



FACTORS AFFECTING ELECTRONIC PRODUCT PURCHASE INTENTION DURING PANDEMIC: THE MODERATING EFFECT OF GENDER AND OCCUPATION

Teguh Widodo¹, Putu Khrisna Mahadika^{2✉}

^{1,2}Management Department School of Economy and Business, Telkom University, Indonesia

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The research aims to analyze the electronic purchase intention, especially for laptops, which has grown more competitive, unpredictable, and dynamic during COVID-19 than ever before. Purchase intention has become a crucial concern for laptop marketers. Every marketer strives to update their strategy to compete in the market. In Indonesia, where the Covid-19 pandemic is raging, this study examined the influences of product features, brand image, and product price on consumers' intentions to acquire laptops. The survey was conducted with 363 respondents who responded to the structured questionnaire using a non-probability sampling technique. Data analysis using the PLS model was computed in this study using SmartPLS. The reliability and validity of the obtained data were examined using Cronbach's alpha, composite reliability, and average variance extracted. The hypotheses were examined using structural equation modeling (SEM). According to the study's findings, the price, brand image, and features of laptops all have a substantial impact on purchase intention. The influence of product features and brand image on laptop purchase intention is moderated by gender. However, occupation does not have an influence on how the effect modifies purchase intention. The study's findings will support laptop marketers in redesigning their segmentation, targeting, differentiation, and positioning strategies, as well as their pandemic and post-pandemic 4P marketing mix plans.

✉correspondence Address:
Jl. Telekomunikasi No.1, Terusan, Kec. Buahbatu,
Kabupaten Bandung, Jawa Barat 40257
E-mail: mahadikaputu@student.telkomuniversity.ac.id

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INTRODUCTION

Changes in science and technology are having an increasingly significant impact on all facets of modern life. People now want everything to be flexible and practical as a result of the advancement of technology and the modernisation of electronic equipment. Every electronic equipment's performance improves as a result of the technology's accelerating development, which pushes individuals to search for fresh ideas in the provision of facilities and ways to reach their objectives. Items made with electronics are one of the technologies. Electrical products are made to facilitate human activity (Pongantung, Worang, & Lambey, 2019)

The physical design of electronic devices is changing to make them more comfortable to use and as their influence has grown in every aspect of daily life. People of all ages and educational backgrounds are particularly interested in technical accessories. (Rakib M. R., Pramanik, Amran, Islam, & Sarker, 2022).

According to Canalys (2022), Covid-19 has an impact on global PC sales. We can see here that the Covid-19 epidemic is increasing PC sales in 2019 and 2020. It is in line where according to Statista (2022), Covid-19 has an impact on Indonesian PC sales. The Covid-19 outbreak is driving up PC purchases from 2019 to 2022. According to Asus data, the overall number of PCs sold in Indonesia in 2019 for all brands was

2.5 million, down from 1.7 million in 2020. In 2021, however, sales jumped to 2.6 million units. Laptop sales have surged dramatically as a result of the current COVID-19 outbreak. During the Covid-19 pandemic, educational institutions remain closed in many parts of the world and teachers had to take online classes (Sandars, et al., 2020). Laptop sales are increasing as work-from-home (WFH) and online learning become more popular.

It is important that laptop's company research the behaviour of their consumer. Researching consumer behaviour is essential because it enables marketers to identify the factors that affect consumers' purchase decisions. Understanding how consumers choose a product can help businesses close the market gap and identify both the products that are in demand and those that are out of date (John, 2020). The study of consumer purchasing behavior is important for marketers because it helps them understand what their customers expect from them. To provide those objectives, this study focuses on the specific observatory variables that affected Indonesian consumers' behavior for laptop brands during COVID-19.

This study is a replication modification of research by Rakib, Pramanik, Amran, Islam, & Sarker (2022). The difference lies in the object and location of the research, also the method and the way to test the variable, in which this study used Structural Equation Modelling and the test of the Multi Group Analysis. Previous studies have shown how some factors have positive impact and influenced on purchase intention. When consumers are at the point of purchase, product features, brand image, and price all significantly affect their intention to purchase (Rakib M. R., Pramanik, Amran, Islam, & Sarker, 2022). Other study also stated that brand image and have a significant impact on purchase intention (Muljani & Koesworo, The Impact of Brand Image, Product Quality and Price on Purchase Intention of Smartphone, 2019). It is also in line with Juliana, Djakasaputra, Pramono, & Hulu (2020) where brand image, and price have a substantial impact on consumers' intentions to buy. However, several researchers have tried to investigate what influences laptop demand in Indonesia, but there hasn't been no effort being made by researchers to find the purchase intention or behaviour of laptop in Indonesia during this difficult time of Covid-19. Moreover, no studies have been done to look at personal or demographic factors like gender and occupation that can influence purchase intention of laptop in Indonesia. In terms of customer purchase intent, the spread of laptops in a developing economy like Indonesia signifies the need for empirical research. To meet those needs, this study employs to know how the effect of product features, brand image, and product price on purchase intention with gender and occupation as moderating

variables, due to the fact that personal factors such as gender and occupation can impact purchasing intentions. Theoretical models that attempt to determine the influences on buyer behaviour include demographic or personal factor groups (Kotler & Armstrong, 2003).

The study of how individuals, groups, and organizations choose, buy, utilize, and organize beneficial goods, services, ideas, or experiences to suit consumer needs and desires is known as consumer behaviour (Kotler & Keller, 2016, p. 179). Understanding consumer behaviour requires a critical psychological process in which consumers respond to marketing stimuli. Marketing and environmental cues are impulses that can influence consumer awareness, triggering a complicated psychological process that leads to the creation of buy intention (Kotler & Keller, 2016, p. 187). Based on the ideas put forth regarding consumer behaviour, it can be concluded that consumer behaviour is the process of direct involvement of an individual or group in planning, making decisions, searching, purchasing, obtaining, using, discarding, and evaluating a product, service, idea, or experience, which is carried out to satisfy needs or desires that can provide satisfaction (Munadie & Widodo, 2019). Additionally, Purchase Intention is regarded as the sole determiner that best predicts customer behaviour (Widodo & Maylina, 2022).

One of the factors that affecting the purchase intention is product features (Rakib M. R., Pramanik, Amran, Islam, & Sarker, 2022). According to Kotler & Armstrong (2018), a feature is an aspect of a product that is made to satisfy the degree of needs and wants of consumers through ownership, use, and utilization of a product. Being the first producer to deliver useful new features to consumers is one of the most successful methods to compete against rivals (Kotler & Armstrong, 2018, p. 250). Product features, together with product quality and functionalities, can influence how a product is adopted and used (Gu and Wei, 2020). Also, Wijayasari and Mahfudz (2018) mention that product quality has a considerable impact on purchasing intention, and that the higher a product's quality, the greater its impact. According to research by Arusetyo (2018), consumer intention in purchasing a product increase with product quality. It is also in line with Kristanto & Pudjoprastyono (2021) where product quality have an influence to purchase intention.

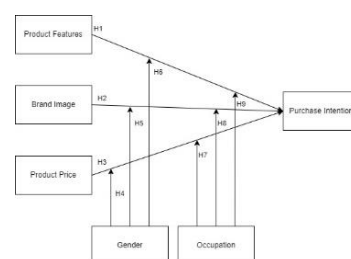


Figure 1. Theoretical Framework

METHODS

This research employs quantitative methodologies in accordance with the research methodology. As stated by Sugiyono (2020: 35), statistical or quantitative data analysis is used to evaluate specified hypotheses. The analysis of populations and samples will be done by researchers together with quantitative data processing. The population of this study consists of all people who want to buy a laptop during COVID-19 in Indonesia, although the exact number is unknown. In this instance, the researcher distributed questionnaire that employs a non-probability sampling technique. Because the respondents' characteristics are narrowly defined and focused, this research uses a non-probability sampling technique with purposive sampling to ensure that the samples accurately reflect the pertinent data (Indrawati, Yones, & Muthaiyah, 2022). The sample for this study includes people who intend to buy laptop during COVID-19 in Indonesia, considering their intention to purchase one during the covid-19 pandemic. The study's data were gathered all at once, with no intention of observing changes over time or using what is known as a cross-sectional approach (Indrawati, Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi, 2015). With the knowledge that their answers would be kept private and anonymous, participants answered questionnaires. The study variables are Product Features, Brand Image, Product Price, and Purchase Intention. All latent variables used in this study were measured with a Likert scale of 5 to representing "Strongly agree" to 1 to representing "Strongly disagree".

Model for Data Analysis In this work, PLS is calculated using the SmartPLS 3.2.9 program. The process of processing PLS data includes evaluating the measurement model (outer model testing), the structural model (inner model testing), and the influence of moderator variables in the model (Indrawati, 2017). A validity test will be run to see if the items in the latent variable satisfy the construct validity requirements by looking at the AVE (Average Variance Extracted) value. Following that, discriminant validity will also be evaluated where Fornell Larcker Criterion is employed. The reliability test, which employs Cronbach's Alpha and Composite Reliability will be used. This study will also evaluate the inner model where inner model is a model that shows the causal relationship between latent variables with the intention of predicting the relationship between variables (Ghozali, 2014). The inner model is also intended to be able to identify the Relationship that exists between endogenous and exogenous variables in research (Musyaffi, Khairunnisa, & Respati, 2021). Using the inner model, this study will calculate R square, Q square, F square, and path coefficient. In this

study, hypothesis testing is done with a one-tailed hypothesis or one-way test. Because the goal of this study is to determine the link between factors, as well as because it is based on a review of existing research material. This study uses a one-tailed test to determine significance with a confidence level of 5%.

Multigroup Analysis (MGA), a technique that has been widely employed for group comparisons, will also be applied in this study. It is a collection of sophisticated methods that are typically used when researchers want to look at variations between categorical variables (Hair, Sarstedt, Ringle, & Gudergan, 2018). PLS-MGA, which uses partial least squares structural equation modelling to implement MGA, enables researchers to examine significant variations in the structural trajectories of various groups (Matthews, Hair, & Mathhews, 2018). It is crucial to make sure that the subgroups have enough power to detect the moderating effect when performing MGA (Hair, Hult, Christian, Sarstedt, & Ringle, 2016). Large sample sizes for both groups are the quickest and most straightforward way to guarantee statistical power. To determine whether the lack of any moderating impact is due to insufficient statistical power rather than the absence of a meaningful moderating effect, a statistical power of 80% should be calculated and reported using G*Power (Aguinis, Edwards, & Bradley, 2017; Hair, Hult, Christian, Sarstedt, & Ringle, 2016; Memon, et al., 2020). When conducting MGA, researchers must make sure that the number of observations in each group satisfies the general guideline for the minimal sample size 64 observations per group were required, per the G*Power analysis results, to detect R^2 values of roughly 0.25 at a significance level of 5% and a power level of 80% (Cheah, Thurasamy, Mumtaz Ali Memon, & Ting, 2020). Also, even if the total sample size is quite large, different sample sizes among the subgroups based on the moderators might reduce statistical power and cause the moderating effects to be underestimated (Hair, Hult, Christian, Sarstedt, & Ringle, 2016). To address this problem, researchers should aim to use comparable sample sizes for each group to maximize sample variance (Aguinis, Edwards, & Bradley, 2017). To execute MGA with the varying sample sizes among the subgroup having a comparable sample size, all of the groups in this study have a minimum sample size of 64 with no large difference among the subgroups with the total sample 363 respondent.

RESULT AND DISCUSSION

Validity and Reliability

The objective of the outer model is to evaluate the model's validity and reliability. The convergent validity test is the initial procedure used to evaluate the measurement model, paying

close attention to the value of the loading factor and the average extracted variance (AVE). The discriminant validity test is also employed as the second test, and it is conducted by running the Fornell-Larcker criterion test. The reliability test is the third test, which examines the CA and CR values. SmartPLS 3.2.9 software is employed to test the measurement model (outer model). Here is the study's output in the form of an outer model:

The Average Variance Extracted (AVE) indicator can then be used to assess convergent validity. Each variable must have an AVE value greater than 0.5 for the validity test to be valid. A variable's indicators can already be unified and can represent that variable if the AVE value is greater than 0.5. (Widodo & Adriana, 2019). The Discriminant Validity value is then evaluated using the Fornell-Larcker Criteria analysis. By comparing the root value of the AVE (Fornell-

Larcker Criterion) with the correlation value between latent variables, the Fornell-Larcker Criteration determines whether a concept is genuine (Hair, Ringle, & Sarstedt, 2011). The correlation between the latent variables must be bigger than the root value of AVE. By comparing the square root value of the Average Variance Extracted (AVE) of each construct with the correlation between other constructs in the model, the Fornell-Larcker criterion is used to evaluate discriminant validity (Hair, Ringle, & Sarstedt, 2011). While Cronbach's alpha from the indicator block that assesses Composite Reliability and Cronbach's Alpha are two metrics that can be used to evaluate the construct reliability test. If the composite reliability and Cronbach's alpha scores are both above 0.70, then the constructs are considered reliable. The following table can be used to display validity and reliability output.

Table 1. Result of Validity Test and Reliability Test

Variable	Indicators	Std. Deviation	Loading Factor	Cronbach Alfa	Composite Reliability	AVE	Brand Image	Product Features	Product Price	Purchase Intention
Brand Image	BI1	0.558	0.830	0.806	0.871	0.630	0.794			
	BI2	0.552	0.834							
	BI3	0.621	0.784							
	BI4	0.692	0.722							
Product Features	PF1	0.683	0.731	0.833	0.879	0.593	0.255	0.770		
	PF2	0.675	0.737							
	PF3	0.554	0.832							
	PF4	0.686	0.728							
	PF5	0.580	0.814							
Purchase Intention	PI1	0.618	0.786	0.806	0.883	0.715	0.396	0.479	0.800	
	PI2	0.506	0.863							
	PI3	0.466	0.885							
Product Price	PP1	0.584	0.812	0.725	0.842	0.640	0.346	0.396	0.491	0.846
	PP2	0.553	0.833							
	PP3	0.658	0.753							

All of the constructs used in this study had AVEs that were greater than 0.50, indicating that they all met the requirements for convergent validity. The internal consistency reliability of all the constructs in this study was confirmed by Cronbach Alpha values and Composite Reliability values more than 0.70. Also, in this study use the Fornell Larcker criterion where it can be used to analyze discriminant validity (Musyaffi, Khairunnisa, & Respati, 2021). The calculation results, where the bold diagonal in Table 2 denotes the square root of the AVEs, demonstrate that the model satisfies the requirements for discriminant validity. There is evidence that the model satisfies the criteria for

discriminant validity based on the calculation findings because all the constructs in this study have minimized the discriminant validity conditions where the value in the top row is greater than the value in the row below.

Goodness of Fit and Hypothesis Testing

A model known as an inner model demonstrates the causality relationship between latent variables with the objective of estimating the relationship between variables (Ghozali, 2014). The bootstrap resampling method is used to test hypotheses between constructs, specifically exogenous constructions on endogenous constructs (γ) and endogenous constructs (β).

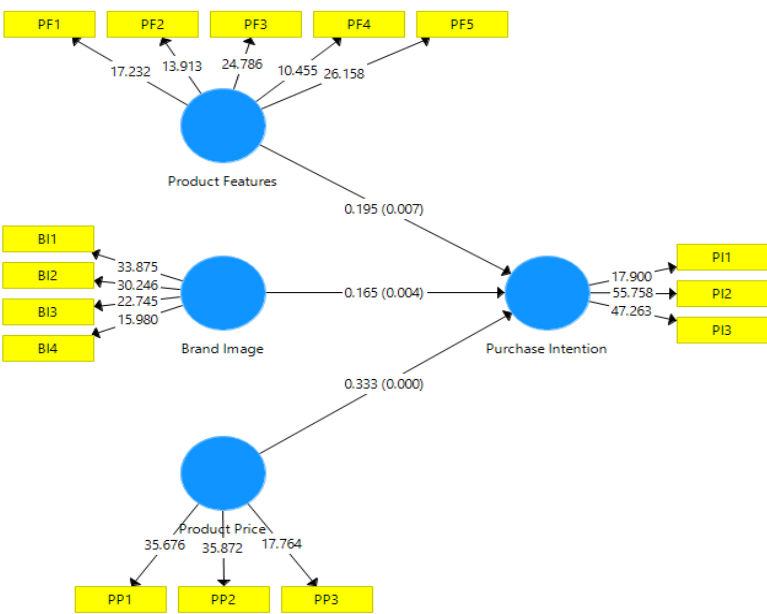


Figure 2. Inner Model

Observations are made on the R square value to be able to determine the variation of changes in the independent variable on the dependent variable. Where the r square coefficient of 0.298 confirms that independent variables have a 29.8% impact on purchase intention. While other factors that were not examined in the study have an impact on the remaining 70.2%.

Other observations are made by the Q square test, also known as predictive relevance, which is a test that can be done for observation measurements because of the model and the effect of parameter estimates (Musyaffi, Khairunnisa, & Respati, 2021). The results of the Q Square test using the blindfolding method in the SmartPLS software are as follows

Table 3. Result of Q Square Test

Variable	SSO	SSE	Q ² (=1- SSE/SS O)
Brand Image	1452.000	1452.000	
Product Features	1815.000	1815.000	
Product Price	1089.000	1089.000	
Purchase Intention	1089.000	877.999	0.194

Since the Q square values above are greater than 0, based on the output above, it is recognized that the model that has been developed has a predictive relevance model. Then, referring to the categories that have been built by Musyaffi, Khairunnisa, & Respati, (2021), the Q square values above are in the medium category.

Other test this study use which is F square where the purpose of this test is to determine the change in R square on endogenous constructs. R square changes are a well-known indicator of how endogenous constructs interact with external constructs and how much of an impact they have. (Musyaffi, Khairunnisa, & Respati, 2021). The following are the outcomes of the F Square test performed on the SmartPLS 3.2.9 software:

Table 4. Result of F Square Test

Variable	Brand Image	Product Features	Product Price	Purchase Intention
Brand Image				0.032
Product Features				0.041
Product Price				0.109

By referring to the test criteria put forward by Musyaffi, Khairunnisa, & Respati (2021), namely 0.02 (small), 0.15 (medium), and 0.35 (large) and analysing the test results from Table 4, it can be known that brand image (f square value = 0.032), product features (f square value = 0.041), and product price (f square value = 0.109) have a low influence on the purchase intention.

GoF is used to validate the combined performance of the outer model and inner model measurements whose values range from 0 to 1 with interpretations of 0-0.24 (small GoF), 0.25-0.36 (Moderate GoF), and above 0.36 (Large GOF). To test Gof in SmartPLS, this study also uses SRMR. Henseler et al. (2014) describe the SRMR as a PLS-SEM goodness of fit metric that can be used to prevent model misspecification. The difference between the observed correlation and the model-implied correlation matrix is known as the SRMR. As a result, it enables evaluation of the (model) fit criterion using the average magnitude of the differences between observed and expected correlations. On the SRMR, a value of less than 0.10 is seen as a good fit (Hu & Bentler, 1998).

Table 5. Goodness of Fit

Goodness of Fit (GoF) $\sqrt{(AVE \times R^2)}$	Standardized Root Mean Square Residual (SRMR)
0,239	0.0995

It can be seen from the calculations above that the GoF value is 0,239, which is categorized

as a model with moderate criteria. Also, from the table above, based on SRMR it can be conclude that the model is a good fit because the SRMR is lower than 0.10.

After receiving the outer model, inner model, and Goodness of Fit results, SEM was

conducted to test various hypothesized causal relationships between the three variables (product features, brand image, and product price) of purchase intention and the outcome variable purchase intention. Table 5 provides a summary of the findings from the hypothesis.

Table 6. Hypothesis Testing

Variable	Path Coefficient	T Statistics	P Values	Result
Product Features → Purchase Intention	0.195	2.687	0.007	H1 Accepted
Brand Image → Purchase Intention	0.165	2.854	0.004	H2 Accepted
Product Price → Purchase Intention	0.333	5.505	0.000	H3 Accepted

The p-Values must be less than 0,050 for the research hypothesis to be considered accepted (Winarno & Indrawati, 2022). Based on the table above, product Feature has a p value coefficient = 0.007 <0.05, t statistics = 2.687>1.97, and a path coefficient of 0.195 on purchase intention. Hence, hypothesis 1 is accepted since the product feature has a large and favourable impact on purchase intention. This research also supported previous research finding where there is a significant impact of product features on purchase intention (Rakib M. R., Pramanik, Amran, Islam, & Sarker, 2022). This study discovered that factors such as laptop design, operating system, fast internet, applications, and hardware components had a big impact on consumers' choices when purchasing a laptop.

This study finds that brand Image on purchase intention has p value coefficient = 0.004 <0.05, t statistics = 2.845>1.97, and the path coefficient = 0.165. which mean that brand image has a significant and positive effect on Purchase Intention, so that hypothesis 2 is accepted. This finding also supported the finding of previous research where there is significant effect of brand image on purchase intention (Agmeka, Wathoni, & Santoso, 2019). This study finds that a consumer's intention to acquire a laptop was influenced by their brand preference, origin of the brand, and experience with the brand.

Other finding from this study found that product price on purchase intention has p value coefficient = 0.000 <0.05, t statistics = 5.505>1.97, and the path coefficient = 0.333. Which mean that product price has a significant and positive effect on purchase intention, so that hypothesis 3 is accepted. This also supported the finding from Rakib M. R., Pramanik, Amran, Islam, & Sarker (2022) that found there is a significant effect of product price on purchase intention. According from the finding of this study, consumers are willing to pay more for a branded laptop even while comparing pricing and making their purchase.

Multigroup Analysis (MGA)

In order to identify differences between two or more groups, the PLS approach also known as "Multigroup Analysis Using Partial Least Square" (MGA-PLS) first looks for correlations between latent variables using structural equation modelling (SEMPLS) (Ilmani & Herlina, 2022). In this study, the author categorized respondents into 2 groups based on gender and occupation. The 5% probability level, where the p-value for the difference in group-specific route coefficients should be less than 0.05 or bigger than 0.95, determines if the PLS-MGA results are significant (Cheah, Thurasamy, Mumtaz Ali Memon, & Ting, 2020). The following description provides the findings of the multi group moderation analysis:

Table 7. Multigroup Analysis Based on Gender

Gender as Moderation	Path Coefficients (Male)	Path Coefficients (Female)	Path Coefficients-diff	p-Value new	Result
Product Features → Purchase Intention	0.389	0.053	0.337	0.017	H4 Accepted
Brand Image → Purchase Intention	0.069	0.358	-0.289	0.004	H5 Accepted
Product Price → Purchase Intention	0.325	0.233	0.091	0.435	H6 Rejected

Gender groups are used to examine the role of demography as a moderating factor in the relationship between product features, brand image, and product price on purchase intention. It is evident from the table above that gender affects the relationship between product features and purchase intention as evidenced by the fact that gender has a path coefficient of 0.337 and a p-value of 0.017 which is less than 0.05, which means that gender has a significant positive role as a moderator for the effect of product features on purchase intention. So laptop brand need to know how to segment their product based on gender. Where this study found out that male and female have a different preference on intention of purchasing a laptop based on the product feature. As can be observed from table 7, product features have a greater impact on male customers' purchase intentions than on female customers, hence laptop brands should focus on improving their products for this consumer demographic of males.

Gender plays a significant negative role as a moderator for the effect of brand image on purchase intention, as shown by the fact that

gender has a path coefficient of -0.289 and a p-value of 0.004, which is less than 0.05, which shows that gender affects the relationship between brand image and purchase intention. This study finds that there is a different perception toward brand image on influencing the intention of purchasing a laptop of a male and female in Indonesia. The study's findings indicate that brand image has a greater impact on the laptop purchase intention of women. So, laptop brands need to make more of an effort to build a positive brand perception among female customers. They also need to make more of an effort to effectively communicate their promotions to this market group.

However, gender doesn't affect the relationship between product price and purchase intention as evidenced by the fact that gender has a path coefficient of 0.091 and a p-value of 0.435 which more than 0.05, which means that gender not significant as a moderator for the effect of product price on purchase intention. Therefore, it can be concluded that laptop brands do not need to differentiate their price strategies for male and female.

Table 8. Multigroup Analysis Based on Occupation

Occupation as Moderation		Path Coefficients-diff	p-Value original	p-Value new	Result
Product Features → Purchase Intention	ASN Jobs – BUMN Jobs	0.009	0.47	0.94	H7 Rejected
	ASN Jobs – Student Jobs	-0.189	0.86	0.279	
	ASN Jobs – Private Jobs	-0.352	0.835	0.33	
	ASN Jobs - Entrepreneurial Jobs	-0.123	0.752	0.496	
	BUMN Jobs - Student Jobs	-0.198	0.879	0.241	
	BUMN Jobs - Private Jobs	-0.361	0.833	0.334	
	BUMN Jobs - Entrepreneurial Jobs	-0.132	0.778	0.443	
	Student Jobs - Private Jobs	-0.164	0.823	0.354	
	Student Jobs - Entrepreneurial Jobs	0.066	0.34	0.679	
	Private Jobs - Entrepreneurial Jobs	0.229	0.17	0.341	
Brand Image → Purchase Intention	ASN Jobs - BUMN Jobs	-0.15	0.773	0.454	H8 Rejected
	ASN Jobs - Student Jobs	0.156	0.18	0.361	
	ASN Jobs - Private Jobs	-0.06	0.606	0.788	
	ASN Jobs - Entrepreneurial Jobs	-0.12	0.808	0.384	
	BUMN Jobs - Student Jobs	0.305	0.058	0.116	
	BUMN Jobs - Private Jobs	0.09	0.409	0.819	

	BUMN Jobs - Entrepreneurial Jobs	0.03	0.464	0.928	
	Student Jobs - Private Jobs	-0.216	0.781	0.438	
	Student Jobs - Entrepreneurial Jobs	-0.275	0.965	0.071	
	Private Jobs - Entrepreneurial Jobs	-0.06	0.527	0.945	
Product Price → Purchase Intention	ASN Jobs - BUMN Jobs	0.173	0.171	0.341	H9 Rejected
	ASN Jobs - Student Jobs	0.155	0.197	0.394	
	ASN Jobs - Private Jobs	0.518	0.012	0.025	
	ASN Jobs - Entrepreneurial Jobs	0.058	0.356	0.711	
	BUMN Jobs - Student Jobs	-0.018	0.533	0.933	
	BUMN Jobs - Private Jobs	0.345	0.064	0.128	
	BUMN Jobs - Entrepreneurial Jobs	-0.115	0.748	0.505	
	Student Jobs - Private Jobs	0.363	0.053	0.105	
	Student Jobs - Entrepreneurial Jobs	-0.097	0.714	0.572	
	Private Jobs - Entrepreneurial Jobs	-0.46	0.984	0.031	

The purpose of grouping data by occupation is to examine the moderating role that occupation demographics play in the relationship between product features, brand image, and pricing on purchase intention. From the table 8 makes clear that occupation doesn't affect the relationship between product features and purchase intention as evidenced by the fact that occupation has a p-value more than 0.05 based on comparison of five type of occupation demographic. Which means that occupation is not significant as a moderator for the effect of product features on purchase intention. Also, occupation on moderating the effect of brand image on purchase intention has a p-value greater than 0.05 based on a comparison of five types of employment demographics, which shows that occupation has no impact on the relationship between brand image and purchase intention. Hence, occupation is not an important moderator of the relationship between brand image and purchase intention. Also, the fact that occupation has a p-value higher than 0.05 based on comparison of five types of occupation demographic supports the claim that occupation has no influence on the relationship between product price and purchase intention. Therefore, occupation does not have a substantial moderating influence on the relationship between product price and purchase intention. So, regarding the hypotheses (H7, H8, and H9), the researchers of this study believe that different types of occupation have no influence on how

consumers choose between various types of laptops, therefore H7, H8, and H9 are rejected.

CONCLUSION

In Indonesia, laptop usage is rising steadily, especially amid the Covid-19 outbreak, more and more people are using them for educational purposes. So, it is important to carefully understand their purchase intent. This study finds that product features have influence on purchase intention. In order to enhance customers' purchase intentions, the researchers advise marketers to concentrate on adding new features and upgrading existing ones. Brand image has been demonstrated to have a favourable, considerable impact on consumers' intention to buy. The findings indicate that before making a purchase, consumers are more knowledgeable about a brand's reputation, level of brand recognition, history of brand usage, and location of origin. The researcher would like to provide a suggestion that marketers concentrate on developing a positive brand image and recognition as well as good after-sales service by enhancing the quality and effective promotion of the brand to raise consumer purchase intentions. In Indonesia during COVID-19, product price has a big impact on consumers' intentions to acquire laptops. The outcome also demonstrates that consumers are aware of a brand's price and occasionally look for alternatives before making a purchase. Given that this study's findings show that product price is the primary factor influencing

laptop purchase intention, laptop companies must concentrate their marketing efforts on developing competitive pricing strategies and their brand positioning. Also, it is important that brand use gender segmentation to sell their product where this study find that there is evidence that gender have a moderating effect on how brand image and product features can influence purchase intention. Businesses can target specific gender groups with marketing messages that are catered to their distinct requirements and preferences thanks to gender segmentation. Where the marketer must concentrate on the product's features for the male segment while building a positive reputation for the female section. At last, no significant impact of occupation as a moderating effect on customers when they are intending to purchase a laptop. So based on the finding on this study where occupation is not an environmental factor that affects the relationship between product characteristics, brand image, and price on purchase intention, so that laptop manufacturers may concentrate on gender segmentation and not have to divide their products depending on a person's occupation.

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