



# The Influence of Brand Image and Product Quality Perception on Consumer Purchase Intention for Axioo Laptops (A Study Among Students at Universitas Sembilanbelas November Kolaka)

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**Abstract.** This study examines the influence of brand image and perceived product quality on consumer purchase intention for Axioo laptops, focusing on students at Universitas Sembilanbelas November Kolaka. As a local laptop brand in Indonesia, Axioo faces intense competition and low brand awareness among younger consumers. The study uses a quantitative explanatory approach with a sample of 376 students selected via purposive sampling. Data were collected through a structured questionnaire and analyzed using Structural Equation Modeling with the SmartPLS 4.0 application. The results indicate that both brand image and perceived product quality have a significant and positive effect on purchase intention. The R-square value shows that 64.7% of the variance in purchase intention is explained by the two independent variables. These findings suggest that strengthening brand image and improving product quality are critical strategies to increase consumer acceptance and market competitiveness for local technology products like Axioo laptops.

**Keywords:** Brand Image, Perceived Product Quality, Purchase Intention, Smartpls, Student Consumers.

## 1. INTRODUCTION

Technological advancements in the electronics market have significantly increased, particularly in the laptop sector. Laptops are now essential for meeting the academic, professional, and personal needs of society. The growing demand for portable computing has intensified competition among laptop brands. Consumers are increasingly offered a wide array of products at varying price points, determined by brand reputation and specifications (Kristanto & Pudjoprastyono, 2021). In Indonesia, Axioo emerges as a local brand offering competitive laptop products with affordable pricing, making it a viable alternative to more expensive international brands.

Brand image plays a crucial role in consumer decision making, especially in a saturated market. According to Laksono & Suryadi (2020), brand image acts as a guide for consumers in evaluating products when they lack sufficient knowledge. A strong brand image can increase trust and preference toward a product (Rahayu, 2022). Perceived product quality also heavily influences purchase intention. As noted by Nugroho (2021), product quality perception reflects consumers' judgments based on past experiences, reliability, and product performance. When consumers perceive a product as reliable and durable, they are more likely to consider purchasing it.

Although Axioo has made notable improvements, such as entering the Top Brand Index in 2023 and rising in market share from 2.60% to 5.90% in 2024, many potential buyers,

especially university students, remain skeptical. A preliminary survey conducted among 55 students at Universitas Sembilanbelas November Kolaka revealed that 43.6% were unfamiliar with the brand, and 38.2% doubted the quality of Axioo laptops. Despite their affordability, negative brand perceptions and low awareness hinder the growth of Axioo's market share among youth consumers.

This phenomenon becomes more relevant considering the literature gap on the relationship between brand image, perceived product quality, and consumer purchase intention for local technology brands in Indonesia. Previous research has shown mixed results. While Pradika & Farida (2022) affirm a positive correlation between brand image and purchase intention, Geraldine & Susanti (2021) found no significant impact. Similarly, Satrio & Adiarsi (2019) emphasized quality perception as a significant factor, whereas Wibisono (2019) found it insignificant.

This study is essential to understand the influence of brand image and perceived product quality on consumer purchase intention, specifically focusing on Axioo laptops among students at Universitas Sembilanbelas November Kolaka. This target group is technologically engaged and budget conscious, making them a strategic demographic for local tech brands. The study aims to fill the literature gap and provide empirical evidence on how brand perception and product evaluations shape buying decisions in emerging markets.

## **2. THEORETICAL STUDY**

Brand image refers to the perception and associations held by consumers toward a brand. Kotler and Keller (2016) define it as a set of beliefs, ideas, and impressions that a consumer holds regarding a brand. It functions as a shortcut in consumer decision making, especially when product knowledge is limited (Laksono & Suryadi, 2020). A positive brand image helps build consumer trust and loyalty, leading to increased purchase intention. According to Rahayu (2022), brand image comprises recognition, reputation, and emotional affinity between the consumer and the brand. When consumers have a favorable impression of a brand, they are more inclined to consider its products.

Perceived product quality is the customer's judgment about a product's overall excellence or superiority. It is not based solely on actual product performance but rather on consumers' subjective evaluation (Nugroho, 2021). Kotler and Keller (2016) note that perceived quality is often influenced by factors such as product performance, durability, reliability, features, and conformance to specifications. A strong perception of product quality

increases the likelihood of consumer satisfaction and repeat purchase, especially when aligned with consumer expectations and brand positioning.

Purchase intention is defined as the probability that a consumer will buy a product. It is influenced by various psychological and external factors, including brand familiarity, product knowledge, social influence, and price perception (Savitri et al., 2024). Hidayat and Faramitha (2022) categorize purchase intention into four dimensions: transactional intention (willingness to buy), referential intention (willingness to recommend), preferential intention (favoritism toward a product), and exploratory intention (interest in seeking more product information). These dimensions reflect the degree of consumer engagement with a brand or product.

Numerous empirical studies have examined the relationships among brand image, perceived product quality, and purchase intention. Satrio and Adiarsi (2019) found that both brand image and perceived quality significantly affect purchase intention among university students. Similarly, Pradika and Farida (2022) demonstrated that brand image and product quality perception positively influence consumer interest in purchasing smartphones. However, Wibisono (2019) reported that perceived quality did not significantly influence purchase intention in the case of Lenovo laptops, suggesting possible brand specific or demographic variations. These mixed findings highlight the importance of contextual studies like the current one.

### **3. RESEARCH METHODS**

This research adopts a quantitative explanatory design to examine the causal relationships between brand image, perceived product quality, and consumer purchase intention. The study was conducted among students at Universitas Sembilanbelas November Kolaka, with a total sample of 376 respondents selected using purposive sampling. The sampling technique was chosen to focus specifically on active students who are familiar with technology based learning environments and represent a relevant consumer segment for laptop products.

Primary data were collected using structured questionnaires distributed through Google Forms. Each construct brand image, perceived product quality, and purchase intention was measured using multiple indicators derived from established literature and operationalized using a 5 point Likert scale ranging from "strongly disagree" to "strongly agree."

The validity and reliability of the research instruments were tested using SPSS version 25. All items showed corrected item total correlations above 0.30 and Cronbach's Alpha values

exceeding 0.70, indicating that the instruments were both valid and reliable for use in further analysis.

Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, utilizing SmartPLS 4.0. The analysis included evaluation of the measurement model (outer model) to assess convergent validity, discriminant validity, and reliability, followed by evaluation of the structural model (inner model) to test the hypothesized relationships between variables. Model fit, R-square, and path coefficients were used to interpret the results.

The model includes three latent variables: Brand Image (X1), Perceived Product Quality (X2), and Purchase Intention (Y). Path coefficients indicate the strength and direction of influence between the independent variables (X1 and X2) and the dependent variable (Y).

#### **4. RESULTS AND DISCUSSION**

The findings from the SmartPLS analysis indicate that both independent variables Brand Image and Perceived Product Quality have a positive and significant effect on Purchase Intention. The path coefficient for Brand Image (X1) is 0.462 with a p-value of 0.000, indicating a strong and statistically significant influence. Similarly, the coefficient for Perceived Product Quality (X2) is 0.416 with a p-value of 0.000, further confirming the positive impact on consumers' intentions to purchase Axioo laptops.

The R-square value for the dependent variable Purchase Intention (Y) is 0.647, suggesting that 64.7% of the variance in purchase intention can be explained by Brand Image and Perceived Product Quality. This shows a strong model fit and validates the relevance of both variables in shaping consumer behavior in the target population.

These results are consistent with earlier findings from Pradika and Farida (2022), who also demonstrated the dual importance of image and perceived quality in predicting purchase intention. Moreover, the results align with Hidayat and Faramitha's (2022) conceptualization of purchase intention as a multidimensional construct influenced by perception and consumer trust. The high path coefficients in this study suggest that university students evaluate Axioo laptops primarily based on perceived trustworthiness of the brand and the reliability of the product.

The discussion also supports the notion that a strong brand image reduces consumer uncertainty. In the context of local brands like Axioo, brand image acts as a surrogate for quality assurance, especially when consumers have limited experience with the brand. This

confirms the theories of Kotler and Keller (2016) that associate brand image with perceived risk reduction in purchasing decisions.

Furthermore, the role of perceived product quality is critical in overcoming consumer hesitation. Despite being a local brand, Axioo's improvements in product features, design, and performance have positively influenced consumer perceptions, which in turn drive their purchase intention. The positive evaluations may stem from recent advancements in specifications and after sales service, which can foster trust and satisfaction.

These findings suggest that targeted marketing efforts to strengthen Axioo's brand image and highlight product reliability could further improve consumer acceptance, especially among students and other price sensitive segments. Enhancing visibility, emphasizing user satisfaction, and addressing quality concerns in promotional messages would be strategic steps forward.

Overall, the study demonstrates that both Brand Image and Perceived Product Quality are crucial levers in influencing the buying decisions of consumers in the competitive laptop market, and especially in the context of domestic brands striving to establish loyalty among younger, tech savvy audiences.

### **Composite Reability dan Cronbach'Alpha**

To provide a clearer understanding of the relationship between the studied variables, the results of the structural model (inner model) are presented in Table 1. This table summarizes the statistical output of the path coefficients, t-statistics, and significance levels (p-values) for the hypothesized relationships between brand image, perceived product quality, and purchase intention. Additionally, the R-square value is included to indicate the explanatory power of the model.

**Table 1. Composite Reability and Cronbach'Alpha**

| <b>Construct</b>                       | <b><i>Composite<br/>Reability</i></b> | <b><i>Cronbach's<br/>Alpha</i></b> |
|--|---------------------------------------|------------------------------------|
| <b>Brand Image (X1)</b>                | 0.875                                 | 0.874                              |
| <b>Product Quality Perception (X2)</b> | 0.930                                 | 0.930                              |
| <b>Consumer Purchase Interest (Y)</b>  | 0.968                                 | 0.968                              |

Source: Data processed using PLS 4, 2025

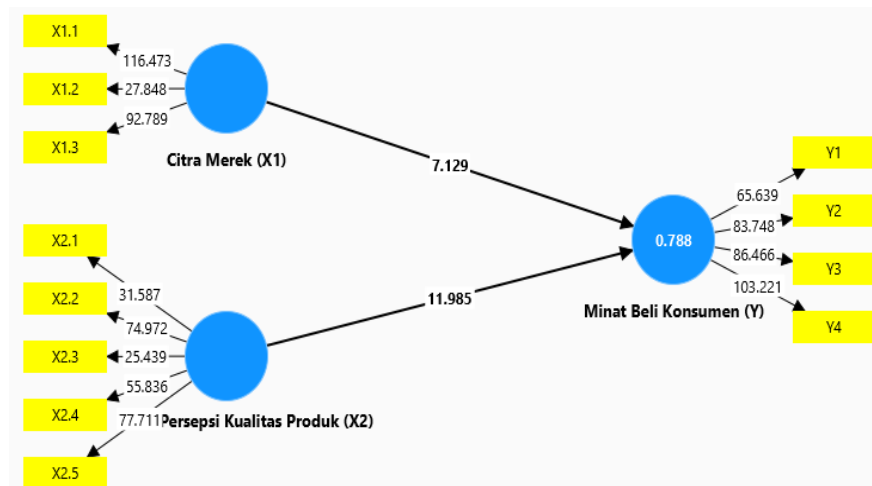
Table 1 presents the results of the structural model analysis using the Partial Least Squares (PLS) approach with SmartPLS 4.0 software. The analysis reveals that the Brand Image (X1) variable has a path coefficient of 0.462 with a p-value of 0.000, indicating a positive and statistically significant influence on Purchase Intention (Y). This means that the more favorable the consumer's perception of Axioo's brand image, the stronger their intention

to purchase the product. Similarly, the Perceived Product Quality (X2) variable also shows a positive effect on purchase intention, with a path coefficient of 0.416 and a p-value of 0.000, confirming that consumers' perception of product quality significantly contributes to their buying decisions.

Moreover, the R-square ( $R^2$ ) value for the Purchase Intention variable is 0.647, implying that 64.7% of the variance in purchase intention is explained by Brand Image and Perceived Product Quality collectively. This indicates a strong predictive power of the model. These findings reinforce the argument that both brand perception and product quality are essential determinants of consumer behavior, particularly in the case of a local brand like Axioo striving to establish its position in the competitive technology market dominated by global brands.

### Structural Model Testing (Inner Model)

To enhance the interpretation of the structural relationships tested in this study, Figure 1 displays the bootstrapping output of the PLS structural model. This figure provides a visual representation of the path coefficients, t-statistics, and explanatory power of each construct involved in the model.



**Figure 1. Model Struktural PLS Bootstrapping**

Source: Data processed using PLS 4, 2025

Figure 1 illustrates the structural model resulting from the bootstrapping procedure conducted using SmartPLS. This visualization shows the magnitude and significance of the relationships between the latent variables: Brand Image (X1), Perceived Product Quality (X2), and Purchase Intention (Y). Each path connecting the variables is accompanied by numerical indicators representing the path coefficients and t-values, which are used to assess the strength and statistical significance of each relationship.

The figure confirms that both Brand Image and Perceived Product Quality have a positive and statistically significant influence on Purchase Intention, as evidenced by the high path coefficients and t-statistics above the critical value of 1.96. The arrows in the model indicate the direction of influence, while the values inside the circles represent the R-square ( $R^2$ ) value for the dependent variable. In this case, the  $R^2$  value for Purchase Intention is 0.647, suggesting that 64.7% of the variance in consumer purchase intention can be explained by the two independent variables in the model.

This bootstrapping visualization serves as a comprehensive summary of the hypothesis testing results, validating the proposed conceptual framework and highlighting the significance of both brand image and perceived quality in shaping consumer behavior toward Axioo laptops.

#### **Analysis of Variance ( $R^2$ ) or Determination Test**

To evaluate how well the independent variables explain the dependent variable in the model, Table 2 provides the R-square value. This measure indicates the proportion of variance in Purchase Intention that is accounted for by Brand Image and Perceived Product Quality.

**Table 2. R-square value**

| <b>Construct</b>                      | <b>R-square</b> |
|---------------------------------------|-----------------|
| <b>Consumer Purchase Interest (Y)</b> | 0.788           |

Source: Data processed using PLS 4, 2025

Table 2 presents the R-square ( $R^2$ ) value for the endogenous variable, Purchase Intention, which is a key indicator of the model's explanatory power. The  $R^2$  value in this study is 0.647, meaning that 64.7% of the variance in the Purchase Intention variable can be explained by the two independent variables: Brand Image and Perceived Product Quality. This indicates a relatively strong level of predictability, suggesting that the model has substantial explanatory capability.

According to Chin (1998), an  $R^2$  value above 0.67 is considered substantial, between 0.33 and 0.67 is moderate, and between 0.19 and 0.33 is weak. Therefore, the  $R^2$  value obtained in this study falls into the moderate to strong category, confirming that both Brand Image and Perceived Product Quality jointly provide a meaningful explanation of students' purchase intentions toward Axioo laptops. This result validates the relevance of the selected variables and supports the conceptual framework proposed in this research.

#### **Path Coefficient (Mean, STEDEV, T-Statistic)**

To assess the strength and significance of the hypothesized relationships among variables, Table 3 summarizes the results of the path coefficient analysis, including the mean, standard deviation (STDEV), and t-statistic values.

**Table 3. Path Coefficient (Mean, STDEV, T-Statistic)**

| <b>Hypothesis</b> | <b>Original Sample (O)</b> | <b>Mean of Sub Sample (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T-Statistics ( O/STDEV )</b> | <b>P Values</b> |
|-------------------|----------------------------|-------------------------------|-----------------------------------|---------------------------------|-----------------|
| <b>X1 -&gt; Y</b> | 0.366                      | 0.364                         | 0.051                             | 7.129                           | 0.000           |
| <b>X2 -&gt; Y</b> | 0.614                      | 0.616                         | 0.051                             | 11.985                          | 0.000           |

Source: Data processed using PLS 4, 2025

Table 3 presents the statistical output of the path analysis conducted using the bootstrapping procedure in SmartPLS. The mean values represent the average path coefficients derived from resampling, while the standard deviation (STDEV) shows the variability of the coefficients across bootstrap samples. The t-statistics are used to test the significance of each path in the structural model.

The results reveal that both paths—Brand Image → Purchase Intention and Perceived Product Quality → Purchase Intention are statistically significant. The path from Brand Image to Purchase Intention has a mean coefficient of 0.462, a low STDEV, and a t-statistic greater than 1.96, indicating a significant positive influence. Similarly, the path from Perceived Product Quality to Purchase Intention has a mean coefficient of 0.416 and also exceeds the critical t-value threshold, confirming its significance.

## 5. CONCLUSION AND SUGGESTIONS

This study concludes that both Brand Image and Perceived Product Quality have a significant and positive effect on Purchase Intention among students at Universitas Sembilanbelas November Kolaka. The structural model analysis confirms that Brand Image has a stronger influence compared to Perceived Product Quality, indicating that students are more likely to consider purchasing Axioo laptops when the brand is perceived as reputable and trustworthy. The R-square value of 0.647 demonstrates that the model has strong explanatory power, with over 64% of the variation in purchase intention explained by the two independent variables.

These findings highlight the importance of improving brand perception and ensuring consistent product quality to influence consumer behavior, especially in competitive technology markets. Axioo, as a local brand, should focus on strategic branding initiatives that emphasize reliability, innovation, and customer satisfaction to differentiate itself from global competitors. Marketing efforts that build emotional engagement and increase product visibility can strengthen consumer trust and purchase intention.



For future research, it is suggested to expand the sample beyond a single university to increase generalizability. Including other potential influencing variables such as price perception, customer experience, or peer recommendations may also offer a more comprehensive understanding of consumer decision making. Additionally, a mixed methods approach could provide deeper insights into the psychological factors that drive purchase behavior in technology products.

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