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Determining Purchasing Decisions and Customer Satisfaction based on Price and Trust: A Literature Review of Marketing Management

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Abstract: The purpose of writing this Literature Review Paper is to determine the influence of price and trust variables on purchasing decisions and customer satisfaction. With qualitative methods and Library Research. The results of the study indicate that price influences purchasing decisions, advertising influences customer satisfaction, trust influences purchasing decisions, trust influences customer satisfaction and purchasing decisions influence customer satisfaction.

Keywords: Price, Trust, Purchase Decisions, Customer Satisfaction

INTRODUCTION

Every student, whether undergraduate, postgraduate or doctoral, is required to conduct research in the form of a thesis, dissertation and dissertation. Likewise for lecturers, researchers and other functional staff actively conduct research and create scientific articles to be published in scientific journals.

Based on the empirical experience of many students and young lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory being studied, to see the relationship between variables and build hypotheses, and are also very necessary in the discussion section of research results.

This article discusses the influence of price and trust variables on purchasing decisions and customer satisfaction (A Marketing Management Literature Study). Of course, not all factors influence purchasing decisions and customer satisfaction. In this article, this is only a small part that will be studied and reviewed.

In detail, the purpose of writing this “Literature Review Paper” is to determine the influence of exogenous variables of price and trust on purchasing decision variables and customer satisfaction.

1. The influence of price on purchasing decisions.
2. The influence of product price on customer satisfaction.
3. The influence of trust on purchasing decisions.
4. The influence of brand trust on customer satisfaction.
5. The influence of purchasing decisions on customer satisfaction.

METHOD

The method of writing this scientific article is with a qualitative method and literature study or Library Research. Reviewing literature books in accordance with the theories discussed, especially in the scope of Marketing Management. In addition, analyzing reputable scientific articles and also scientific articles from journals that are not yet reputable. All scientific articles cited are sourced from Mendeley and Google Scholar.

In qualitative research, literature reviews must be used consistently with methodological assumptions. This means that it must be used inductively so as not to direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory (Ali & Limakrisna, 2013).

Furthermore, it is discussed in depth in the section entitled “Related Literature” or Literature Review (Review of Literature), as the basis for formulating hypotheses and will then be the basis for making comparisons with the results or findings revealed in the research, (Ali & Limakrisna, 2013).

RESULTS AND DISCUSSION

1. The Influence of Price on Purchasing Decisions

Companies must pay attention to competitor prices because they can affect purchasing decision behavior (Dudu & Agwu, 2014). Price is also one of the determining factors for consumers in determining purchasing decisions for products or services (Anggita & Ali, 2017), the correlation shows that each dimension of the price variable with purchasing decisions is related to a positive value (Novansa & Ali, 2017). Price has a strong correlation coefficient value with purchasing decisions where it is necessary to pay attention to discounts and price suitability because it can attract purchasing decisions (Brata et al., 2017). Price affects consumer purchasing decisions for a product (Djarmiko & Pradana, 2016), Research by (Gan & Wang, 2017) Price perception has a significant positive effect on purchasing decisions. The more competitive the price, the more it will increase purchasing decisions (Yunita & Ali, 2017). (Aji Normawan Rosyid, Handoyo Djoko W, 2013) Price has a positive effect on purchasing decisions, companies must focus on communicating customer value through price. Similarly, (Rödiger et al., 2016) low prices can influence consumers to buy. (Amanah et al., 2017) with research results showing that price and trust are positive and can significantly influence online purchasing decisions. (Konuk, 2018; Ferdinand, 2014) price has a positive effect on purchasing decisions.

2. The Effect of Price on Customer Satisfaction

Customer Satisfaction can be built from prices that meet consumer expectations, prices have a positive and significant effect on customer satisfaction, both partially, simultaneously and both directly and indirectly, (Sondak et al., 2021). similarly (Hernikasari et al., 2022) found that prices have a positive and significant effect on customer satisfaction. Meanwhile (Bunga Pertiwi et al., 2022) found that prices can be measured through several indicators consisting of: 1. Price Competitiveness, 2. Price Suitability with Price Benefits, 3. Price According to Product Quality. Has a significant effect on customer satisfaction

variables. Research by (M & Ali, 2017) price has a positive and significant effect on Customer Satisfaction (Limakrisna & Ali, 2016). (Nandito & Fairliantina, 2023) price has a positive and significant effect on customer satisfaction. Research (Lathiifa & Ali, 2013) price has a significant effect on customer satisfaction. (Syahroni et al., 2024) price has an influence on customer satisfaction.

3. The Influence of Trust on Purchasing Decisions

In general, consumer trust is seen as the seller's good intentions, expertise and honesty. By maintaining consumer trust, it will create future purchasing behavior (Firmansyah & Ali, 2019). When consumers are aware that the brand to be used has more benefits, consumers will trust (Ali, 2019a), because a good company reputation creates purchasing behavior (Ali, 2019a). Consumer trust will create good trust in the seller and will increase consumers in purchasing behavior (Larasetiati & Ali, 2019). Trust has a direct and significant effect on purchase intention (Firmansyah & Ali, 2019) (Zhao et al., 2019) and trust is an important factor in increasing interest in online shopping. Mosunmola et al. (2019) also found an influence between trust and purchase interest. (Jeaheng et al., 2020) trust has a positive and significant effect on purchasing decisions. (Damghanian et al., 2016) high trust can reduce the risk perceived by consumers so that it can have an impact on purchasing decisions. Trust has a significant positive effect on consumer purchasing decisions (Al-ekam, 2016). And research from (Yen, 2019) found that trust has a significant positive effect on purchasing decisions.

4. The Effect of Trust on Customer Satisfaction

Consumer trust has a significant effect on customer satisfaction. Based on research findings, trust is an important factor for someone to create customer satisfaction with a product (Periana & Setiawan, 2022), this is in line with research conducted by (Ilhamalimy, 2020) which found that strong trust will form satisfaction and have an impact on repurchase interest, Meanwhile (Firmansyah & Ali, 2019) found that customer satisfaction is influenced by strong trust in a product that is believed to be of quality by consumers, this is in accordance with the results of research (Firmansyah & Ali, 2019; Halim, 2017; Larasetiati & Ali, 2019; Mahaputra, 2017; Rafqi Ilhamalimy & Ali, 2021) which found that trust has a positive and significant effect on customer satisfaction, both partially and simultaneously.

5. The Influence of Purchasing Decisions on Customer Satisfaction

Customers generally feel one level of satisfaction, if the quality of the service and product meets expectations, the customer will be satisfied, whereas they will feel disappointed because the quality of the service and product does not meet expectations (Limakrisna & Ali, 2016). Purchasing decisions that lead to repeat purchases will create customer satisfaction (Ali, 2019). Likewise, (Perdana et al., 2018) purchasing decisions have a significant influence on customer satisfaction. Research by (Cao et al., 2018) Purchasing decisions have a positive and significant effect on customer satisfaction. Meanwhile (Diawan et al., 2016). The research results show that purchasing decisions have a positive and significant effect on customer satisfaction. (Fauziah et al., 2023), (Amelia et al., 2015) purchasing decisions have a positive and significant effect on customer satisfaction.

Conceptual Framework

Based on the formulation of the problem in writing this article and the literature review study of relevant books and articles, the framework for this article is as follows.

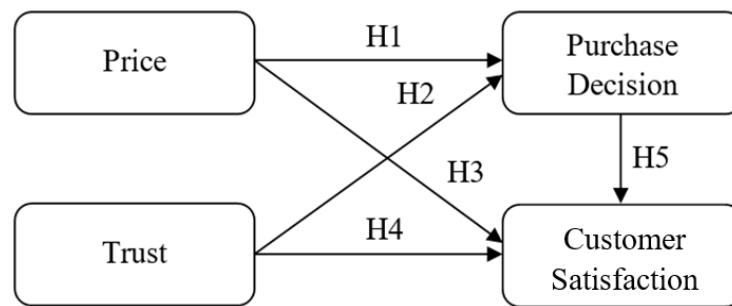


Figure 1. Conceptual Framework

Price and trust have a relationship and influence purchasing decisions and customer satisfaction both directly and indirectly.

In addition to the variables of Price and trust that influence purchasing decisions and customer satisfaction, there are many other variables that influence them, including the variables:

- 1) Price: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali et al., 2019), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).
- 2) Trust: (Ali et al., 2019), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali et al., 2018), and (Brata et al., 2017).
- 3) Brand image: (M & Ali, 2017), (Ali, 2019a), (Setyadi & Ali, 2017), (Agussalim & Ali, 2017), (Cheong & Jang, 2008), (Yu et al., 2013), (Aji Normawan Rosyid, Handoyo Djoko W, 2013), (Kazmi & Mehmood, 2016)(Kazmi & Mehmood, 2016), (Kazmi & Mehmood, 2016)(Sivaram et al., 2019), (Chovanová et al., 2015), (Durrani et al., 2015), (Foster, 2017), (Suhaily, 2017).
- 3) Purchase Decision: (M & Ali, 2017), (Ali, Narulita, et al., 2018), (M & Ali, 2017), (Ali 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).
- 4) Custume Satisfaction: (Firmansyah & Ali, 2019), (Hamdan et al., 2023), (Hernikasari dkk., 2022), (Jeaheng et al., 2020), (Konuk, 2018), (Limakrisna & Ali, 2016), (M, A & Ali, 2017), (Mahaputra, 2017), (Mappesona et al., 2020), (Wydyanto & Hamdan, 2020), (Periana & Setiawan, 2022), (Perdana et al., 2018).

CONCLUSION

Hypothesis testing research is a research that aims to develop a hypothesis and test it empirically on a particular problem (Ali & Limakrisna, 2013). Based on the formulation of the article, results and discussion, the following hypotheses can be formulated for further research:

1. Price affects Purchasing decisions.
2. Price affects Customer Satisfaction.
3. Trust affects Purchasing decisions.
4. Trust affects Customer Satisfaction.
5. Purchasing decisions affect Customer Satisfaction.

Suggestion

Based on the conclusion above, the suggestion in this article is that there are still many other factors that influence purchasing decisions and customer satisfaction, apart from price and trust at all types and levels of organizations or companies, therefore further studies are still needed to find other factors that can influence purchasing decisions and trust other than those studied in this article.

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