

Research Article

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The Influence of Perceived Quality and Perceived Value on E-Wom and Purchase Intention

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Abstract: *The rapid growth of the highly competitive information technology industry encourages companies to develop effective marketing strategies to improve their competitiveness. This study aims to analyze the influence of perceived quality, social value, personal value, functional value, and e-WOM on laptop purchase intention. This study was conducted using quantitative methods and a descriptive causality approach. The research sample was taken from consumers interested in purchasing a laptop, using a purposive sampling technique. Data were collected through questionnaires completed by 335 respondents in the DKI Jakarta area. Data analysis was conducted using the Structural Equation Modeling Partial Least Square (SEM-PLS) method. The results show that perceived quality, social value, personal value, functional value, and e-WOM have a positive influence on laptop purchase intention. These findings provide an important contribution to understanding the factors that influence consumer decisions in purchasing laptop products. The implications of this study can help companies in designing more effective marketing strategies to increase consumer purchase intention towards their laptop products. This study identified several limitations that need to be addressed to increase the validity and relevance of the results. These limitations include the study's limited sample size within the DKI Jakarta region, its relatively small sample size, and its lack of specific focus on laptop brands or products. Future research is recommended to expand the sample size, increase the sample size, and focus on specific brands to gain a deeper understanding of consumer behavior related to these products.*

Keywords: *Perceived Quality, Perceived Value, E-WOM, Purchase Intention.*

Introduction

Competition in the laptop market is expected to undergo significant changes in line with increasing demand. The rapid growth of technology and information companies demonstrates the potential for significant future growth in the laptop market. This opportunity must be optimized immediately to achieve greater benefits for the company. Selecting the right market strategy will provide a company with an advantage in inter-company competition. Marketing strategy is a responsibility that every company must implement (Siagian et al., 2023). Therefore, company management must develop strategic plans to face the upcoming competition (Irwan, 2021).

Nowadays, laptops are a basic necessity for education, business, and gaming. The wide variety of laptop specifications and brands gives consumers a wider choice of laptops, especially when faced with choices from several popular laptop brands such as Asus, Acer, HP, Dell, Sony Vaio, Toshiba, Samsung, and Lenovo, each with its own unique advantages and specifications (Rafidah et al., 2019). This further demonstrates the intense level of competition in the industry, making it crucial for laptop companies to influence consumer purchasing intentions. In such a situation, every company is expected or needed to intelligently recognize the current situation and manage it appropriately to gain a competitive advantage (Suharna et al., 2020). Efforts that companies can make to compete can be determined by improving and marketing their products by understanding the current needs and expectations of their consumers and anticipating future developments (Martinus et al., 2021).

Companies are required to understand consumer behavior well. By understanding consumer behavior, companies will more easily be able to meet every consumer's needs and desires when purchasing or selecting a product (Kurniawati, 2020), as well as increase sales or profits to expand market share (Anggreiawan et al., 2022). Through electronic word of mouth, customers receive information about products or services that are disseminated, and consumers can read or find recommendations for products they are interested in (Julia et al., 2022). Product reviews and recommendations posted by consumers will be key factors in making a decision when to purchase (Park et al., 2021). Li et al. (2019) emphasized that the influence of electronic word of mouth is influenced by consumers' perceived value. If consumers perceive relatively high value, they are more likely to be committed to an organizational group and strive to recommend products or services from that organizational group. Electronic word of mouth can inform experiences and influence associations with joy, pleasure, and excitement, as well as demonstrate how the product is useful and beneficial to consumers (Qiang, 2019). In perceived quality, consumers will evaluate the overall superiority of a brand based on enjoyment, pleasure, usefulness, and needs. Consumers typically seek perceived value to satisfy needs and desires as well as quality that provides tangible benefits (Guangming et al., 2018). Therefore, good perceived quality can influence consumers' perceptions of perceived value, which in turn leads them to recommend a service to other consumers through electronic word of mouth and purchase intention to use the service (Widodo et al., 2022).

Previous research has shown that perceived quality has a positive and significant effect on social value, personal value, and functional value (Martinus et al., 2021; Susanti et al., 2020). Furthermore, social value, personal value, and functional value have been shown to positively and significantly influence electronic word of mouth (e-WOM) (Zhejiang, 2022; Chen et al., 2019; Fanggidae, 2020; Rohim et al., 2017). Furthermore, e-WOM has a positive and significant effect on purchase intention (Nuseir, 2019; Kala et al., 2018; Chu et al., 2019).

Furthermore, social value, personal value, and functional value have also been found to positively and significantly influence purchase intention (Awuni et al., 2016; Teng, 2015; Alberto et al., 2020). Other studies also confirm the influence of perceived quality (Hazlin et al., 2016; Park et al., 2021), social value, personal value, and functional value (Alberto et al., 2020; Cuong, 2020; Chae et al., 2019; Sosanuy et al., 2021), and electronic word of mouth (Milad, 2018; Firman et al., 2021; Xiao et al., 2016) on purchase intention.

However, research focusing on consumer behavior towards gaming laptop products is still rare, even though the demand for gaming laptops is currently increasing rapidly, which is caused by the growth of the gaming industry in Indonesia. The next difference in this study is the concept of perceived value which is further strengthened through its dimensions, namely social value, personal value and functional value. This study was conducted to test and analyze how perceived quality, social value, personal value, functional value, electronic word of mouth influence purchase intention on laptop products. The research being carried out is expected to be able to contribute to the level of theory or knowledge in marketing management as a basis for consideration, support, new understanding of the factors that influence consumer purchasing decisions in the context of the laptop market. Also companies in the laptop industry can use these findings as a guide in designing more effective marketing strategies to provide a positive impact on the management of companies that will market their products.

Literature Review

Perceived Quality

Perceived quality is a consumer's assessment of a product's overall superiority, not just its actual quality (Wang et al., 2014). This evaluation is conducted by comparing the product with other alternatives (Beneke et al., 2014) and includes both objective aspects and subjective consumer experiences (Snoj et al., 2005). According to Kevin et al. (2020), perceived quality reflects consumers' perceptions of a product's overall attributes, benefits, and advantages. Park et al. (2021) measured perceived quality through four indicators: reliability, durability, high quality, and product sophistication.

Perceived Value

Perceived value is a consumer's overall assessment of a product based on its perceived quality and perceived benefits (Li et al., 2019). Consumers assess a product's value not only after purchase but also by considering the benefits and enjoyment it provides (Kervenoael et al., 2020; Huang et al., 2021). Alberto et al. (2020) state that this assessment encompasses the user experience and the trade-off between the benefits provided and the benefits received by the customer.

According to Park et al. (2021), perceived value is divided into three main dimensions: functional value (price, quality, design, durability, safety), personal value (convenience, enjoyment, personal satisfaction), and social value (social benefits from interaction, recognition, and group acceptance). Other studies confirm that functional value is related to the usability and technical quality of a product (Zhang et al., 2020), personal value reflects consumers' positive feelings when using a product (Artanti, 2019; Anggreiawan et al., 2022), while social value is related to social acceptance and consumer identity within their group (Peng et al., 2018; Servera-Francés et al., 2019; Wahyuni, 2019).

Electronic Word of Mouth

Electronic word of mouth (e-WOM) is positive or negative comments given by potential consumers, consumers, or former customers about a product or service through social media or online platforms (Zufaldi et al., 2019). Xiao et al. (2016) explain that e-WOM is a form of online communication that can shape consumer attitudes and behavior. According to Sari et al. (2023), the dissemination of positive e-WOM information can increase promotions and sales, while negative information has the potential to decrease them. Fitri et al. (2022) define e-WOM as communication between individuals that spreads experiences about a product, brand, or service, thereby eliciting a certain response. Goyette et al. (2010) put forward four indicators of e-WOM, namely: intensity (the number of opinions and reviews on social media), positive valence (positive consumer views), negative valence (negative consumer comments), and content (information shared through various media).

Purchase Intention

Purchase intention is a customer's willingness to purchase a brand according to the desired motives and brand characteristics (Magetsari et al., 2019). Darmawan et al. (2019) explain that purchase intention is formed through consumer actions towards a product and trust in its quality; decreased trust will have an impact on reduced purchase intention. According to Hasan (2018), purchase intention can be measured through several indicators, namely: (1) purchase interest, namely the consumer's desire to buy a product; (2) reference interest, namely the willingness to recommend a product to others; (3) preferential interest, namely the tendency to choose a particular product as the main choice although it can change if there are

influencing factors; and (4) exploratory/adventurous interest, namely the consumer's willingness to seek further information about a product to strengthen positive perceptions of it.

Hypothesis Development

Relationship between Perceived Quality and Social Value, Personal Value, and Functional Value

According to Tomi (2016), products or services with good perceived quality can increase consumers' perceptions of social value. Garcia-Fernandez et al. (2017) also found a positive relationship between perceived quality and social value among consumers of affordable fitness centers. Furthermore, perceived quality reflects consumers' overall evaluation of a brand, which impacts personal value through the assessed product characteristics (Tomi, 2016). Widodo et al. (2022) emphasized that the value of a product or service sought by consumers based on perceived quality influences personal value. Furthermore, Tomi (2016) stated that perceived quality also influences functional value through consumers' assessment of what is received compared to what the product provides. Similarly, Howat et al. (2013) showed that the higher the level of perceived quality, the greater the functional value of a product. Putri et al. (2015) added that perceived quality influences social value, personal value, and overall functional value. Based on the logic presented above, the following hypothesis is proposed:

H1: Perceived Quality has a positive effect on Social Value.

H2: Perceived Quality has a positive effect on Personal Value.

H3: Perceived Quality has a positive effect on Functional Value.

Relationship between Social Value, Personal Value and Functional Value towards Electronic Word of Mouth

Widodo et al. (2022) stated that products with high social value encourage consumers to spread information through electronic word of mouth (e-WOM). Daeng et al. (2022) added that social value allows consumers to share experiences, opinions, and new ideas that strengthen social relationships and identity, thereby increasing engagement in e-WOM. Similar results were also shown by Putra et al. (2022) and Alrwashdeh et al. (2019) who found a significant relationship between social value and e-WOM. Furthermore, personal value arising from feelings of pride, comfort, happiness, and self-confidence also plays a role in encouraging e-WOM activities (Sukaris et al., 2020). This is confirmed by Park et al. (2021) and Kim et al. (2020) who showed that personal value influences consumer participation in e-WOM. Furthermore, functional value, including product quality, benefits, convenience, and reliability, has also been shown to influence e-WOM activity (Widodo et al., 2022; Putra et al., 2022; Aravindan et al., 2023). Products with high functional value tend to encourage consumers to share their experiences, especially in communities sensitive to price and quality. Based on the above description, the following hypothesis is proposed:

H4: Social Value has a positive effect on e-WOM.

H5: Personal Value has a positive effect on e-WOM.

H6: Functional Value has a positive effect on e-WOM.

Relationship between Electronic Word of Mouth and Purchase Intention

Firman et al. (2021) stated that shopping satisfaction drives consumers, consciously or unconsciously, to engage in electronic word of mouth (e-WOM), which ultimately leads to purchase intentions in others. Consumers also tend to pay attention to reviews, recommendations, and other users' experiences through

e-WOM before making a purchase decision (Kunja, 2018; Nuseir, 2019). Thus, e-WOM serves as a means of sharing experiences while reducing risk and doubt in purchasing a product or service. Chu et al. (2019) added that today's consumers are increasingly critical and selective, making e-WOM an important source of information that influences attitudes before making a purchase decision. Several studies (Milad, 2018; Pentury et al., 2019) also show that e-WOM influences purchase intention. Based on the above empirical data, the following hypothesis is proposed:

H7: Electronic Word of Mouth has a positive effect on Purchase Intention.

Relationship between Social Value, Personal Value, and Functional Value and Purchase Intention

Teng (2015) found that social value from the surrounding environment influences consumer purchase intention for organic food. Similarly, Awuni et al. (2016) stated that social value can influence consumer purchase intention for environmentally friendly products. Furthermore, Awuni et al. (2016) also emphasized that when consumers have confidence in a product source, personal value is formed that influences purchase intention. Teng (2015) findings support this by showing that personal value arises from rational consideration of the facts consumers possess, which ultimately drives purchase intention. Furthermore, Alberto et al. (2020) revealed that functional value influences purchase intention through product utilitarian attributes related to health, quality, cost, and trustworthiness, which are the primary motivations in choosing organic food. These results align with Awuni et al. (2016) who emphasized that functional value is the most important factor that has a direct impact on consumer purchase intention. Based on this description, the following hypothesis is proposed:

H8: Social Value has a positive effect on Purchase Intention.

H9: Personal Value has a positive effect on Purchase Intention.

H10: Functional Value has a positive effect on Purchase Intention.

From the explanation of the relationship between the variables above and forming a hypothesis, therefore the following is a picture of the research model:

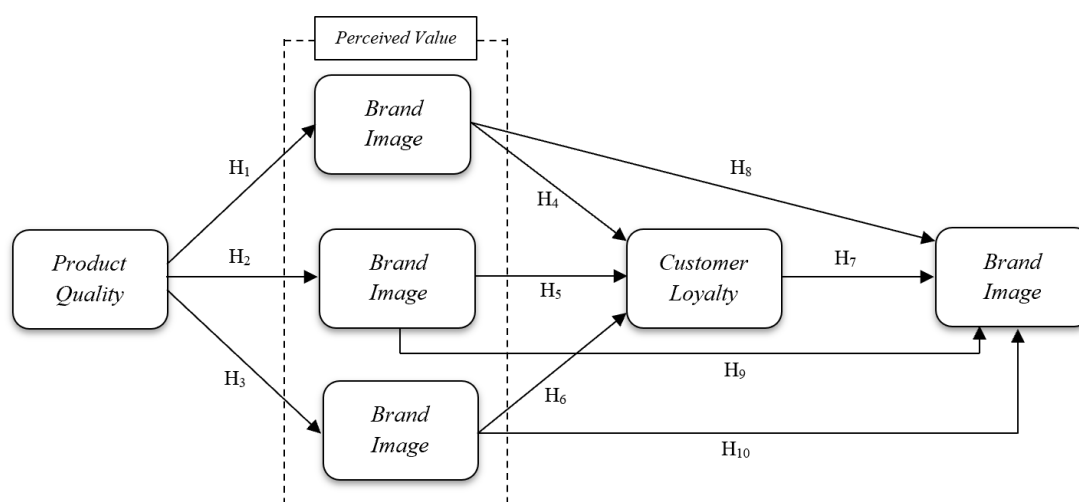


Figure 1. Conceptual Framework

Method

In this study, there are six variables, namely perceived quality, social value, personal value, functional value, electronic word of mouth, and purchase intention. The measurement of this research variable was

carried out by applying a question scale adapted from several literature sources, where the perceived quality variable was measured with 4 questions adopted from (Park et al., 2021), the social value variable was measured with 4 questions adopted from (Peng et al., 2018), the personal value variable was measured with 5 questions adopted from (Park et al., 2021), the functional value variable was measured with 3 questions adopted from (Park et al., 2021), the electronic word of mouth variable was measured through 3 questions adopted from (Sun et al., 2019) and then the purchase intention variable was measured with 3 questions adopted from (Eun et al., 2016). The assessment uses a Likert scale with a score range of 1 – 4, where 1: strongly disagree (STS), 2: disagree (TS), 3: agree (S), and 4: strongly agree (SS).

The study adopted a causal approach to explain the cause-and-effect relationship between variables. The method used was a survey using a questionnaire instrument to collect data. Data processing in this study employed a quantitative or statistical approach, with the aim of testing the proposed hypotheses. The researchers sought to determine whether the variables perceived quality, social value, personal value, functional value, and electronic word of mouth influence or cause changes in the purchase intention variable. The study was conducted in the DKI Jakarta area from November 2023 to January 2024.

The population in this study consists of consumers interested in purchasing laptop products and located in DKI Jakarta. The sampling technique applied was a purposive sampling technique with age criteria between 17 and ≥ 41 years. If the population size is unknown, the minimum approach in this study is 10 observations for each indicator value, in accordance with the guidelines described by (Hair et al., 2019). In this research model there are 30 parameters, so the minimum number of respondents required is $30 \times 10 = 300$ people, who will then become respondents to fill out the questionnaire, in accordance with the methodology described (Hair et al., 2019).

In this research, data analysis uses the Partial Least Square Structural Equation Modeling (PLS-SEM) method adapted to the research image and the variables currently being studied. The measurement model is used to test internal validity and reliability through Outer Model Analysis. This stage specifies the relationship between latent variables and their indicators, where each indicator is related or connected through the latent variable. Next, Inner Model Analysis is used to conclude the causal relationship between the variables to be tested in the model. Validity testing is carried out using convergent validity and discriminant validity methods. Meanwhile, the reliability test refers to the Cronbach's Alpha coefficient, which is expected to have a value ≥ 0.7 , although a value of 0.6 is still acceptable. Therefore, reliability is considered good based on the criteria described by (Hair et al., 2019).

Results and Discussion

The results of the outer model analysis test include an evaluation of convergent validity and discriminant validity. Construct reliability is analyzed through Cronbach's Alpha and Composite Reliability measurements. If all indicators in the SEM-PLS method meet the criteria for convergent validity, discriminant validity, and reliability, then the SEM-PLS analysis results can be used to test the hypotheses in this study. Convergent validity is assessed based on the factor loading of each indicator on the construct, where a factor weight value > 0.70 is considered adequate to validate and explain the indicators that form the construct.

In this study, all constructs obtained an Average Variance Extracted (AVE) value above 0.50, with a minimum loading factor value that met the criteria of more than 0.70. The results of data processing using SmartPLS 4.0 as shown in Figure 2 show that all indicators have a loading factor value > 0.70 . This indicates that the indicators used are able to reflect the constructs well. Thus, it can be concluded that this research

model has met the criteria for convergent validity. Furthermore, detailed information regarding the outer loadings, Cronbach's Alpha, Composite Reliability, and AVE values for each construct is displayed in the outer model evaluation results table. Based on these results, all constructs in this study are declared to meet the validity and reliability criteria, so they can be used in the hypothesis testing stage.

Furthermore, the results of the discriminant validity test indicate that each latent variable has a distinct concept and does not overlap with other variables. Evaluation of discriminant validity using the Fornell-Larcker criterion shows that the square root of the AVE value of each construct is higher than the correlation between constructs. These results indicate that each construct in the study is able to explain its own indicators better than other constructs. Thus, it can be concluded that the research model has met the criteria for discriminant validity.

The level of significance in hypothesis testing is determined by the path coefficient. A path coefficient is considered significant if the t-value is greater than the critical t-value of 1.65. Hypothesis testing is performed using bootstrapping analysis by comparing the t-value and critical t-value. If the t-value is greater than 1.65, the hypothesis is accepted; if the t-value is less than 1.65, the hypothesis is rejected. The results of the bootstrapping analysis of the path coefficients can be seen in Figure 3 below.

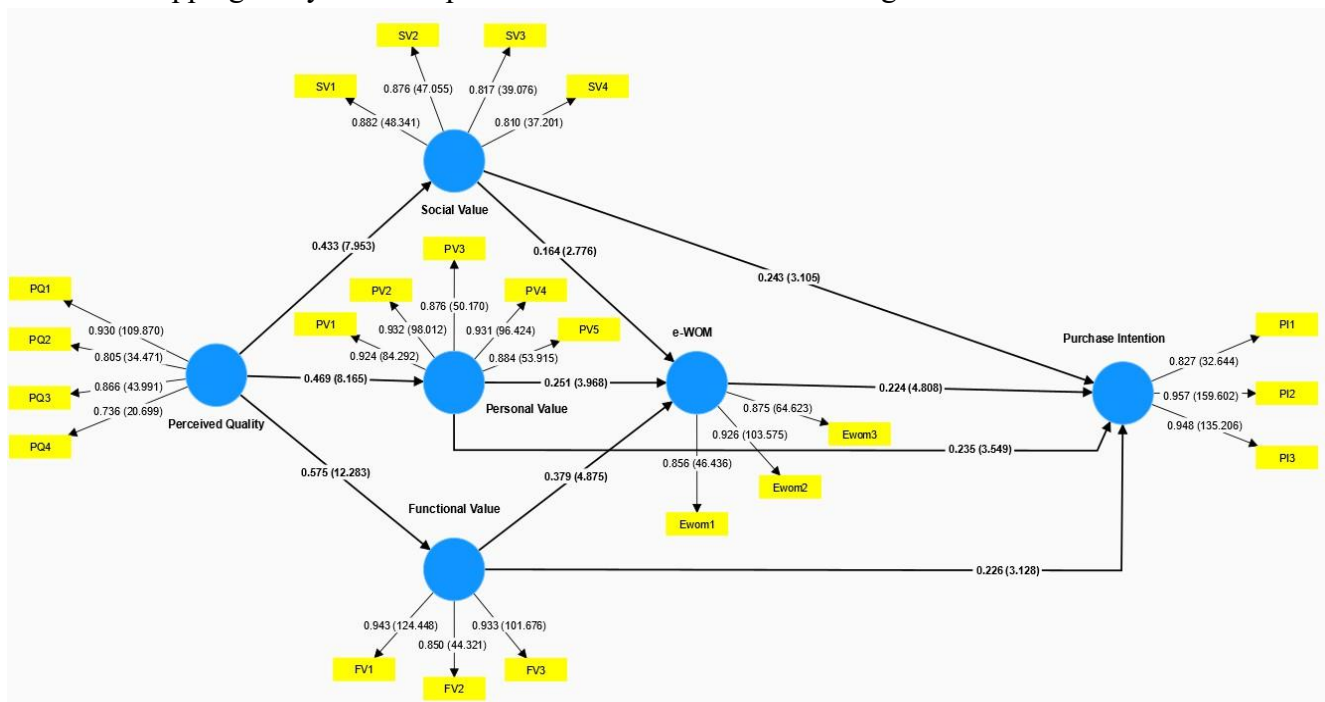


Figure 2. Hypothesis Test Results

Figure 3 explains that the t-value for all paths in the structural model tested exceeds the critical t of 1.65. The t-value analysis shows that the perceived quality variable has a positive influence on social value, with a t-value of 7.935 (>1.65). The perceived quality variable also has a positive influence on personal value, with a t-value of 8.165 (>1.65). In addition, the perceived quality variable has a positive influence on functional value, with a t-value of 12.283 (>1.65). The social value variable has a positive influence on electronic word of mouth, with a t-value of 2.776 (>1.65). The personal value variable has a positive influence on electronic word of mouth, with a t-value of 3.968 (>1.65). The functional value variable has a positive influence on electronic word of mouth, with a t-value of 4.875 (>1.65). The electronic word of mouth variable has a positive influence on purchase intention, with a t-value of 4.808 (>1.65). The social value variable has a positive influence on purchase intention, with a t-value of 3.105 (>1.65). The personal

value variable has a positive influence on purchase intention, with a t-value of 3.549 (>1.65). The functional value variable has a positive influence on purchase intention, with a t-value of 3.128 (>1.65). Based on the figure, it can be concluded that perceived quality has a greater influence on functional value with a t-value of 12.283, while social value has a smaller influence on electronic word of mouth with a t-value of 2.776.

Furthermore, the Adjusted R-square (R^2) value in the structural model for each endogenous latent variable ranges between 0.67, 0.32-0.66 and 0.19-0.32, which can be interpreted as strong, moderate, and weak. Adjusted R^2 for the social value variable is 0.185, which means 18.5% of the influence can be explained by the perceived quality variable weakly. Adjusted R^2 for the personal value variable is 0.217, meaning 21.7% of the influence can be explained by the perceived quality variable, weakly. Adjusted R^2 for the functional value variable is 0.328, which means 32.8% of the influence can be explained by the perceived quality variable moderately. Adjusted R^2 for the electronic word of mouth variable is 0.513, which means 51.3% of the influence can be explained by the social value, personal value, and functional value variables moderately. The adjusted R^2 for the purchase intention variable is 0.647, meaning 64.7% of the influence can be moderately explained by the electronic word of mouth, social value, personal value, and functional value variables. The remaining influence not explained by these variables is 81.5% for social value, 78.2% for personal value, 67.4% for functional value, 48.7% for electronic word of mouth, and 35.3% for purchase intention.

Furthermore, the results of the Q-square (Q^2) calculation show that the model has relevant predictive ability, indicated by a Q^2 value > 0 . The Q^2 values for each variable are as follows: Social Value of 0.130, Personal Value of 0.178, Functional Value of 0.269, Electronic Word of Mouth (e-WOM) of 0.393, and Purchase Intention of 0.534. These values indicate a moderate to strong predictive correlation, so this research model is considered to have good predictive power.

Model fit is an indicator used to assess the extent to which a constructed model matches the observed data. Model fit evaluation is performed by comparing the residual values of the predicted model with the actual data (Henseler, 2014). In this study, the analysis results showed a Standardized Root Mean Square Residual (SRMR) value of 0.064, which is smaller than the threshold of 0.08. This indicates that the research model has a good level of fit with the data, thus it can be stated that the model fit has been met.

Hypothesis testing can be accepted or rejected using significance value considerations through T-values and P-values. At a significance level of 5%, if the t-value $>$ t-table (1.65) the exogenous/independent variable is considered significant in a one-sided test of 5% against the endogenous/dependent variable. The significance of the variable can be seen from p-values < 0.05 according to the predetermined alpha level. Based on the results of the analysis in this study, it was concluded that all 10 proposed hypotheses were successfully accepted.

Table 1. Hypothesis Test Results

	Hypothesis	T Statistics (O/STDEV)	P Values	Information
PQ \rightarrow SV	H1	7.953	0.000	Data Supports the Hypothesis
PQ \rightarrow PV	H2	8.165	0.000	Data Supports the Hypothesis
PQ \rightarrow FV	H3	12.283	0.000	Data Supports the Hypothesis

	Hypothesis	T Statistics (O/STDEV)	P Values	Information
SV → E-WoM	H4	2.776	0.006	Data Supports the Hypothesis
PV → E-WoM	H5	3.968	0.000	Data Supports the Hypothesis
FV → E-WoM	H6	4.875	0.000	Data Supports the Hypothesis
E-WoM → PI	H7	4.808	0.000	Data Supports the Hypothesis
SV → PI	H8	3.105	0.002	Data Supports the Hypothesis
PV → PI	H9	3.549	0.000	Data Supports the Hypothesis
FV → PI	H10	3.128	0.002	Data Supports the Hypothesis

Source: Researcher-processed data findings, 2025

The first hypothesis (H1) states that perceived quality has a positive effect on social value, with the analysis showing a coefficient of 0.433 (43.3%). The t-value is 7.953, with a significance level of 0.000, thus H1 is accepted. This means that perceived quality has a positive and significant effect on social value. The second hypothesis (H2) states that perceived quality has a positive effect on personal value. The analysis results show a coefficient of 0.469 (46.9%), with a t-value of 8.165 and a significance level of 0.000, thus H2 is accepted. This indicates that perceived quality has a positive and significant effect on personal value.

The third hypothesis (H3) states that perceived quality has a positive effect on functional value. The analysis yields a coefficient of 0.575 (57.5%), with a t-value of 12.283 and a significance level of 0.000, thus H3 is accepted. This means that perceived quality has a positive and significant effect on functional value. The fourth hypothesis (H4) states that the social value variable has a positive effect on electronic word of mouth, with a coefficient analysis result of 0.164 (16.4%). The t-value is 2.776, with a significance value of 0.006, so H4 can be accepted. This indicates that social value has a positive and significant effect on electronic word of mouth.

The fifth hypothesis (H5) states that personal value has a positive effect on electronic word of mouth. The analysis results show a coefficient of 0.251 (25.1%), with a t-value of 3.968 and a significance level of 0.000, thus H5 is accepted. This means that personal value has a positive and significant effect on electronic word of mouth. The sixth hypothesis (H6) states that the functional value variable has a positive effect on electronic word of mouth. The analysis yields a coefficient of 0.379 (37.9%), with a t-value of 4.875 and a significance level of 0.000, thus H6 is accepted. This indicates that functional value has a positive and significant effect on electronic word of mouth.

The seventh hypothesis (H7) states that electronic word of mouth has a positive effect on purchase intention, with a coefficient analysis result of 0.224 (22.4%). The t-value is 4.808, with a significance value of 0.000, thus H7 is accepted. This indicates that electronic word of mouth has a positive and significant effect on purchase intention. The eighth hypothesis (H8) states that social value has a positive effect on

purchase intention, with a coefficient analysis of 0.243 (24.3%). The t-value is 3.105, with a significance level of 0.002, thus H8 is accepted. This indicates that social value has a positive and significant effect on purchase intention.

The ninth hypothesis (H9) states that personal value has a positive effect on purchase intention, with a coefficient analysis result of 0.235 (23.5%). The t-value is 3.549 and a significance level of 0.000, thus H9 is accepted. This indicates that personal value has a positive and significant effect on purchase intention. The tenth hypothesis (H10) states that functional value has a positive effect on purchase intention, with a coefficient analysis result of 0.226 (22.6%). The t-value is 3.128 and a significance level of 0.002, thus H10 is accepted. This indicates that functional value has a positive and significant effect on purchase intention.

The results of testing the first hypothesis of this study found that perceived quality has a positive and significant influence on social value. This means that when consumers rate the perceived quality of a gaming laptop higher, this not only reflects their satisfaction with features such as reliability, durability, and innovation but also has a broader impact on their social interactions. Furthermore, a product perceived as high quality can also create a positive impression in the user's social environment. By having a product widely recognized as high quality, users may feel they have a better image in the eyes of others. This can influence social views directed at them, as high-quality products are often associated with higher social status. Therefore, increasing consumer assessments of the perceived quality of a gaming laptop can strengthen the product's social value by creating more positive experiences in consumers' social interactions. This finding is consistent with previous studies showing that high perceived quality can create social value (Choi et al., 2013; Park et al., 2021; Widodo et al., 2022).

Furthermore, the results of the second hypothesis testing in this study indicate a positive and significant relationship between perceived quality and personal value. As consumers rate the perceived quality of a gaming laptop product higher, this also positively impacts their assessment of the product's personal value. In other words, the higher the perceived quality, the greater the personal value consumers place on the product. This occurs because better-quality products tend to provide greater benefits and superior capabilities, thus creating a more satisfying user experience. As a result, consumers perceive that owning a gaming laptop provides significant added value, aligned with their personal needs and preferences. This finding aligns with several previous studies, which found that providing superior perceived quality can create personal value (Cahyono et al., 2016; Park et al., 2021; Widodo et al., 2022).

The results of the third hypothesis test in this study indicate a positive and significant relationship between perceived quality and functional value. As consumers increasingly rate the perceived quality of a gaming laptop, this also positively impacts their assessment of the product's functional value. In other words, increased perceptions of product quality create the belief that the product exhibits consistent quality, is well-made, and meets high standards of quality that are acceptable to consumers. Furthermore, consumers are also more likely to believe the product is durable, thus providing more sustainable benefits over the long term. Thus, increased assessments of perceived quality contribute to an increase in the functional value of a gaming laptop, creating a more satisfying user experience and better meeting consumer needs. This finding aligns with several previous studies, which show that providing high perceived quality can create functional value (Howat et al., 2013; Cahyono et al., 2016; Magetsari et al., 2019).

Furthermore, the results of the fourth hypothesis test in this study demonstrated a positive and significant influence between social value and electronic word of mouth. The importance of social value as a driver of electronic word of mouth is evident from several factors, including positive and negative valence, as well as diverse content. Consumers who feel accepted and recognized by their social environment tend

to provide electronic word of mouth with positive valence, such as providing positive testimonials or recommending a product to others. Conversely, negative experiences with social value can lead to electronic word of mouth with negative valence, including criticism or warnings. Consumers who feel they have made a good impression or received recognition from their social environment may be more likely to provide detailed reviews of a product's advantages or how it met their expectations. Conversely, consumers who have had negative experiences with social value may be more likely to share criticism or complaints about the product. These findings align with several previous researchers who found that social factors, in the form of social value, can be an important trigger in the formation of electronic word of mouth, which can influence the perceptions and purchasing decisions of others within the same social environment (Chen et al., 2019; Park et al., 2021; Zhejiang, 2022).

Furthermore, the results of the fifth hypothesis test in this study found a positive and significant influence between personal value and electronic word of mouth. Personal value as a driving factor for electronic word of mouth can be seen from several factors, including the valence of electronic word of mouth and its content. Consumers who perceive the benefits and superiority of a product in terms of quality recommend the product to others. On the other hand, consumers who feel dissatisfied or lacking in the product's personal value may be more likely to voice criticism or complaints through electronic word of mouth. These findings align with several previous studies showing that consumers who perceive a certain personal value from a product are more likely to share experiences and provide recommendations electronically (Fanggidae, 2020; Rouibah et al., 2021; Widodo et al., 2022).

The results of the sixth hypothesis test in this study also found a positive and significant influence between functional value and electronic word of mouth. Consumers who are satisfied with consistent product quality, good manufacturing processes, and long-lasting durability are more likely to provide positive testimonials or recommend the product to others. Conversely, consumers who are dissatisfied with a product's functional value may be more likely to voice criticism or complaints through electronic word of mouth. This is in line with several previous studies showing that consumers who perceive the functional value of a product are more likely to share experiences and provide recommendations electronically (Aravindan et al., 2023; Putra et al., 2022; Sukaris et al., 2020).

The results of the seventh hypothesis test indicate a positive and significant influence between electronic word of mouth (e-WOM) and purchase intention. This means that the more reviews available about a product, the greater the consumer's incentive to consider and ultimately decide to purchase a brand, product, or service. Positive reviews can increase consumer trust and confidence, while negative reviews can be a consideration before making a purchase decision. This finding aligns with previous research that states that e-WOM plays a crucial role in shaping consumer purchase intention (Nuseir, 2019; Sosanuy et al., 2021). Thus, e-WOM can be considered a strategic factor in influencing consumer behavior in the digital era.

The eighth hypothesis test in this study found that social value can increase purchase intention. The higher consumers' assessment of the social value of a gaming laptop product, which includes aspects such as being accepted in the social environment, making a positive impression on the social environment, feeling valued in the social environment, and receiving recognition from the social environment, the higher their purchase intention for the product. This finding aligns with several previous studies, where feelings of acceptance, appreciation, and recognition in the social environment can provide a positive boost to purchase intention (Magetsari et al., 2019; Wahyuni, 2019; Wu et al., 2018).

Furthermore, the results of the ninth hypothesis test of this study found a positive and significant influence between personal value and purchase intention. The higher consumers' assessment of the personal value of the laptop product, including aspects of quality, benefits, and capabilities, the higher their purchase intention. This finding aligns with several previous studies showing that personal value with certain characteristics can create purchase intention (Bushara et al., 2023; Chae et al., 2019; Rahmawati et al., 2023).

Then, the results of the final hypothesis test, the tenth in this study, found a positive and significant influence between functional value and purchase intention. Consumers who perceive a product to exhibit consistent quality, well-manufactured, acceptable quality standards, and long-lasting durability tend to have higher transactional intentions. They believe the product can meet their needs well, so they are more likely to make a purchase immediately. Furthermore, increasing functional value can also influence consumers' referential intentions. Consumers are more likely to purchase a product based on the influence or recommendations of others when they perceive the product to have consistent quality and good durability. This finding aligns with several previous studies, which emphasize that functional value is a key determinant in increasing purchase intention (Artanti, 2019; Magetsari et al., 2019; Park et al., 2021).

Closing

Conclusion

All hypotheses in this study were successfully proven. First, Perceived Quality has a positive effect on Social Value, Personal Value, and Functional Value, indicating that the perception of product and service quality can increase these three dimensions of value. Second, Social Value, Personal Value, and Functional Value are proven to have a positive effect on Electronic Word of Mouth (e-WOM), where the value perceived by consumers encourages them to share their experiences, either through recommendations or reviews. Third, e-WOM has a positive effect on Purchase Intention, meaning that consumer reviews and recommendations can shape positive perceptions and increase purchase intentions. Finally, Social Value, Personal Value, and Functional Value also have a positive effect on Purchase Intention, where high social, personal, and functional values strengthen consumers' desire to make a purchase.

The findings of this study indicate that Perceived Quality has the greatest influence on Functional Value compared to Social Value and Personal Value. Furthermore, Functional Value is also proven to have a more dominant influence on Electronic Word of Mouth (e-WOM) compared to Social Value and Personal Value. The analysis results also confirm that e-WOM has a positive effect on Purchase Intention. Furthermore, Personal Value has a stronger influence on Purchase Intention compared to Social Value and Functional Value.

Limitation

This study has several limitations that need to be addressed. First, this study was limited to a sample covering only the DKI Jakarta area. Therefore, future research could be conducted with a wider sample reach. Second, the sample size in this study was relatively small ($n = 300$). Therefore, future studies are recommended to collect a larger sample size. Third, this study did not focus on a specific laptop brand or product, making it less able to explain specific consumer experiences. Future research could address this limitation by selecting a specific brand as the focus of the study.

Managerial Implications

The practical implications of this study indicate that the majority of 300 respondents in DKI Jakarta aged 17–28, private sector employees, and with monthly expenses of less than IDR 3,500,000, expressed a strong interest in gaming laptops, with Asus being the most popular brand. This finding underscores the importance of a marketing strategy focused on strengthening electronic word of mouth (e-WOM). Managers need to leverage social media to encourage positive reviews, testimonials, and recommendations from satisfied customers, as these have been shown to influence the purchase intentions of other consumers.

Furthermore, companies need to strengthen all dimensions of Perceived Value to increase purchase intention. From the Functional Value perspective, companies can highlight the quality of product performance, reliability, and innovative features that meet consumers' gaming needs. Regarding Personal Value, products should be designed to provide a pleasant experience, relevant to consumers' gaming interests, and enhance personal satisfaction. Meanwhile, in the Social Value dimension, companies can build a brand image that conveys prestige, fosters a sense of community acceptance, and strategically position product prices to reflect consumers' desired social status. By strengthening these three dimensions of value, companies can not only drive positive e-WOM, but also increase consumer satisfaction, loyalty, and purchase intention towards gaming laptops.

Suggestion

Considering the existing limitations, recommendations and suggestions for future research could involve variations in laptop types or other products. Furthermore, researchers could consider using or adding relevant variables. To increase the validity of the results, it is recommended that future research distribute questionnaires to more than 335 respondents outside the DKI Jakarta area. This study presents an important contribution in understanding the relationship between perceived quality, social value, personal value, functional value, electronic word of mouth, and purchase intention. The results of the analysis, which stated the acceptance of all hypotheses, indicate that these factors significantly influence consumer behavior in contemporary situations. These findings provide a strong foundation for marketing practitioners to direct their strategies by considering how customer experience can shape brand perceptions and purchase decisions. The results of this study also indicate that each aspect of perceived value can independently influence electronic word of mouth and purchase intention in the marketing of gaming laptops.

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