenovo laptop customer buying decision

\(H_{4a} \): Marketing mix of Promotion has no influence on the Lenovo laptop customer buying decision

\(H_{4b} \): Marketing mix of Promotion has influence on the Lenovo laptop customer buying decision

\(H_{5a} \): Marketing mix (Product, Price, Place, Promotion) simultaneously influence on the Lenovo laptop customer buying decision.

\(H_{5b} \): Marketing mix (Product, Price, Place, Promotion) simultaneously no influence on the Lenovo laptop customer buying decision.
CHAPTERIII

METHODOLOGY

3.1 Research Method

In the process of making this research, there are two method or ways which different and distinguish to each others; there are quantitative and qualitative method. The main difference thing between quantitative and qualitative is quantitative method is more focused on the number and utilizing of statistical tools, on the other side qualitative method is more concern on the comparison and usage of many theories from various of sources. However both of the methods have it own advantages and disadvantages.

A quantitative method or approach is often being used with aim to verify and prove existing theories or test hypothesis developed based from the previous research or study. In the other side qualitative method is require its user to have a deeper understanding of the study problem, collecting, analyzing and interpreting that cannot be expressed in numbers.

The most popular used by researcher especially the novice researcher are the research based on how the information is sought which is the quantitative and qualitative research. The researcher used quantitative research as the research method and thus the explanation will focus on the quantitative research and explanatory research as according to Masri Singarimbun (Masri Singarimbun, 1995), explanatory research explains the causal relation and hypothesis testing.

According to Burns and Grove (Burns N. and Grove S. K., 2005), quantitative research is a formal, objective, systematic process in which numerical data are
used to obtain information about the world and this research method is used for to
describe variable, examine relationship among variables, and to determine
dause-effect interactions between variable. The quantitative research is used
said that quantitative research is defined as social research that employs empirical
methods and statements. Empirical statement means a descriptive statement about
what is the case instead of what ought to be the case. This statement is generally
expressed in numerical figures. Empirical evaluations are applied in this research
which is a form that seeks to determine the degree to which a specific policy
empirically fulfills or does not a particular standard. Creswell (Creswell, J.W.,
1994) stated that quantitative research is a type of research that explaining certain
phenomenon by collecting numerical data that are analyzed by methods based on
mathematic calculation in certain statistic.

There are several steps to explain the phenomenon that analyzed using this
method. The first one is to explain the phenomena itself. Whether using
quantitative or qualitative as the research method, the key is always looking to
explain something and the explaining of the phenomena also known as the
questions in educational terms (Suphat Sukamolson, p.2).

Quantitative research as its name is always related to the number thus the
collection of numerical data. After collecting the information of some numerical
data, the analysis will be done using mathematically-based methods. The
analyzing using this mathematic methods are not necessarily used in qualitative
research as the data are not always in numerical and because of this it can’t be
analyzed using statistics. The mathematic methods that will be used are
particularly statistics and it always became the top of mind when people hear the
word of quantitative research. This became the misconception of many people
who always think that the statistics are the most important part of quantitative studies and it created the complicated and frightening image as mathematics are the foundation of this type of research (Suphat Sukamolson, p.2-3).

Because the quantitative method is focusing in collecting numerical data to explaining certain problems, the question also builds so the respondent can answer it quantitatively. Even though many data that do not naturally appear in numerical data; by carefully designing research instruments, we can collect the information and convert it to the quantitative form despite the fact that it didn’t occurred naturally as quantitative data and it will enable us to analyze statistically. The most common information that didn’t occurred naturally in numerical data but often used as the problems to be solved are attitudes and beliefs. This can be transform into certain statement where the respondent can answer it with agree or disagree that represent by numbers. Using this way, the researcher can get the data with the numerical data that can be analyzed mathematically. Quantitative research after all focuses on measuring social reality and searching for questions in something and received the answered in numeric form. Quantitative method divided into several types which are survey research, correlational research, experimental research, and causal-comparative research. Each research represents its own typical characteristics (Suphat Sukamolson, p.3-5). According to Gay (Gay, R. L., 1996), causal-comparative research attempts to established cause-effect relationship and to determined whether and do what degrees a relationship exist between two or more quantifiable variables.

The usage of quantitative methods can be determined by understand the particular questions. There are 6 main types of research question matching with quantitative research which are:
1. When we want a quantitative answer by asking directly how many or how much
2. To find the numerical change by asking whether certain interest has increase or decrease in term of number
3. Used to conducting audience segmentation by dividing population into groups that similar to each other
4. When we want to quantify opinions, attitudes and behaviors and find out how the whole populations feels toward particular problem
5. When we want to explain some phenomena and the factors that cause them
6. When we want to testing of hypotheses and the cause and effect of certain phenomena

The types of problem from 1 until 4 are descriptive research as the researcher want to describe the situation while the types of problem in 5 and 6 are inferential research as the researcher are trying to give explanation instead of simply describe it (Suphat Sukamolson, p.8-10). As the problem of this research is to find the factors that influence consumer buying decision, the researcher decided to use quantitative research method.

According to Suphat Sukamolson (Suphat Sukamolson, p.12-15), the most popular approach to do the quantitative research is survey research. Survey research is systematic gathering information from respondent to understand and/or predict some aspects of the behavior towards particular problem. The survey research is consisted with sampling, questionnaire design, questionnaire administration and data analysis. These are several types of surveys:
1. In-person interviews - Interviewer asking the respondent question in a face-to-face situation.
2. Telephone interviews – interviewer asking the respondent to answer questionnaire through telephone with computer-assisted telephone.

3. Omnibus survey – interview that similar with telephone survey with the wider population (minimum 1000 interviews) and using random digit dialing sample of telephone household.

4. Self administered questionnaires – respondents fill out the questionnaire that distributes through mail and sometime distributes via magazine or newspaper. This research uses this method where the researcher directly asked the respondent to fill out the questionnaire and measured by Likert scale.

3.2 Operational Definition

<table>
<thead>
<tr>
<th>Name</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Computer</td>
<td>Technology in the form of device that can be use for multi-function and mostly used in daily for work and personal use. Most PC consisted of Monitor, Keyboard, CPU as system unit, and mouse.</td>
</tr>
<tr>
<td>Laptop</td>
<td>Portable PC that has the same function as PC but with smaller package and has the mobile tendency.</td>
</tr>
<tr>
<td>Marketing Mix</td>
<td>Mix of some marketing ideas that mostly used by marketing people in purpose to get and formulate good marketing strategy.</td>
</tr>
<tr>
<td>Aspect of Marketing mix in this research</td>
<td>Products</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>which representing the physical aspect of the products, the quality and also the design</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aspect of Marketing mix in this research</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>which representing the product in term of price and measured by its affordability.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aspect of Marketing mix in this research</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>which representing the place where the products can be found or purchased.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aspect of Marketing mix in this research</th>
<th>Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>which representing the promotion strategy such as advertising that used as the marketing strategy for the product.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Customer Buying Decision</th>
<th>Customer Buying Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer decision is a process that consumer takes before decided to buy a certain product. It takes several process such as costumer identify their needs, collect information, evaluate alternatives, and the last is make purchasing decision.</td>
<td></td>
</tr>
</tbody>
</table>
3.3 Research Instrument

3.3.1 Data Collection

According to Indriantoro and Supomo (Indriantoro, Nur & Bambang Supomo, 2002), primary data is the data that coming directly from the source and specifically collected with direct relation with the research problem. In this study the researcher use two sources to collect data and information. Those are primary data and secondary data. Primary data is data which consists all the information
that the researcher needs for conduct the study; it collected and gathered throughout questionnaire that given to the third parties. On the other hand secondary data is information that collected and gathered by the researcher for conduct the study; the process of gathering secondary data is could from internet, books, or any other resources that can be used for this study purpose.

In order to produce accurate, valid and reliable data, the researcher needs to do an appropriate data collection process. The method of data collection to conduct this study or research is consists of:

3.3.1.1 Primary data

The method that the researcher used to collect and gathered primary data is by using survey method in which the researcher distribute and spread questionnaire to third parties who qualified and fulfill the requirement that researcher set for to be respondent in this study. The researcher chose three batch from 2010-2012, and totally Chinese students 149, the actual using laptop students 83. So the primary data got from 83 students.

The questionnaire is designed and constructed by the researcher with guidance from previous research. The questionnaire is consists of two part which first part is consist of questions that asked related to respondent profile or demographic status. The second part is consisted of statements that represent the four independent variables of Marketing Mix which are products, price, place, and promotion and one dependent variable which is consumer buying decision. The questionnaire is print and copy in the form of papers in which distributed only to Chinese students in President University despite of major and gender but differentiate in batch.
3.3.2 Measurement Scale and Data Analysis

3.3.2.1 Measurement Scale

The Likert Scale was developed by Rensis Likert. It is the most frequently used variation of the summed rating scale. Summed rating scales consist of statements that express either a favorable or an unfavorable attitude toward the object of interests. The participant is asked to agree or disagree with each statement. Each response is given a numerical score to measure the participants overall attitude (Cooper, D. and Schindler, P., 2006).

In this research, data is interpreted using five-Likert Scale (Malhotra, N. K., 2010) as the same as the basis for the interpretation of the result of the computer data where the boundary of numeral and option includes:

<table>
<thead>
<tr>
<th>Relative Grading Statement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>Neither Agree / Disagree (Neutral)</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

*Source: Malhotra 2010*

3.3.2.2 Data Analysis

Statistical Package for Social Science (SPSS) V. 17.0

Refers to the free library by Farlex about Statistical Package for Social
Science (SPSS) is the most widely program or software that used to analyze data; for example basic statistical procedures such as frequencies, t-test, linear regression, multiple regression, means, factor analysis, and so on. In this research, the researcher will use SPSS to analysis the data that get from the questionnaire.

**Validity Test**

The validity test show how far questionnaire able to measure what the researcher want measure in this study. The validity test help the researcher to ensure that each of question that asked in the questionnaire is the right and appropriate question which each of question able to measure what the researcher want to measure.

The Pearson’s correlation coefficient is using to measure the validity of variables in research. The coefficient of correlation of Pearson Product Moment can be based on the actual values of X and Y. The equation as follow:

The Formula is:

\[
 r = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{N \sum x^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}
\]

**Source:** (Sugiyono, 2007)

Where:

\( n \) = the number of paired observations
\( \Sigma X \) = the X variable summed
\( \Sigma Y \) = the Y variable summed
\( \Sigma X^2 \) = the X variable squared and the squares summed
\((\Sigma X)^2 \) = the X variable summed and the sum squared
\( \Sigma Y^2 \) = the Y variable squared and the squared summed
$$(\Sigma Y)^2 = \text{the } Y \text{ variable summed and the sum squared}$$

$$\Sigma XY = \text{the sum of the product of } X \text{ and } Y$$

According to Sugiyono (Sugiyono, 2007) state that “item which has high positive correlation with total score means that item has high validity” minimum standard in order to fulfill validity test is if $r = 0.361$, where if $r < 0.361$ is categorize as invalid. In this research, the researcher use 0.05 for significance level in the validity test.

**Reliability Test**

Refers to (Cooper, D. and Schindler, P., 2006), “reliability is a characteristic of measurement concerned with accuracy, precision, and consistency”. Reliability test used to shows how far the measurement result is relatively consistence if the measurement re-done for twice or more. Reliability test as an index to show the degree of trusted and relied of the instrument, in this research is refers to questionnaire.

$$\alpha = \frac{N \cdot \bar{r}}{1 + (N - 1) \cdot \bar{r}}$$

Where:

$\alpha = \text{instrument reliability’s coefficient}$

$r = \text{mean correlation coefficient between variables}$

$N = \text{number of questions}$

According to Malhotra (Malhotra, N. K., 2010) that to achieve the moderate scale reliability, the alpha value of all items that indicated the reliability statistics has to exceed criterion of 0.60, the variable will be categorize as unreliable if the
3.4 Sampling Design

In this research, the questionnaire was distributed to all of researcher friend and junior batch in President University that used Lenovo laptop despite of their major and gender but differentiate in batch.

3.4.1 Sample Size

The sample size or number of respondents that researcher have to take is an important issue when in this research; the researcher used the quantitative analysis. According to Sekaran (Uma Sekaran and Roger Bougie, 2010) that “the determination of sample size number should be among 30 to 500 elements”, therefore in this research, the researcher take 100 respondents for its sample size even though the questionnaire used only 83 since that’s the number of respondents that match with the requirement needed for this research. The researcher is using the stratified purposive sampling method with the limitation of only President University Chinese students that use Lenovo laptop, stratified into 3 batches which are 2010, 2011, and 2012. Chinese students in class 2010 consisted of 44 students, while in 2011 consisted of 57, and in 2012 consisted 48. The researcher is supposed to use 100 respondents for this research but since during the simple survey done by the researcher, there are only 83 students who have Lenovo laptop out of 149 students thus that’s the number of the respondents in this research.

3.4.2 Margin of Error

The margin of error is the percentage of allowance for no precision or error that occurs due to the use of sample instead of population. In the margin of error, there are two level of percentage that usually many people used. There are 0.01
percent and 0.05 percent. Although 0.01 percentage level margin of error is more accurate than 0.05 percent, however in this research, the researcher used the 0.05 percentage margin of error in which means that in this study or research the level of error is will be 5% and with the confidence level of 95%.

3.4.3 Sampling Technique Applied

In order to collect all the data from the respondents who have Lenovo laptop, the researcher used snowball sampling method to conduct the research. The snowball sampling method is a sampling method that required researcher to ask helped his or her friends that have friends who also fulfill the requirement to fill the questionnaire. According to Castillo (Castillo, J. J., 2009) “Snowball sampling is a non probability sampling technique that is used by the researcher to identify potential subjects in studies where subjects are hard to locate”. By using snowball sampling method, there are some advantages that researcher can obtain, such as the process is cheap, simple, and cost efficient, it allow the researcher to be able to reach populations that are difficult to sample when using other sampling method, snowball sampling method only require little planning and little workforce compared to another sampling method.

3.4.4 Descriptive Statistic

In this research, the researcher used descriptive statistics with aim to give description of each variable that used in this research where it will be related with collecting and summarizing data and with the presentation of data.

3.4.5 Statistical Tools

To conduct this study, the researcher used multiple regression as the function or formula to see and verify the relationship between independent variables (products, price, place, and promotion) and dependent variable (consumer buying
(decision), and also to see what is the most significant factors from independent variables that affecting the dependent variable.

**3.4.5.1 Multiple Regressions**

In this study, the researcher uses multiple regression tools to conduct the research. According to Render, Stair and Hanna (Render, Stair, and Hanna, 2005), “multiple regression models is a practical extension of simple regression in which it allow user to build a model with several independent variables”.

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon \]

Where:

- \( Y \) = President University Chinese student Customer Buying Decision (dependent variable)
- \( \beta_0 \) = Y intercept
- \( \beta_1 - \beta_4 \) = Regression Coefficient
- \( X_1 \) = Products (independent variable)
- \( X_2 \) = Price (independent variable)
- \( X_3 \) = Place (independent variable)
- \( X_4 \) = Promotion (independent variable)
- \( \varepsilon \) = Random Error

In order to see the influence level between dependent variable and independent variables in this study, there are four tests or requirements that have to pass in the regression model. There are normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test.
3.4.5.2 Normality Test

Normality test is test that used for determined whether the data is well set – modeled by a normal distribution or not, or to compute how an unlikely random variable is to be normally distributed. In this research, the researcher will use the graphical method in the normality test. The researcher wills analysis the normality from the output that comes out from the SPSS V.17 process for accurate results.

Graphical method visualized the distribution of a random variable compare the distribution to a theoretical one using plot. These method is either descriptive or theory driven. In this study, the researcher implements those two methods. Among of types in descriptive plots, the researcher will use histogram in which the researcher just need to see whether the data is normal or not by analyze the shape graph of histogram. The data will normally distribute if histogram line is in bell shaped.

Theory driven plot consist of P-P plot (probability-probability plot) and Q-Q plot (quantile-quantile plot), in this part the researcher will get normal data if the plot is distributed by following the shape of line.

3.4.5.3 Multicollinearity Test

Multicollinearity test is a test that used to know or detect whether any independent variable that correlated strongly to each others in the multiple regression models. Multicollinearity is situation that researcher have to avoid, because it will not good for independent variable correlated strongly to each others. In order to measure multicollinearity, variance inflation factor (VIF) is used to measure. Normally, VIF measure how much the variance of the estimated
coefficients is increased over the case of no correlation among the X variables. The formula for VIFk is:

$$VIF_k = \frac{1}{1 - R^2_k}$$

Where:

- $R^2_k$ = the $R^2$ value obtained by regressing the $k^{th}$ predictor on the remaining predictors. And $R^2 = \frac{SSR}{SST}$
- SSR = Regression sum of squares
- SST = Total sum of squares

The researcher will determine whether is there any correlation between one or two independent variable by looking at VIF value. If VIF value of one variable is around or greater than 10, it means that there is collinearity occurs in that variable. If there are two or more variable which has VIF value around or greater than 10, it means that those two variables has strong correlation and one of these variables are need to be eliminated directly from the multiple regressions models.

### 3.4.5.4 Heteroskedasticity Test

Heteroskedasticity test is used for knowing whether the data is not normally distributed and it also use to know if the variance terms of errors are difference across observations. It can be seen from the scatter plot by looking at distribution of residual value toward the predicted value. If the distribution is spread randomly without any systematic pattern, then the data is passed the heteroskedasticity test.
3.4.5.5 Autocorrelation Test

The autocorrelation test is used to determine whether any correlation between variables in t-period with variables in prior period (t-1). This test is used only for time series data and not for cross sectional data. If any correlation exists it means there is an autocorrelation test (Ghozali, Imam, 2009).

3.4.5.6 F Test

F test is used to determine whether there is a significant relationship between independent variables and dependent variable. F test works by statistically test the null hypothesis that there is no linear relationship between independent variable and dependent variable. In below showed f test formula that used in this research:

\[
F = \frac{\frac{R^2}{k}}{\frac{(1 - R^2)}{(n - k - 1)}}
\]

Where:
F = statistic test for F distribution
R² = coefficient of determination
k = number of independent variables in the model
n = number of sample

The level of significance that used in this research is α = 0.05. Ho is accepter if the f test value is greater than the level of significance α = 0.05 and Ho is rejected if the f test value is less than the level of significance α = 0.05.

H₀: \( \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0 \), if significant \( F > 0.05 \), accept \( H_0 \)

H₁: at least there is one \( \beta \neq 0 \), if significant \( F < 0.05 \), reject \( H_0 \)
3.4.5.7 T Test

T test is used to determine the partial relationship of each independent variable toward dependent variable. The level of significance $\alpha$ is 0.05. $H_0$ is rejected if t test value lower than $\alpha = 0.05$ and $H_0$ is accepted if t test value greater than $\alpha = 0.05$.

$H_0 : \beta_i = 0$, if significant $T > 0.05$, accept $H_0 i = 1,2,3,4$

$H_a : \beta_i \neq 0$, if significant $T < 0.05$, reject $H_0$

3.4.5.8 Coefficient of Determination Test (R$^2$)

The coefficient of determination test is used in this research in order to know about the correlation of independent variables toward the dependent variable and also to know how far the dependent variable is can be explained by independent variables. In this test it will look at the $R^2$ value and adjusted R square value. The value of $R^2$ and adjusted R square is range from 0 till 1. If the value of adjusted R square is close to 0, means that the capability of independent variables to explain the dependent variable is weak. In the other side if the value of adjusted R square is close to 1, means that the capability of independent variable to explain the dependent variable in this research is strong.

3.5 Data Analysis

In this research, the researcher is going to be used is quantitative data because the quantitative data expressed the numeric data that we can analyze non mathematical data or information. The quantitative data taken is based on
variables that already decided before doing this research, such as Products, Price, Place, and Promotion.

The researcher use the causal-comparative research as according to Gay (Gay, R. L., 1996), causal-comparative research attempts to established cause-effect relationship and to determined whether and do what degree a relationship exist between two or more quantifiable variables. As the problem of this research is to find the factors that influence customer buying decision, the researcher decided to use quantitative research method. This research uses this method where the researcher directly asked the respondent to fill out the questionnaire and measured by Likert scale. The researcher gain the information of problem from the simple survey on the number of Chinese student in President University and what brand of laptop that they used by asking orally thus using it as the primary data as the problem identification information and gathering the data that will be used in this research by building the questionnaire. The questionnaire consisted of 22 questions that spread to the specific respondents which are President University Chinese student class 2010, 2011, and 2012 and only given to those who answered that they have Lenovo laptop.
CHAPTER IV
ANALYSIS AND INTERPRETATION OF RESULTS

4.1 Company Profile

Figure 4.1 Lenovo current logo

Source: Lenovo website

4.1.1 Global Investment Strategy

Lenovo Group is divided into two large headquarters in the world, the first one is located in Beijing, China's Lenovo Group, the world's administrative headquarters location of Lenovo China Tower; the second one is temporary headquarters when China's Lenovo Group's acquisition of IBM's PC business has just set up in New York, known as Lenovo International in 2004. And Beijing, China Lenovo Group, Lenovo Group of China Tower is the truly global administrative headquarters.

Lenovo Group is a diversified development in the information industry of large enterprise groups, innovative, international technology company. By the Lenovo Group of the IBM Personal Computing Division formed. The company was founded in 1984. Since 1996, Lenovo PC sales have been ranked first in the Chinese domestic market; in 2013, Lenovo PC sales raised 1 ranking first in the world to become the world's largest manufacturers of personal PC.
As a global leader in the PC market, Lenovo develops, manufactures and markets reliable, secure and easy to use technology products and professional services to help customers and partners worldwide success. The company mainly produces Lenovo desktop computers, servers, laptops, printers, handheld computers, motherboards, mobile phones and other goods.

4.1.2 Global Brand Strategy

Lenovo's brand strategy is to provide quality products, and provide quality service to customer and then get customer’s support. In 2005, World renowned financial media - UK “The Financial Times” published "Top Ten China's" International Brand award, Lenovo came in second place, while In the current Chinese enterprises in the international ranking the leading brand, Lenovo still ranked second. After Acquisition of IBM PC, the Lenovo is the first to use Dual-brand strategy. "Legend" relative popularity Low abroad, but "THINK" is very famous abroad. Therefore, the Lenovo’s strategy is to increase brand visibility in foreign country, with the IBM’s help to explore the international market, "THINK" brand building Center is to improve their reputation. Lenovo began to fade IBM trademarks, which is Lenovo Lead to the Lenovo brand and dilute IBM trademarks in the world. (LI Jin, 2008)

4.1.3 Enterprise culture

Corporate positioning

Lenovo engaging in developing manufactures and sells the most reliable, secure and easy to use technology products. Our success comes from hard to help customers increase productivity, improve quality of life.

Mission
1. For the benefit of its clients innovative efforts
2. Create the world's best and most innovative products
3. Treat the cost of innovation and technological innovation as committed
4. So that more people have access to newer and better technology
5. The lowest total cost of ownership (TCO), higher efficiency

**Core Values**

a. Customer success - is committed to customer satisfaction and success
b. Entrepreneurial innovation - the pursuit of speed and efficiency, focusing on the impact on customers and the company's innovative
c. Accurate and realistic - fact-based decision-making and business management
d. Integrity - to build relationships of trust and responsibility

**Brand Spirit**

High quality, innovation, international, corporate responsibility

**Traditional enterprise**

Continue to seek a breakthrough in the traditional spirit of innovation Lenovo and IBM Personal Computing Division, Lenovo today has been extended, the new Lenovo is a global competitiveness of the IT giant.

Within the scope of the global, Lenovo offers to customers award-winning ThinkPad notebooks and ThinkCentre desktops, and is equipped with ThinkVantage Technologies software tools, ThinkVision monitors and a range of PC accessories and options.

In China, Lenovo's market share in the personal computer products reached 35.2% (Q2/FY2007, IDC data). Lenovo has 10 consecutive years ranked first in
China.

**Global Citizenship**

Lenovo's commitment to become a responsible and active corporate citizen, continuously improve operations, to contribute to social development.

Lenovo believes business is an important part of society and committed to working with employees and the local community to improve the quality of people's work and life. In 2003, at the peak of the SARS epidemic in China, Lenovo contribute funds to support to prevent the disease. In addition, Lenovo employees also are very energetic for donations. In 2005, Lenovo contribute funds to the Southern Asia tsunami-affected countries. Lenovo also actively support China's sports and fitness career. In 1999, the association sponsored the Chinese national women's soccer team, two years later, has sponsored Beijing's successful bid to host the 2008 Olympics. In 2004, Lenovo became the first from China signed the International Olympic global partner.

### 4.2 Data Analysis

On this chapter, all important findings that found by researcher will be showed. The findings will be divided into two main issues which are the demographic of the sample (profile of respondents) in the form of graph and diagrams. And in the second part will gives the data analysis process results from SPSS V.17.
4.2.1 Pilot Test

4.2.1.1 Reliability Test

According to Malhotra (Malhotra, N. K., 2010); when the result of Cronbach’s alpha is less than 0.6 it means it is not reliable. The computed Alpha values for the research variables indicated in Table 4.1:

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Products</td>
<td>0.709</td>
<td>4</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Price</td>
<td>0.677</td>
<td>3</td>
<td>Reliable</td>
</tr>
<tr>
<td>3</td>
<td>Place</td>
<td>0.649</td>
<td>3</td>
<td>Reliable</td>
</tr>
<tr>
<td>4</td>
<td>Promotion</td>
<td>0.61</td>
<td>4</td>
<td>Reliable</td>
</tr>
<tr>
<td>5</td>
<td>Customer Buying Decision</td>
<td>0.764</td>
<td>4</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

| Total Sample |                                 | 30 |

Source: Primary Data-SPSS V.17

From Table 4.1 it shows that each of variable in the dependent and independent variable has reliability more than 0.60 which it means all of the dependent variables and independent variable that used in this study is reliable. It also means that each of variables above is well correlated to each other.
4.2.1.2 Validity Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>R compute value</th>
<th>R table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1.1</td>
<td>0.361</td>
<td>0.64</td>
</tr>
<tr>
<td>x1.2</td>
<td>0.361</td>
<td>0.608</td>
</tr>
<tr>
<td>x1.3</td>
<td>0.361</td>
<td>0.619</td>
</tr>
<tr>
<td>x1.4</td>
<td>0.361</td>
<td>0.659</td>
</tr>
<tr>
<td>x2.1</td>
<td>0.361</td>
<td>0.474</td>
</tr>
<tr>
<td>x2.2</td>
<td>0.361</td>
<td>0.382</td>
</tr>
<tr>
<td>x2.3</td>
<td>0.361</td>
<td>0.791</td>
</tr>
<tr>
<td>x3.1</td>
<td>0.361</td>
<td>0.361</td>
</tr>
<tr>
<td>x3.2</td>
<td>0.361</td>
<td>0.564</td>
</tr>
<tr>
<td>x3.3</td>
<td>0.361</td>
<td>0.392</td>
</tr>
<tr>
<td>x4.1</td>
<td>0.361</td>
<td>0.441</td>
</tr>
<tr>
<td>x4.2</td>
<td>0.361</td>
<td>0.584</td>
</tr>
<tr>
<td>x4.3</td>
<td>0.361</td>
<td>0.468</td>
</tr>
<tr>
<td>x4.4</td>
<td>0.361</td>
<td>0.616</td>
</tr>
<tr>
<td>y1</td>
<td>0.361</td>
<td>0.748</td>
</tr>
<tr>
<td>y2</td>
<td>0.361</td>
<td>0.655</td>
</tr>
<tr>
<td>y3</td>
<td>0.361</td>
<td>0.706</td>
</tr>
<tr>
<td>y4</td>
<td>0.361</td>
<td>0.723</td>
</tr>
</tbody>
</table>

**Source:** Primary Data-SPSS V.17

In the survey, the researcher use 30 respondents as sample for the validity test. Table 4.2 above has show that from 18 statements there are no statements that got criterion as invalid statements which means that all of the questions are reliable to be used for this research. As it has been stated in chapter three about validity test, according to Sugiyono (Sugiyono, 2007) the minimum score for variable to be valid is if $r = 0.361$ and if $r < 0.361$ that certain variable is not fulfill the requirement to be valid and it has to be eliminate from the research.
4.2.2 Descriptive Statistics

4.2.2.1 Respondent Profile

Figure 4. 2 Demographic Views (Gender)

Respondents Gender

48% 52%
Male Female

Source: Primary Data-Microsoft Excel 2010

The respondents that answered they had Lenovo laptop 48% are female and 52% are male. This shows that the users of Lenovo in President University mostly are male even though the number of difference is very short.
This research sample actually is 83 respondents with the stratification 44 respondents from batch 2010, 57 respondents from batch 2011, and 48 respondents from batch 2012.

4.3 Multiple Regressions

4.3.1 Normality Test

The use of multiple regression in every research or study as it statistical tools is necessary to test the normality of the data that used in the research. In this research, the researcher used histogram and P-P plot (Probability-Probability plot) to test the normality of each data.

Source: Primary Data-Microsoft Excel 2010
From Figure 4.4, the data can be seen has distributed normally which is
shown by the line on histogram that depicts the form bell shape. From Figure 4.5, shows that the plot is line close to the diagonal line and lining up along with the diagonal line which goes from lower left to upper right. It means that the data in the regressions model is fulfilling the requirement in the normality test.

### 4.3.2 Multicollinearity Test

To do the Multicollinearity test, Variance Inflation Factor (VIF) is going to be used. Variance inflation factor or (VIF) has function to measure how much the variance of the estimated coefficients is increased over the case of no correlation among the variables. According to Render, Stair and Hanna (Render, Stair, and Hanna, 2005), a variable categorize or having a high collinearity if VIF value or results more than 10 or it has tolerance tend to approach 0.

**Table 4.3 Multicollinearity test**

<table>
<thead>
<tr>
<th>Source: Primary Data-SPSS V.17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Table 4.3 Multicollinearity test</strong></td>
</tr>
<tr>
<td><strong>Coefficients</strong></td>
</tr>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>(Constant)</td>
</tr>
<tr>
<td>x1_product</td>
</tr>
<tr>
<td>x2_price</td>
</tr>
<tr>
<td>x3_place</td>
</tr>
<tr>
<td>x4_promotion</td>
</tr>
</tbody>
</table>

*Dependent Variable: y_customer_buying_decision*

From Table 4.3 shows that all the variables have variance inflation factor (VIF) values which less than 10. It means that in this regressions model the multicollinearity doesn’t exist.
4.3.3 Heteroskedasticity Test

Heteroskedasticity is a phenomenon that often occurs in the process of analysis if the data is not normally distributed or if the variance of the error term differs across observations. The data will fulfill the heteroskedasticity assumption test if the distribution of residual values toward the predicted values in the scatter plot is spread randomly and does not make certain pattern such as decreasing or increasing pattern.

From Figure 4.7, it shows that there is no pattern that occurs inside. The plots were spread randomly without creating a certain or systematic pattern such as decreasing or increasing pattern, it means there was no heteroskedasticity exist or occurs between independent variables and dependent variable.

![Figure 4.6 Scatterplot](image)

Source: Primary Data-SPSS V.17

4.3.4 Autocorrelation Test

The autocorrelation test is used to determine whether any correlation between variables in t-period with variables in prior period (t-1). This test is used only for
time series data and not for cross sectional data. To determine the autocorrelation within the model, this research will use Durbin-Watson test (DW test) where if the number of D-W is lower than -2 means there is positive autocorrelation within the model, if the D-W is between -2 until +2 means there is no autocorrelation within the model, and if D-W is greater than +2 means there is negative autocorrelation.

From Table 4.4, we can see that the D-W value is 1.438 which is located between -2 and +2 thus it means there is no autocorrelation between variables with the variable in prior period.

![Table 4.4 Autocorrelation](image)

4.3.5 Testing the Hypothesis Results

In chapter three, the researcher has stated some hypothesis related to the problem related to this study. The researcher will use T test and F test in order to determine which hypothesis that researcher have to accept or reject.

4.3.5.1 F Test

F test is used to test the effect of all independent variables toward independent variable simultaneously.

\[ H_0: \beta_1 = 0, \] Null hypothesis is accepted if F value is greater than 0.05 (there is
no significant factor of marketing mix (product, price, place, and promotion) that influence President University Chinese students to buy Lenovo laptop

\( H_0: \beta \neq 0 \), Alternative hypothesis is accepted if F value less than 0.05 (there is at least one significant factor of marketing mix (product, price, place, and promotion) that influence President University Chinese students to buy Lenovo laptop

In this study, the researcher used SPSS V.17 to do the f test, and it showed in table below:

**Table 4. 5 F-test**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>14.038</td>
<td>4</td>
<td>3.510</td>
<td>17.561</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>15.568</td>
<td>78</td>
<td>.200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>29.607</td>
<td>82</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), x1_promotion, x2_price, x3_place, x4_product
b. Dependent Variable: y_customer_buying_decision

*Source: SPSS Version 17.0*

The requirement value that has to achieve in this F test is the significance value has to be less than 0.05 and F value has to be greater than 2.48. From Table 4.5 above, it can be seen that the significance value is 0.00 which is less than 0.05 and the f value is greater than 2.48 which is 17.561. From that results it can be conclude that all of the independent variable of marketing mix (product, price, place, and promotion) that influence President University Chinese students to buy Lenovo laptop. It means in this study the researcher will accept the \( H_a \) and reject \( H_0 \).
4.3.5.2 T Test

T test is used to examine whether each independent variable factor of marketing mix (product, price, place, and promotion) that influence President University Chinese students to buy Lenovo laptop. Each of independent variable will be significance toward the dependent variable if each value of p of each independent variable is less than 0.05.

Table 4.6 T-test

<table>
<thead>
<tr>
<th>Coefficients*</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>t</td>
<td>Sig</td>
<td>Tolerance</td>
</tr>
<tr>
<td>1  (Constant)</td>
<td>.767</td>
<td>.307</td>
<td>2.500</td>
<td>.016</td>
<td>.464</td>
</tr>
<tr>
<td>x1_product</td>
<td>.686</td>
<td>.117</td>
<td>.472</td>
<td>.000</td>
<td>.484</td>
</tr>
<tr>
<td>x2_price</td>
<td>.591</td>
<td>.102</td>
<td>.570</td>
<td>.000</td>
<td>.469</td>
</tr>
<tr>
<td>x3_place</td>
<td>.133</td>
<td>.110</td>
<td>.120</td>
<td>.233</td>
<td>.519</td>
</tr>
<tr>
<td>x4_promotion</td>
<td>.113</td>
<td>.086</td>
<td>.110</td>
<td>.247</td>
<td>.755</td>
</tr>
</tbody>
</table>

* Dependent Variable: p_customer_buying_decision

Source: SPSS Version 17.0

From the Table 4.6, it has shown each significance value of each independent variables, here are the results as following:

Product (X1) has significance value of 0.000 which is less than 0.05. It means that product (X1) has partial significant influence toward the dependent variable of Lenovo customer buying decision and H₀₁ is rejected and accepted H₁₁ from the hypothesis.

Price (X2) has significance value of 0.383 which is greater than 0.05. It means that price (X2) has not partial significant influence toward the dependent variable of Lenovo customer buying decision and H₀₂ is accepted and rejected H₁₂ from the hypothesis.
Place (X3) has significance value of 0.233 which is greater than 0.05. It means that place (X3) partial significant influence toward the dependent variable of Lenovo customer buying decision and H$_{0.3}$ is accepted and rejected H$_{1.3}$ from the hypothesis.

Promotion (X4) has significance value of 0.247 which is greater than 0.05. It means that promotion (X4) partial significant influence toward the dependent variable of Lenovo customer buying decision and H$_{0.4}$ is rejected and accepted H$_{1.4}$ from the hypothesis.

According from the table above, it can be conclude that among the four independent variable of marketing mix showed that the most significant factor is Product (X1). It can be seen at Standardized Coefficient column where the beta value of product (X1) in t column was 0.472 which is the highest among others independent variables. Where for the others independent variable (price, place, and promotion) which not significant towards customer buying decisions of Lenovo laptop among President University Chinese students, those independent variables partially still give influence toward the customer purchasing decision as it still has values in t values as it showed in T table.

4.3.5.3 Multiple Regression Model

There are more than one independent variables that used in this study, because of that the researcher used multiple regression models in order to explain relationship between dependent variable and those independent variables.

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon \]
From Table 4.7, it has showed each significance value of each independent variable and it showed that there are three independent variable which not significance and it cannot be used in the multiple regression model.

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Significance value</th>
<th>Standard Value of 0.05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product (X1)</td>
<td>0.000</td>
<td>Significance</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.383</td>
<td>Not Significance</td>
</tr>
<tr>
<td>Place (X3)</td>
<td>0.233</td>
<td>Not Significance</td>
</tr>
<tr>
<td>Promotion (X4)</td>
<td>0.247</td>
<td>Not Significance</td>
</tr>
</tbody>
</table>

There are three independent variables which are eliminated, Price (X2), Place (X3), and Promotion (X4). The remaining variables will be put in the multiple regression models.

\[ Y = 0.472X_1 + \varepsilon \]

Where:

- \( Y \) = Lenovo laptop customer buying decision
- \( X_1 \) = Products
- \( \varepsilon \) = Random Error term/ Residual

4.3.5.4 Measuring the Variability of Regression Models

This measurement is used to examine whether this multiple regression model is able to help in predicting the Lenovo laptop customer buying decision based on marketing mix (product, price, place, and promotion).
Table 4.8 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.688*</td>
<td>0.474</td>
<td>0.447</td>
<td>442/42</td>
<td>1.430</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), x4_promotion, x2_price, x3_place, x1_product
b. Dependent Variable: y_customer_buying_decision

Source: Primary Data-SPSS V.17

Table 4.8 showed that R value which to describe the coefficient of correlation, where the R value is 0.688 which means that there is a quite strong correlation between independent variables and dependent variable of customer purchasing decision. The R square is to show how far or large these all independent variables can describe or affecting the independent variable. From Table 4.8 it shows that R square value is only 0.474, which means that the marketing mix which consisted of products, price, place, and promotion only can describe Lenovo laptop customer buying decision of President University Chinese students by 47.4% and the rest of 52.6% is explained or described by another factors which not discussed in this research.

4.4 Interpretation of Results

1. Products toward Lenovo laptop customer buying decision

According to the result of T test and F test, product variable is influencing customer buying decision and also partially significant influence toward the customer buying decision. The t value of product variable in T test table is 4.000 which mean it has high influence toward the dependant variable and the significance value is 0.000 which less than 0.05 means that Product (X1) is significance towards the customer buying decision.
Based on above statement and related with questionnaire in product part statement. It means that the customer really care with the appearance and also the quality of products. The high value shows that Chinese students in President University mostly decided to buy Lenovo products with the quality and design as its main concern.

2. Price toward Lenovo laptop customer buying decision

According to the result of T test and F test, price variable is influencing customer buying decision however, it didn’t has partial significant influence toward the customer buying decision. The t value of product variable in T test table is 0.878 which mean it has low influence toward the dependant variable and the significance value is 0.383 which greater than 0.05 means that Price (X2) is not significance towards the customer buying decision.

Based on above statement and related with questionnaire in price part statement. It means that the customer didn’t really concern with the price and any kind of discount or cash back and will keep buy Lenovo laptop despite its price.

3. Place toward Lenovo laptop customer buying decision

According to the result of T test and F test, place variable is influencing customer buying decision however, it didn’t has partial significant influence toward the customer buying decision. The t value of product variable in T test table is 1.203 which means it has enough influence toward the dependant variable and the significance value is 0.233 which greater than 0.05 means that Place (X3) is not significance towards the customer buying decision.

Based on above statement and related with questionnaire in place part
statement. It means that the customer didn’t really concern with the place or how far they have to go to get the product.

4. Promotion toward Lenovo laptop customer buying decision

According to the result of T test and F test, place variable is influencing customer buying decision however, it didn’t has partial significant influence toward the customer buying decision. The t value of product variable in T test table is 1.167 which means it has enough influence toward the dependant variable and the significance value is 0.247 which greater than 0.05 means that Promotion (X4) is not significance towards the customer buying decision.

Based on above statement and related with questionnaire in promotion part statement. It means that the customer didn’t really concern with the promotion, advertisement, or any kind of marketing strategy that Lenovo used to promote their products.
CHAPTER V
CONCLUSIONS AND RECOMMENDATION

In this chapter the researcher will presents the conclusion and recommendation which derived from the analysis in chapter four about the influence of marketing mix service quality and store atmosphere toward the Lenovo products customer buying decision among Chinese students at President University. This analysis is to know whether the marketing mix (price, price, place, and promotion) has influenced simultaneously toward the Lenovo laptop customer buying decision which factor of marketing mix that partially has a significant influence towards Lenovo laptop customer buying decision among Chinese student at President University.

5.1 Conclusions

According to chapter four about the analysis of marketing mix influence the Lenovo laptop among Chinese students at President University, here are some conclusions that researcher get as following:

According to the F test result which derived from chapter four, it show that all of independent variables of Marketing Mix (product X1, price X2, place X3, promotionX4) has no significance simultaneously influence toward the Lenovo laptop customer buying decision among Chinese students at President University. It can be proven by look at the F value and significance value at table 4.4 which presents that F value is 17.561 greater than 2.48 and significance value is 0.00 lower than 0.05. However according to the T test result which derived from chapter four, showed that among of four independent variables in marketing mix,
there are only one independent variable which partially have significance affect toward the Lenovo laptop customer buying decision among Chinese students at President University. The independent variable which significance influence toward the independent variable Y is product (X1).

Then, the rest independent variables of marketing mix which not significance toward the Lenovo laptop customer buying decision among President University Chinese students are price (X2), place (X3), and promotion (X4). However although those independent variable were not partially has a significance influence toward the customer buying decision of Lenovo laptop among President University Chinese students but those independent variable still influence the customer buying decision based on the t values in T table and the interpretation of results in chapter 4.

5.2 Recommendation

Based on those conclusions drawn above and some finding in this study, there are some possible course of action may be identified. The following recommendations are offered as guidelines or suggestion for consideration and possible application by Lenovo Company in dealing with increasing their sales. The following recommendations are made:

As it stated above in the conclusion part, there are one independent variables of marketing mix which have partially has a significance influence toward the Lenovo laptop customer buying decision which is Products (X1). According to the research that researcher got in this study, the laptop that has good quality and a good design also offer many kind of laptop type will affect customer buying
decision towards that product. It seems clear that Chinese students in President University didn’t really care with other aspect except for it’s physical evidence or the product itself. Therefore according to the results that the researcher got from this study is that the better design and quality that Lenovo can offer to their customer will increase the sales especially by Chinese student in President University.
LIST OF REFERENCE

Books


Journal


Court, D., Elziga, D., Mulder, S. & Vetvik., O. J. (June). *The consumer decision*


Yu, L. Y. (2007). *Own brand strategy and value innovation model with brand equite Taiwan's cultural and creatives industry in mainland China*. Taiwan: Chung Yuan university (The dissertation of M.A.).


**Website**


shops and coffee bars to grow: http://www.scottishgrocer.co.uk/2012/03/sandwich-shops-and-coffee-bars-to-grow/


Dear Sir / Madam,

First of all, allow me to ask for you to spare some of your time to fill this questionnaire. This questionnaire is part of my thesis related to ‘Determining the influence factor of customer buying decision with Marketing mix for Lenovo laptop’. However, before the analysis can be done, I would like to spread the questionnaire to some President University student from 3 different batches that each batch representing by 83 respondents to gather the information about the relation between customer satisfaction and service quality. This questionnaire consists of:

1. Respondent profile / information
2. Questions

To answer each questions, simply circle/cross/mark one of the number that representing your opinion towards the statement given (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Thank you for your time and attention. Have a nice day.

Regards,
# QUESTIONNAIRE

Name: 
Batch: 
Gender: 

<table>
<thead>
<tr>
<th>NO.</th>
<th>Item</th>
<th>SD</th>
<th>D</th>
<th>N</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Product</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Lenovo offers high quality products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Lenovo offers many types of different laptop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Lenovo has a great laptop design</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Lenovo rarely broke or damaged</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td><strong>Price</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Lenovo price is affordable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Lenovo offers bonus item when purchased</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Lenovo offers many discount or cash back</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td><strong>Place</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Lenovo store easy to find</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Lenovo store has convenient parking area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Lenovo store has a great layout to help me find what I need</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td><strong>Promotion</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Lenovo advertisement is appealing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Lenovo offers member card or similar with many benefit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Lenovo advertisement deliver the clear information of the products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lenovo offer seasonal promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td><strong>Customer Buying Decision</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>I bought Lenovo laptop because I believe its quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>I bought Lenovo laptop because it’s affordable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>I bought Lenovo laptop because it’s easy to find</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>I bought Lenovo laptop because many promotion and discount offered</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX B

Information test

Reliability Test

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Products</td>
<td>0.709</td>
<td>4</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Price</td>
<td>0.677</td>
<td>3</td>
<td>Reliable</td>
</tr>
<tr>
<td>3</td>
<td>Place</td>
<td>0.649</td>
<td>3</td>
<td>Reliable</td>
</tr>
<tr>
<td>4</td>
<td>Promotion</td>
<td>0.61</td>
<td>4</td>
<td>Reliable</td>
</tr>
<tr>
<td>5</td>
<td>Customer Buying Decision</td>
<td>0.764</td>
<td>4</td>
<td>Reliable</td>
</tr>
<tr>
<td></td>
<td>Total Sample</td>
<td></td>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

Source: Primary Data-SPSS V.17
<table>
<thead>
<tr>
<th>Variable</th>
<th>R compute value</th>
<th>R table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1.1</td>
<td>0.361</td>
<td>0.64</td>
</tr>
<tr>
<td>x1.2</td>
<td>0.361</td>
<td>0.608</td>
</tr>
<tr>
<td>x1.3</td>
<td>0.361</td>
<td>0.619</td>
</tr>
<tr>
<td>x1.4</td>
<td>0.361</td>
<td>0.659</td>
</tr>
<tr>
<td>x2.1</td>
<td>0.361</td>
<td>0.474</td>
</tr>
<tr>
<td>x2.2</td>
<td>0.361</td>
<td>0.382</td>
</tr>
<tr>
<td>x2.3</td>
<td>0.361</td>
<td>0.791</td>
</tr>
<tr>
<td>x3.1</td>
<td>0.361</td>
<td>0.361</td>
</tr>
<tr>
<td>x3.2</td>
<td>0.361</td>
<td>0.564</td>
</tr>
<tr>
<td>x3.3</td>
<td>0.361</td>
<td>0.392</td>
</tr>
<tr>
<td>x4.1</td>
<td>0.361</td>
<td>0.441</td>
</tr>
<tr>
<td>x4.2</td>
<td>0.361</td>
<td>0.584</td>
</tr>
<tr>
<td>x4.3</td>
<td>0.361</td>
<td>0.468</td>
</tr>
<tr>
<td>x4.4</td>
<td>0.361</td>
<td>0.616</td>
</tr>
<tr>
<td>y1</td>
<td>0.361</td>
<td>0.748</td>
</tr>
<tr>
<td>y2</td>
<td>0.361</td>
<td>0.655</td>
</tr>
<tr>
<td>y3</td>
<td>0.361</td>
<td>0.706</td>
</tr>
<tr>
<td>y4</td>
<td>0.361</td>
<td>0.723</td>
</tr>
</tbody>
</table>

*Source: Primary Data-SPSS V.17*
Scatterplot

Multicollinearity test

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
<td>Tolerance</td>
</tr>
<tr>
<td>1</td>
<td>(Constant) 0.767</td>
<td>0.207</td>
<td>0.207</td>
<td>2.496</td>
<td>0.016</td>
</tr>
<tr>
<td>x1</td>
<td>product 466</td>
<td>0.177</td>
<td>0.472</td>
<td>4.000</td>
<td>0.000</td>
</tr>
<tr>
<td>x2</td>
<td>price 0.051</td>
<td>0.103</td>
<td>0.106</td>
<td>0.970</td>
<td>0.333</td>
</tr>
<tr>
<td>x3</td>
<td>place 133</td>
<td>0.110</td>
<td>0.126</td>
<td>1.233</td>
<td>0.233</td>
</tr>
<tr>
<td>x4</td>
<td>promotion 0.113</td>
<td>0.086</td>
<td>0.110</td>
<td>1.187</td>
<td>0.247</td>
</tr>
</tbody>
</table>

Autocorrelation

<table>
<thead>
<tr>
<th></th>
<th>R</th>
<th>R Square</th>
<th>Adj. R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.688*</td>
<td>0.474</td>
<td>0.447</td>
<td>0.447</td>
<td>1.438</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), x4_promotion, x3_price, x2_place, x1_product
b. Dependent Variable: y_customer_buying_decision
F-test

**ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>14,038</td>
<td>4</td>
<td>3,510</td>
<td>12.56</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>15,583</td>
<td>78</td>
<td>200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>29,627</td>
<td>82</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), x4_promotion, x2_price, x3_place, x1_product

b. Dependent Variable: y_customer_buying_decision

T-test

**Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
<th>Correlation Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>7.67</td>
<td>.387</td>
<td>2.49</td>
<td>.015</td>
</tr>
<tr>
<td></td>
<td>x1_product</td>
<td>46.6</td>
<td>.473</td>
<td>4.09</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>x2_price</td>
<td>9.91</td>
<td>.103</td>
<td>.97</td>
<td>.362</td>
</tr>
<tr>
<td></td>
<td>x3_place</td>
<td>13.3</td>
<td>.106</td>
<td>1.26</td>
<td>.233</td>
</tr>
<tr>
<td></td>
<td>x4_promotion</td>
<td>11.9</td>
<td>.096</td>
<td>1.18</td>
<td>.247</td>
</tr>
</tbody>
</table>

a. Dependent Variable: y_customer_buying_decision

Model Summary

**Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.888</td>
<td>.774</td>
<td>.447</td>
<td>44704</td>
<td>1.438</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), x4_promotion, x2_price, x3_place, x1_product

b. Dependent Variable: y_customer_buying_decision