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Telp. (021) 7412566, Fax (021) 7412491

Email : humanisproceedings@gmail.com



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The Influence Of Price And Product Quality On Purchase Decision

Fauzi Hakas

The Aerospace Air Chief Marshal Suryadarma University, Jakarta

231175004@students.unsurya.ac.id

Abstract: Previous research or relevant studies play a crucial role in a scientific study or article. The function of previous research or relevant studies is to strengthen theories and elucidate the relationships or influences among specific variables. This article conducts a review of the Factors Influencing Purchase Decision, namely Price and Product Quality, through a literature study on Consumer Behavior. The purpose of writing this article is to formulate hypotheses regarding the influence among these variables, which can be utilized in further research. The results of this literature review include: 1) The influence of Price on Purchase Decision, and 2) The influence of Product Quality on Purchase Decision.

Keywords: Price, Product Quality, and Purchase Decision

INTRODUCTION

The advancement of technology and changes in consumer behavior have implications for the growth and competitiveness of the industry. The emergence of numerous businesses, whether small or large, creates intense competition among similar and dissimilar companies. Therefore, marketing becomes a crucial activity in facing this competition, aiding business development to generate profits, enabling companies to enhance their products, set prices, conduct promotions, and distribute goods efficiently.

According to Nugroho, as mentioned in Pardede & Haryadi (2017), purchase decisions involve the integration and combination of attitudes and knowledge to evaluate multiple alternative behaviors and decide to buy one of them. Consumers typically compare products before making a purchase, believing in a positive relationship between price and product quality. Kotler and Armstrong, as mentioned by Amilia (2017), identify four factors influencing consumer behavior in purchasing decisions: (1) Cultural factors, which have a broad and profound influence, encompassing culture (including subcultures and social classes). Culture constitutes the basic values, perceptions, desires, and behaviors learned by members of a society from family and other significant institutions. (2) Personal characteristics such as buyer's age and life cycle stage, occupation, economic status, lifestyle, and personality also influence consumer decisions. (3) Consumer behavior is affected by various social factors, including reference groups,

family, roles, and status. (4) Psychological factors play a role as well. Purchase decisions are a part of consumer behavior, directly involved in obtaining, selecting products and services, including the decision-making processes preceding and following these actions (Tjiptono, 2014). According to Assael (as cited in Muanas, 2014: 26), the purchase decision-making process involves evaluating and selecting various alternatives based on specific interests by determining the most advantageous choice.

Philip Kotler, as cited in the research article by Agussalim & Ali (2017), defines product quality as the entirety of a product offered to the market to fulfill consumer desires or needs for a quality product. Ernawati (2019) emphasizes that product quality is a crucial factor influencing every customer's decision to purchase a product. The better the product quality, the higher the consumer's interest in buying it. According to Lesmana and Ayu (2019), product quality is a dynamic condition related to the product, human resources, and the environment to satisfy every consumer.

Relevant articles are necessary to strengthen the examined theory, observe relationships or influences between variables, and build hypotheses. This article focuses on the impact of Price and Product Quality on Purchase Decision, conducting a literature review study in the field of Consumer Behavior.

PROBLEM FORMULATION

Based on the background, the problem formulation that will be discussed to build hypotheses for further research is as follows:

- 1) Does Price influence Purchase Decision-making?
- 2) Does Product Quality influence Purchase Decision-making?

LITERATURE REVIEW PURCHASE DECISION-MAKING

Purchase decision-making involves an individual's thought process before acquiring desired products, encompassing stages such as recognizing needs, pre-purchase activities, behavior during product usage, and post-purchase behavior (Kotler, 2012:67). Purchase decisions are influenced by economic, technological, political, cultural, product-related, pricing, location, promotional, physical evidence, people, and process factors. These factors shape a consumer's attitude to process information and generate responses regarding the product to be purchased (Alma, 2013:96).

According to (Kotler and Keller, 2012:227), the purchase decision-making process consists of five stages, starting from problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Indicators of Purchase Decision-Making involve purchase stability after obtaining product information, brand-preferred purchase decisions, purchases based on desires and needs, and purchases recommended by others (Kotler and Armstrong, 2008:181).

Previous research on Purchase Decision-Making has been conducted by researchers such as (Larosa, S. R., & SUGIARTO, 2011), (Ghanimata, F., & Kamal, 2012), (Shelma, T., & Nuringwahyu, 2020), (Pahlawi, 2012), and (Romadhoni, 2015)

PRICE

Price is a determinant factor in brand selection related to consumer purchase decisions. Consumers indirectly evaluate prices by comparing them with reference price standards before making purchase transactions. Price is a crucial element in the marketing mix and can influence consumers in making purchase decisions (Tandjung, 2004:78). Setting prices too high can reduce consumer perceptions of product value, leading to potential sales loss (Lupiyoadi, 2010:97). Price indicators involve the affordability of prices by consumer purchasing power, price alignment with quality, and price competitiveness with similar products (Kotler and Armstrong, 2008:278).

Previous research on Price has been conducted by researchers such as (Aulia, S., & Sudarwanto, 2016), (Kusmadeni, D., & Eriyanti, 2021), and (Rofiq, A., & Hufron, 2018).

PRODUCT QUALITY

Produk is defined as the consumer's perception articulated by the manufacturer through its production outcomes. The quality of a product, or product quality, is influenced by factors that determine whether the product's quality can fulfill its purpose, namely, to increase sales volume (Iswayanti, 2010). Product quality reflects the product's ability to perform its tasks, including durability, reliability or advancement, strength, ease of packaging, and product repair (Kotler & Armstrong, 2008:266). Product quality is the physical, functional, and inherent condition of the product that can satisfy the tastes and needs of consumers, commensurate with the value of money spent (Prawirosentono, 2004:6). Dimensions or indicators of Product Quality include:

- a) Form (form), covering the dimensions of size, shape, or physical structure of the product.
- b) Feature, which is a characteristic of the product that complements its basic functions.
- c) Performance quality, assessing the extent to which the main characteristics of the product operate.
- d) Perceived quality, often considered as the result of indirect measurements due to the possibility that consumers may not understand or lack information about the product.
- e) Durability, measuring the expected operational lifespan of the product under normal or full- pressure conditions, is a valuable attribute for certain types of products.
- f) Reliability, measuring the probability that the product will not experience malfunction or failure within a certain period.
- g) Repairability, measuring how easily the product can be repaired when it malfunctions or fails.
- h) Style, reflecting the appearance and impression of the product to the buyer.
- i) Design, involving the totality of features that influence the appearance, taste, and function of the product based on customer needs (Kotler and Keller, 2009:8-10). Product quality has been the focus of previous research, including studies by (Walukow, A. L. P., & Mananeke, 2016), (Supriyadi, S., Wiyani, W., & Nugraha, 2017), and (Rofiq, et.al. 2018).

Table 1: Relevant Previous Studies

No	Author (tahun)	Results of Previous Research	Similarities with this Article	Differences with
1	Fatmaningrum, et. al. (2020)	Product quality and brand image have a positive and significant impact on purchase decision-making.	Product quality influences purchase decision-making.	Brand image affects purchase decision-making.
2	Sander, et. al. (2021)	Brand image, price, and product quality significantly and positively influence purchase decision-making.	Price and product quality influence y1.	Brand image has an influence on purchase decision-making.
3	Septyadi, et. al. (2022)	Price and promotion have a significant and positive impact on purchase decision-making and consumer interest.	Price influences purchase decision-making.	Promotion affects y1.

4	Tabelessy (2020)	Product quality, promotion, and design significantly and positively influence y_1 .	Product quality influences purchase decision-making.	Promotion and design have an impact on y_1 .
5	Suari (2019)	Product quality and design significantly and positively impact purchase decision-making.	Product quality influences purchase decision-making.	Design affects purchase decision-making.
6	Anwar, et. al (2015)	Price has a significant and negative impact on purchase decisions, while product quality has a significant and positive impact on purchase decisions.	Product quality influences purchase decision-making.	Price significantly and negatively influences purchase decisions.

Sumber: *Google scholar*

RESEARCH METHOD

This study employs a qualitative research method and literature review to obtain descriptions of the factors influencing outcomes and the variables under investigation. The research involves collecting information from literature articles found on Google Scholar.

In qualitative research, the literature review is consistently used in line with methodological assumptions. This means it should be used inductively to avoid guiding questions posed by the researcher. One of the primary reasons for conducting qualitative research is its exploratory nature (Ali & Limakrisna, 2013).

RESULTS AND DISCUSSION

Based on the theoretical review and relevant previous research, the discussion in this literature review article focuses on Consumer Behavior.

The Influence of Price on Purchase Decision-Making.

Price has an impact on purchase decision-making. It serves as a determining factor for consumers when deciding on purchasing a product or service. Consumers, during the buying process, often prioritize and consider the price factor first before adjusting it to their own affordability. In business competition, entrepreneurs must pay attention to this aspect, as competitors may offer lower prices with similar or even better quality. Prices can be classified into three categories: expensive, moderate, and cheap. Middle-income consumers may perceive the offered price as expensive, while high-income consumers might consider it affordable (Akhmad, 1996: 26).

To enhance purchase decision-making, attention should be given to the price's alignment with the benefits received. If the pricing of a product provides equivalent benefits to consumers, it positively impacts their decision-making. The alignment of product price with product quality is crucial, ensuring that the set price corresponds to the product's quality (Kertajaya, 2006).

Price influences purchase decision-making when perceived positively by customers. Price is a crucial factor considered by consumers when buying products or services. If consumers find the price suitable, they are more likely to make repeated purchases of the same product. Perceptions of price include:

a) Comparing prices with other products, assessing the price against competing

products.

- b) Suitability of the price with the product's quality, determining if the offered price corresponds to the product's quality.
- c) Affordability of the price, referring to the manufacturer's pricing accessibility to consumers (Dinawan, 2010: 36).

Price's influence on purchase decision-making aligns with research conducted by (Ali, et al., 2017), (Sander, et al., 2021), and (Septyadi, et al., 2022).

The Influence of Product Quality on Purchase Decision-Making.

Product quality affects purchase decision-making, as consumers evaluate various dimensions or indicators of product quality based on their expectations. Quality products are those that meet the needs and desires of customers. According to Kotler and Keller, product quality is a product's ability to deliver performance results that match or even exceed customer expectations. "Product quality stands for the ability of a product to perform its function. It includes the product's overall durability, reliability, precision, ease of operation and repair, and other value attributes. Some of these attributes can be measured objectively. From a marketing point of view, however, quality should be measured in terms of buyer's perception" (Kotler and Armstrong, 2011: 258). This indicates that a product's quality is assessed by its ability to perform its function, a combination of durability, reliability, precision, ease of maintenance, and other product attributes.

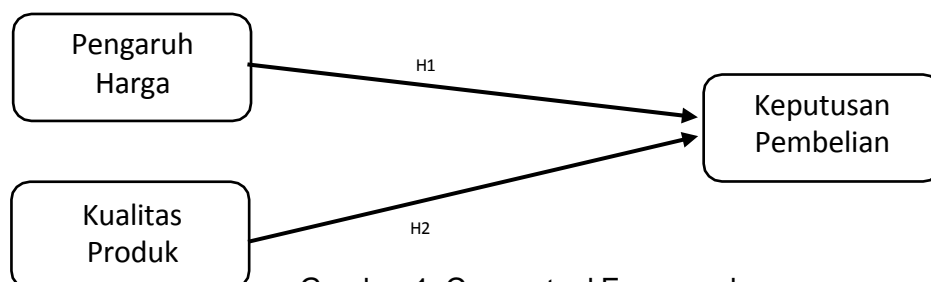
Quality management, in terms of marketing, should be based on buyers' perceptions and responses to the quality itself. Personal preferences significantly influence this aspect. Therefore, in managing product quality, it should align with the intended use. Product quality is the physical, functional, and characteristic condition of the product that satisfies consumer tastes and needs, meeting the value for money spent (Prawirosentono, 2004: 6). Thus, product quality affects the dimension or indicator of purchase decision-making: buying because it aligns with desires and needs.

To enhance purchase decision-making by considering product quality, it is essential to improve aspects related to product quality, such as features, reliability, and repair capability, creating favorable purchasing decisions (Ali & Budianto, 2018).

Product quality influences purchase decision-making when perceived positively by consumers. A product is something offered to the market to gain attention, be bought, used, or consumed to fulfill a desire or need (Kotler and Armstrong, 1995: 444). Discussing products involves considering the aspect of product quality. Product quality is the understanding that the seller's offered product has additional value that competing products do not possess. By paying attention to various aspects of product quality, such as features, durability, reliability, ease of repair, and design, product quality influences purchase decision-making. Product quality's impact on purchase decision-making aligns with research conducted by (Anwar, et al., 2015), (Ali, et al., 2017), and (Ilhamalimy, et al., 2020).

CONCEPTUAL FRAMEWORK

Based on the formulation of Product Quality, relevant theoretical studies, previous research, and the discussion of the influence among variables, the conceptual framework of this article is as follows.



Gambar 1: Conceptual Framework

Based on the conceptual framework diagram above, Price and Product Quality influence Purchase Decision-Making.

In addition to these three exogenous variables that influence Purchase Decision-Making, there are many other variables that also affect it, including:

- a) Promotion: (Ali, 2010), (Hastuti, et al., 2020), and (Septyadi, et al., 2022).
- b) Brand Image: (Amilia, 2017), (Fatmaningrum, et al., 2020), and (Sander, et al., 2021).
- c) Design: (Achidah, 2016), (Suari, 2019), and (Tabelessy, 2020).
- d) Product Quality: (Desfiandi et al., 2017), (M & Ali, 2017), (Ali, Narulita, et al., 2018), (M & Ali, 2017), (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Riyanto et al., 2017), (Maisah & Ali, 2020), (Brata et al., 2017), (Thanh Nguyen et al., 2019), (Ali, 2019), and (Anggita & Ali, 2017).
- e) Service Quality: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Evi, et al., 2018), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).
- f) Trust: (Toto Handiman & Ali, 2019), and (Indarsin & Ali, 2017), (Ali et al., 2016).
- g) Promotion: (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali, Narulita, et al., 2018), and (Brata et al., 2017).

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the theory, relevant articles, and discussions, hypotheses can be formulated for further research. Price has an impact on Purchase Decision-Making, as the dimensions or indicators of price significantly influence decision-making. Product Quality also influences Purchase Decision-Making, understanding that a product with superior quality, including features, durability, reliability, ease of repair, design, and more, will have added value compared to competing products. Thus, product quality significantly affects purchase decisions.

Recommendations

There are still many other factors that can influence Purchase Decision-Making besides Price and Product Quality. Therefore, there is a recommendation in this article that further studies are needed to identify what other factors may affect Purchase Decision-Making, beyond the variables examined in this article. Other factors could include Promotion, Brand Image, location, and Design. Further research is expected to use a larger sample size. Additionally, future studies are encouraged to introduce more independent variables or replace insignificant variables from this research with others that are suspected to influence purchase decisions, ensuring more accurate results.

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