

The Influence of Price Perception and Product Quality on Logitech Mouse Purchase Decisions in Surabaya

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ABSTRACT

This study addresses the paradoxical phenomenon of Logitech's high brand awareness in Indonesia, as evidenced by consistent search interest, despite a sharp decline in its local brand index and consumer complaints about product quality. The research aims to empirically analyze the influence of price perception and product quality on the purchase decisions of Logitech mouse consumers in Surabaya. A quantitative approach was employed, using Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze data from 100 respondents obtained through a purposive sampling technique. The findings reveal that both price perception and product quality have a positive and significant influence on purchase decisions. This suggests that while consumers, on average, hold a positive view of Logitech's value proposition, the decline in market share and commitment may be linked to specific, highly visible quality issues that erode trust among potential buyers. The results underscore the importance for Logitech to proactively manage its brand reputation by explicitly communicating its value and addressing recurring quality issues.

INTRODUCTION

In the current era of globalization, the advancement of information and communication technology (ICT) has fundamentally transformed consumer lifestyles and behaviors. These profound changes have escalated competitive dynamics within the business world, compelling companies to continuously innovate to meet increasingly sophisticated market demands. This digital transformation has specifically amplified the demand for computing support devices, notably the computer mouse.

The global market for computer mouse devices exhibits robust growth. A report by The Business Research Company (2024) projected that the market value would increase from approximately \$2.61 billion in 2023 to \$3.64 billion by 2028, representing a Compound Annual Growth Rate (CAGR) of approximately 6.8%. This trajectory is fueled by the growing number of gamers, the rising demand for smart computing devices, and increases in disposable income. Asia-Pacific stands out as the largest region in the global mouse market, driven by its immense internet user population and high engagement in e-sports.

Logitech, as one of the world's leading computer peripheral manufacturers, demonstrated striking performance during this period, reporting annual revenue that surged from around \$2.02 billion in 2016 to a record \$5.48 billion in 2022, largely triggered by demand for work and entertainment devices during the COVID-19 pandemic. However, post-2022 data indicates a revenue correction, dropping to approximately \$4.54 billion in 2023 and \$4.30 billion in 2024, reflecting the market's return to normalcy and intensified competition. Despite this correction, Logitech maintains its position as a major player with a significant market share across various peripheral categories.

An anomaly arises when analyzing Logitech's brand dynamics within the local Indonesian market. Data from Google Trends over the last five years consistently shows that search interest for "mouse Logitech" is substantially higher compared to competing brands such as HP, Acer, Dell, and Asus. Search interest for the Logitech brand retains a dominant position, with indices frequently hovering above 50 and approaching 100. This consistency signifies strong brand awareness among Indonesian consumers, positioning it as a primary preference in the mouse category.

Despite this high brand awareness, data from the Indeks Top Brand Indonesia (TBI) for the Computer Mouse category reveals a significant decline in Logitech's brand strength. Logitech's TBI dropped sharply from 34.9% in 2021 to only 12.4% in 2025. Conversely, competitors like Asus and Dell showed notable increases during the same timeframe. This phenomenon creates a paradox: a brand with high search popularity is simultaneously experiencing a drastic reduction in local brand commitment.

This contradiction suggests a critical gap between high brand awareness (the result of initial searches) and the actualization of consumer purchase decisions (measured by TBI commitment). The peripheral market, particularly for premium technology, is characterized by enthusiast communities such as gamers and professionals who perform rigorous research prior to purchase. The

failure to convert high search interest into sustained brand commitment implies that consumers are conducting in-depth due diligence—reading reviews and seeking social proof between the awareness stage and the final purchasing decision. When negative information is encountered during this intermediate stage, mass substitution occurs, leading directly to the sharp TBI decline observed.

The research hypothesizes that this market anomaly is influenced by two crucial factors shaping consumer perception: price perception and product quality. From a pricing standpoint, Logitech products, such as the Logitech G Pro X Superlight, command a premium price (around Rp 2.000.000+) compared to many competitors. This premium pricing strategy inherently generates a critical inquiry among consumers regarding whether the price accurately reflects the quality and overall experience provided. The existence of significantly cheaper, yet viable, alternatives, such as Fantech Helios (Rp 700.000+) and Attack Shark (Rp 400.000+), intensifies competitive pressure and amplifies the influence of price perception during the decision-making process. The high price point, therefore, necessitates an impeccable value proposition.

Secondly, product quality issues may contribute significantly to this anomaly. While Logitech maintains a global reputation for innovation and reliability, recurring technical complaints are frequently voiced by consumers on social media platforms, including Reddit and Facebook. The most notable repeating issue is the double-click defect on several mouse models. These widely accessible complaints act as a direct challenge to the brand's image of dependability, severely eroding trust and dampening purchase intention, even after brand awareness has been established. This statistical tension between the high expected quality associated with a strong brand image and negative technical experiences fundamentally explains why popularity does not consistently translate into market commitment.

This study seeks to bridge the understanding gap by empirically examining how price perception and product quality influence the purchase decisions of Logitech mouse consumers in Surabaya. By integrating quantitative data analysis with the contextual evidence of consumer complaints, this study aims to provide a comprehensive understanding of the market dynamics, offering strategic recommendations to manufacturers and marketers for designing effective strategies that address the discontinuity between consumer expectations and market reality.

LITERATURE REVIEW

Price Perception

Price perception is defined as the subjective process through which consumers interpret a product's price within the context of the value they expect to receive. According to Pradana & Soebiantoro (2023), this perception represents the consumer's interpretation of the price value, reflecting the exchange between the monetary cost and the accrued benefits. The indicators used to measure price perception (X1) typically include price affordability (X1.1), value for money

(X1.2), subjective assessment of the price (whether cheap or expensive) (X1.3), and price competitiveness relative to rivals (X1.4).

Product Quality

Product quality is defined by a product's capacity to fulfill its intended functions, including superiority in performance, reliability, durability, and conformance to consumer expectations. Ismail et al. (2022) categorize product quality (X2) based on key elements such as performance (X2.1), additional features (X2.2), reliability (X2.3), and conformance (X2.4). A high perception of quality can significantly enhance consumer trust and stimulate repeat purchases.

Purchase Decision

The purchase decision (Y) represents the culmination of the consumer decision-making process, influenced by a multitude of internal and external factors. Kotler & Keller (2020) suggest that this decision can be measured through several indicators that reflect the outcome of the consumer's evaluation and choice. These indicators include certainty in selecting the product (choice certainty, Y.1), consistency in buying (repeat purchase, Y.2), willingness to recommend to others (Y.3), and the intent to purchase again (repurchase intention, Y.4).

Relationship Between Variables

Price perception is documented to significantly influence consumer purchase decisions. Research indicates that consumers are more inclined to purchase a product when the price is perceived as reasonable, affordable, and commensurate with the product's quality. Previous studies (Putra & Soebiantoro, 2024; Gogi, 2020; Satria, 2023; Maulidiya et al., 2023) consistently show that purchases are motivated when the product price is deemed proportional to the benefits received, underscoring the vital role of positive price perception in decision-making.

Similarly, product quality demonstrates a significant influence on purchase decisions. Quality encompassing durability, function, design, and suitability to consumer needs is proven to boost consumer confidence to buy (Putra & Soebiantoro, 2024; Ismail et al., 2023; Nazara & Saputra, 2024; Sjoraida et al., 2023). High-quality products are perceived to offer superior value, meet expectations, and constitute a primary consideration, a belief traditionally associated with Logitech products known for strong performance and durability.

Conceptual Framework

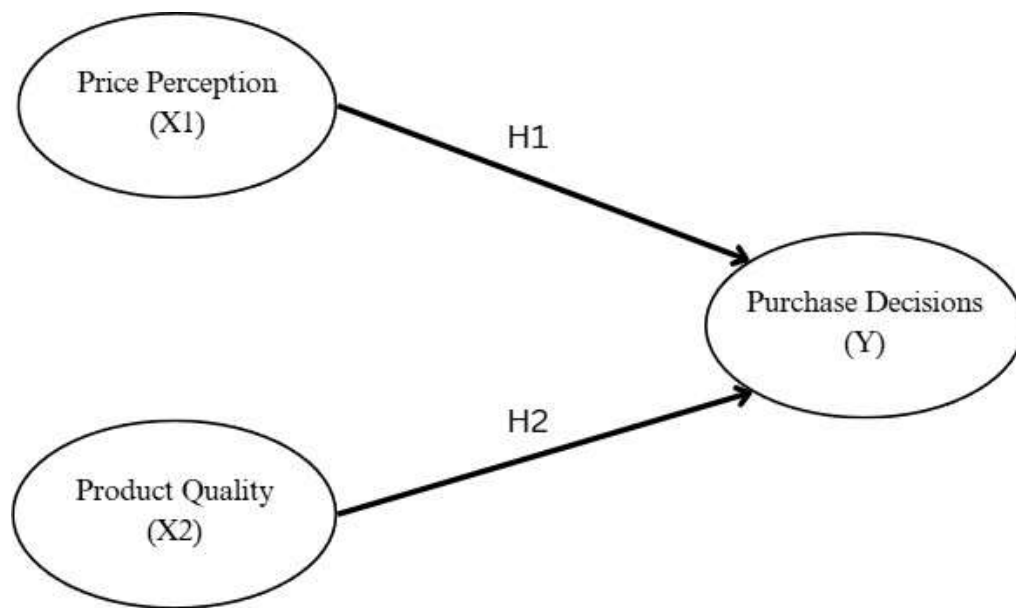


Figure 1. Conceptual Framework

Hypotheses Development

Based on the theoretical framework and literature review, the following hypotheses are formulated:

- H1: Price Perception is hypothesized to have a positive and significant influence on Logitech Mouse Purchase Decisions in Surabaya.
- H2: Product Quality is hypothesized to have a positive and significant influence on Logitech Mouse Purchase Decisions in Surabaya.

METHODOLOGY

This research adopts an explanatory quantitative approach. This design is utilized to test the existence and strength of causal relationships between the hypothesized variables. The target population for this study comprised 100 residents of Surabaya who are familiar with the Logitech mouse brand and have used or are currently using one of its products. The sample was determined using a purposive sampling technique, applying specific inclusion criteria: respondents must be a minimum of 18 years old, reside or be currently staying in Surabaya, and have purchased, be familiar with, or used a Logitech brand mouse product. The research instrument consisted of a questionnaire utilizing a 1-5 Likert scale for variable measurement. The questionnaire was constructed in the form of a Google Form and disseminated to potential respondents through various social media channels. The data analysis technique employed Structural Equation Modeling based on Partial Least Square (PLS-SEM), facilitated by the SmartPLS 4 software. The data processing involved two primary stages: the evaluation of the measurement model (*Outer Model*) and the evaluation of the structural model (*Inner Model*).

RESEARCH RESULT

This study used SmartPLS version 4.1.1.2 in data processing techniques. The data analysis process was carried out in two main stages, namely the design of the Measurement Model (Outer Model) and the Structural Model (Inner Model).

Measurement Model Evaluation (Outer Model)

The *Outer Model* evaluation assesses the validity and reliability of the measurement model, examining how indicators relate to their latent variables. This evaluation includes convergent validity, discriminant validity, and reliability testing.



Figure 2. PLS Measurement Model

Source: Data 2025 Results

a. Outer Loadings

Outer loading testing is conducted by measuring the relationship between each indicator and the variable it represents. According to Ghozali Imam (2021), an outer loading value of more than 0.7 indicates that each indicator has a high level of validity.

Table 1. Outer Loadings

Indicator	Price Perception (X1)	Quality Product (X2)	Purchase Interest(Y)
Price Affordability (X1.1)	0.748		
Value for Money (X1.2)	0.715		
Perception of Price as Low or High (X1.3)	0.717		
Price Competitiveness (X1.4)	0.740		
Performance (X2.1)		0.702	
Features (X2.2)		0.734	
Reliability (X2.3)		0.812	
Comfort (X2.4)		0.746	
Choice Certainty (Y.1)			0.774
Repeat Purchase (Y.2)			0.789
Willingness to Recommend (Y.3)			0.734
Repurchase Intention (Y.4)			0.795

Source: Data Process Results, SmartPLS 2025 Output

Based on Table 1, all indicators across the three constructs exhibit loading values above the 0.7 threshold. Therefore, all indicators utilized in this research satisfy the criteria for validity.

b. Cross Loading

When measuring an indicator, cross loading can also be assessed. According to Ghozali Imam (2021), cross loading is used to test discriminant validity, which is to ensure that each indicator has a stronger relationship with the intended construct than with other constructs.

Table 2. Cross Loading

Indicator	Price Perception (X1)	Product Quality (X2)	Purchase Interest (Y)
Price Affordability (X1.1)	0.748	0.449	0.590
Value for Money (X1.2)	0.715	0.465	0.530
Perception of Price as Low or High (X1.3)	0.717	0.562	0.442
Price Competitiveness (X1.4)	0.740	0.478	0.565
Performance (X2.1)	0.453	0.702	0.504
Features (X2.2)	0.450	0.734	0.345
Reliability (X2.3)	0.542	0.812	0.509
Comfort (X2.4)	0.525	0.746	0.520
Choice Certainty (Y.1)	0.596	0.493	0.774
Repeat Purchase (Y.2)	0.559	0.526	0.789
Willingness to Recommend (Y.3)	0.547	0.436	0.734
Repurchase Intention (Y.4)	0.572	0.525	0.795

Source: Data Process Results, SmartPLS 2025 Output

Based on the results of data analysis in Table 2 regarding cross loading, it can be seen that all factor loading values for each indicator of the variables of price perception, product quality, and purchase decision show higher loading values for their own variables compared to other variables. This indicates that each indicator has met the criteria for discriminant validity well.

c. Construct Reliability dan Validity

Reliability and validity are two important components in the measurement process that serve to ensure that the instruments used are accurate and stable in measuring constructs. Reliability reflects the extent to which a construct is measured in a stable and consistent manner. One indicator of validity is Average Variance Extracted (AVE), which shows the proportion of variance successfully explained by the construct compared to the variance that arises due to errors in the measurement process.

Table 3. Average Variance Extracted (AVE) dan Composite Reliability

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Price Perception (X1)	0.710	0.820	0.533
Product Quality (X2)	0.742	0.837	0.562
Purchase Decision (Y)	0.776	0.856	0.599

Source: Data Process Results, SmartPLS 2025 Output

1. Average Variance Extracted (AVE)

Based on Table 3 above, the AVE (Average Variance Extracted) value for the price perception variable is 0.533, the product quality variable is 0.562, and the purchase decision variable is 0.599, which means that according to Ghazali Imam (2021), if the AVE value exceeds 0.5, the construct is considered capable of explaining more than 50% of the variance of each indicator. Thus, these results indicate that the convergent validity criteria have been well met.

2. Composite Reliability

According to Ghazali Imam (2021), measuring composite reliability on variables where if it touches more than 0.7, it indicates good construct reliability. Based on Table 4.9, each variable has a value of 0.820 for price perception (good reliability), 0.837 for price perception (good reliability), and 0.856 for purchase decision (good reliability). It can be concluded that each variable used in this study shows that each construct has an adequate level of reliability.

3. Cronbach's alpha

Based on the results of Cronbach's Alpha calculations shown in Table, all variable components have values above 0.60, referring to Ghazali Imam (2021), indicating that the instrument is reliable. The lowest value is found in price perception at 0.710, while the highest value is found in the purchase decision variable at 0.776. Thus, all variable components are considered reliable and suitable for use as a reference in further research.

Structural Model Evaluation (Inner Model)

The *Inner Model* evaluation assesses the hypothesized relationships between latent constructs and determines the model's predictive accuracy. The R^2 value is used to quantify the proportion of the variance in the endogenous variable (Purchase Decision) explained by the exogenous variables (Price Perception and Product Quality).

a. *R Square*

Evaluation of the inner model according to Ghazali Imam, (2021) Describes the proportion of variance of endogenous variables that can be explained by exogenous variables in the structural model (inner model). The following is the R-Square Table:

Table 4. R-Square

	R-square
Purchase Decision	0.583

Source: Data Process Results, SmartPLS 2025 Output

The R2 value is 0.583, which explains that the model is able to explain how the phenomenon of turnover intention is influenced by the dependent (independent) variable, in the form of workload with a variance value of 58.3%. Meanwhile, the remaining 41.7% is influenced by other factors/variables outside the scope of this study.

b. Hypothesis Testing (Path Analysis)

Hypothesis testing was conducted to determine whether there was a significant relationship between the variables studied. The method used in this study was path analysis, which allowed researchers to identify the direction and strength of the influence between variables simultaneously. The variables used in this test included price perception as the first independent variable, product quality as the second independent variable, and purchase decision as the dependent variable that was the main focus of the analysis.

Table 5. Path Coefficients Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T statistics (O/STDEV)	P Values
Price Perception (X1) -> Decision Purchase (Y)	0.553	0.540	0.089	6.249	0.000
Product Quality (X2) -> Purchase Decision (Y)	0.275	0.292	0.082	3.345	0.001

Source: Data Process Results, SmartPLS 2025 Output

Based on Table 4.11, it can be concluded that the hypothesis states that Price Perception (X1) has a positive effect on Purchase Decision (Y). This is evidenced by a Path Coefficient value of 0.553 and a T-Statistic of 6.249, which is greater than the T-Table $\alpha = 0.05$ (5%) = 1.66 and a P-value of 0.000 (less than 0.05). Thus, the effect is significant (positive) and the hypothesis is **accepted**.

Meanwhile, Product Quality (X2) is also proven to have a positive influence on Purchase Decision (Y), with a Path Coefficient value of 0.275 and a T-Statistic of 3.345, which is greater than the T-Table $\alpha = 1.66$ and a P-value of 0.001 (less than 0.05). Thus, the hypothesis is also **accepted**.

DISCUSSION

The Effect of Price Perception on Purchasing Decisions

The results of the study show that price perception contributes significantly to purchasing decisions for Logitech products in Surabaya. Consumers consider the price offered to be in line with the benefits and quality received. Promotional programs such as discounts, bundling packages, and exclusive offers on official marketplaces make products more affordable. Of the indicators tested, affordability was the most dominant factor influencing purchasing decisions,

followed by price comparisons with competing brands. Logitech is considered capable of providing added value through product design innovation and durability despite being in the mid- to premium-priced range.

The Influence of Product Quality on Purchasing Decisions

Research also proves that product quality has a positive and significant effect on purchasing decisions. Product performance indicators are the most dominant, with Logitech mice being rated for their precision, fast response, ergonomics, and high durability. This provides added value for consumers, making them feel that their investment is commensurate with the long-term benefits they receive. Logitech's consistency in maintaining product quality also builds consumer trust and satisfaction. Thus, the better the quality of the products offered, the higher the tendency for consumers to make purchases.

CONCLUSION AND RECOMMENDATION

To effectively address the paradox and halt the decline in market commitment, the company must pursue a dual strategic focus:

- a. **Value Communication:** *Logitech* must proactively strengthen its communication of value to explicitly justify its premium pricing, focusing on the longevity, innovation, and overall experience provided, thereby addressing the dominance of the Price Perception variable.
- b. **Quality and Service Improvement:** It is imperative to enhance product reliability, directly addressing repetitive technical defects (such as the *double-click* issue) that frequently surface in public forums. Furthermore, strengthening after-sales service is essential to rebuild and maintain consumer loyalty and trust.

ADVANCED RESEARCH

The limitation of this study is the value of 0.583, indicating that 41.7% of the variance in Purchase Decision remains unexplained by Price Perception and Product Quality. Therefore, future research is recommended to expand the conceptual model by integrating other critical variables that may explain the decline in market commitment. Suggested variables include *citra merek* (brand image), *layanan purna jual* (after-sales service), and the influence of social media and *influencers*, to obtain a more comprehensive understanding of technology consumer behavior in the Indonesian market.

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