

# Student behavior in deciding to buy Laptop.

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- **Abstract:** This study tested the purchasing decision model using three independent variables (product quality, brand trust, and price) and one dependent variable (purchasing decisions) by taking the object of the students (undergraduate and postgraduate students) who owned laptops in Semarang City, Indonesia, during the Covid 19 pandemic. The results of the study show that all independent variables were able to be good predictors of purchasing decisions, and even all independent variables had a positive effect on student purchasing decisions. However, surprisingly, it was found that of the three independent variables, the price variable had the greatest effect. The respondents felt that price was very important as a major consideration compared to product quality and brand trust. Furthermore, this study found that the respondents thought that competitive prices must be balanced with the benefits of good and guaranteed laptops, meaning that low prices do not only make students immediately decide to buy laptops. Although the price is low, in terms of benefits, it must comply with the minimum standards desired by students as users. For this reason, this study suggests laptop manufacturers to be able to offer competitive prices in order to compete for the student market segment by offering the products that have good standard quality but at competitive prices.
- **Keywords:** independent variables, manufacturers, segment