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Analysis of Product Quality, Brand Image and Service Quality on Purchasing Decisions (Marketing Management Literature Review)

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Abstract: Literature Review The Influence of Product Quality, Brand Image and Quality of Service on Purchasing Decisions is a scientific article used to build a research hypothesis on the influence between variables that will be used in further research. The method of writing a literature review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other online media. The results of this article are: 1) Product Quality influences Purchasing Decisions; 2) Brand Image influences Purchasing Decisions; 3) Quality of Service influences Purchasing Decisions. Apart from these 3 exogenous variables that influence the endogenous variable of Purchasing Decisions, there are still many other factors including buying interest, promotion, price.

Keyword: Product Quality, Brand Image, Quality of Service, Purchase Decision

INTRODUCTION

In today's era, people's lifestyles continue to develop, needs and desires are also increasing, causing people to pay more attention to their appearance. Therefore, beauty companies are competing to present skincare products according to the needs and skin types of consumers.

As the market develops, more and more local skincare brands are emerging with various brands. The large market in the beauty industry encourages local Indonesian companies to participate and develop high-quality local skincare products that meet international standards, to compete with local and international brands. This is reflected in the increase in sales of skincare products from local brands.

Product quality can be called a determining factor of consumer satisfaction after purchasing and using a product. The product quality perceived by customers will determine a perception of the company's performance, which will ultimately affect the purchasing decision.

Brand image is a series of consumer beliefs and understandings about the brand as a whole, consumer trust in a particular brand, and how consumers view a brand. Although

brands that initially function to differentiate one product from another eventually develop by influencing the image of the company and vice versa. In addition, what must be done by the company is to improve the quality of service that can influence purchasing decisions. High-quality service is one of the keys to a company's success.

What companies must do is to provide good product quality, a brand image that is considered positive by many consumers, and quality of service that aims to attract consumers to make purchases and remind consumers to make repeat purchases so that there is a mutual benefit between the company in achieving the goal of gaining profit and consumers in gaining satisfaction with a product they want, and making it easier to make decisions about purchasing products.

This study aims to determine whether product quality, brand image and service quality affect purchasing decisions. Based on references from the problems that have been explained previously. The scientific article questions of the literature review of this study are as follows:

1. Does Product Quality Affect Purchasing Decisions?
2. Does Brand Image Affect Purchasing Decisions?
3. Does Consumer Service Quality Affect Purchasing Decisions?

METHOD

The method of writing this scientific article is with quantitative methods and literature review (Library Research). Reviewing theories and relationships or influences between variables from books and journals both offline in the library and online from Mendeley, Google Scholar and other online media.

In quantitative 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 quantitative research is that the research is exploratory (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

The results of this article based on problem background, objectives, and methods are as follows :

Product Quality

According to (Ali et al., 2017) Product Quality is the ability of a product to provide performance results that meet or even exceed consumer expectations. Meanwhile, according to (Kotler & Amstrong, 2018) product quality is the characteristics of a product or service that supports its ability to satisfy customer needs.

According to (Tjiptono, 2015) has product quality indicators, namely: 1) Performance; 2) Features; 3) Reliability; 4) Conformity to specifications; 5) Durability; 6) Aesthetics.

Product quality has been studied by many researchers, namely: (Agussalim & Ali, H. , 2017) , (Hernikasari, Ali H, et al., 2022) , (Paramita, Ali H et al., 2022) , (Anom, S., & Ali, H, 2024) , (Pertiwi, Ali H & et al., 2022).

Brand Image

According to (Kotler & Keller, 2016) Brand image is a consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind when remembering a particular brand. Meanwhile, according to (Tjiptono et al., 2020) brand image is useful for producers and consumers, producers, brands have an important role as a means of identifying

products and companies, as a form of legal protection, as a signal of quality assurance, as a means of creating 16 unique associations and meanings (differentiation).

According to (Kotler & Keller, 2012) The indicators that form brand image are: 1) Corporate Image; 2) Product Image; 3) User Image.

Brand image has been studied extensively by previous researchers, including: (Wijaksono & Ali H , 2019) , (Setyadi, Ali H et al., 2017) , (Ali H., Mahaputra, et al., 2023) , (Maharani, Ali H et al., 2024) , (Kholipah, Ali, H et al., 2023).

Service Quality

Service means any activity or benefit provided by one party to another party that is basically intangible and does not result in ownership of something (Kotler, 2009). Meanwhile, according to Tjiptono (2011), service quality is a dynamic condition that is closely related to products, services, human resources, and processes and environments that can at least meet or exceed the expected service quality.

According to (Tjiptono, F & Chandra, 2012), the indicators that are often used as references are as follows: 1) Reliability; 2) Responsiveness; 3) Assurance; 4) Empathy; and 5) Physical evidence.

Service Quality has been widely studied by previous researchers, including: (Hia, Ali H, et al., 2022) , (Marbun, Ali H, et al., 2022) , (Ali H, 2017) , (Ali H, Octavia et al., 2024) , (Putra, Ali H, et al., 2024).

Purchasing Decision

According to (Al Hafizi & Ali Hapzi, 2021) Purchasing Decision is a person's attitude when buying or using a product that the person considers to provide satisfaction. Meanwhile, according to Kotler & Armstrong (2022) in the research journal (Dinda & Ali, 2024) states that purchasing decisions are part of buyer behavior and include research on individuals, groups, or organizations that include the selection, purchase, use of products, ideas or experiences that aim to meet the needs and expectations of buyers.

According to (Kotler & Keller, 2016:183) purchasing decisions are explained through indicators which are divided into 6, namely: 1) Product selection; 2) Brand selection; 3) Selection of distributor location; 4) Time of purchase; 5) Payment method.

Purchasing decisions have been studied by previous researchers, namely: (Ibrahim & Ali, H., 2024) , (Pradana & Ali, H., 2023) , (Frاندhana & Ali H., 2024) , (Fauziah, Ali, H et al., 2023) , (Ali, H., Octavia et al., 2022).

Table 1: Relevant previous research

No	Author, Year	Research Results	Similarities with research	Differences with research
1	(Diana Putri Aristamia et al., 2023)	That brand image, price and product quality simultaneously have a significant influence on diamond purchasing decisions	Product Quality variables on purchasing decisions	This study uses the Multiple Linear Regression method using SPSS
2	(Yohana & Ginanjar, 2021)	That price does not influence purchasing decisions, but product quality and brand image have a positive and	Product Quality variables on purchasing decisions	Price variable does not affect purchasing decisions

		significant influence on purchasing decisions		
3	(Syauqina Hanifah et al., 2023)	That the Halal Label and Brand Image do not influence purchasing decisions, but Product Quality has a positive and significant influence on purchasing decisions	Product Quality variables on purchasing decisions	The variables of halal label and brand image do not influence purchasing decisions
4	(Ernawati, 2021)	That Brand Image and promotion have a positive and significant influence on purchasing decisions, while price does not have a significant influence on purchasing decisions.	Brand Image Variables on Purchasing Decisions	This study uses the purposive sampling method.
5	(Maulana et al., 2021)	That product quality, price and brand image have a significant influence on purchasing decisions	Brand Image Variables on Purchasing Decisions	This study uses the purposive sampling method
6	(Teddy & Dinda, 2020)	That brand image, price, product quality have a significant influence on purchasing decisions	Brand Image Variables on Purchasing Decisions	This study uses SPSS as a tool to test data
7	(Sopiyan, 2022)	That the variables Digital Marketing and Service Quality have a significant influence on purchasing decisions	Service Quality Variables on Purchasing Decisions	This study uses SPSS as a tool to test data
8	(Saputra & Ardani, 2020)	That the variables Digital marketing, word of mouth and service quality have a positive and significant influence on purchasing decisions	Service Quality Variables on Purchasing Decisions	This study uses the accidental sampling method
9	(Kelviana et al., 2021)	That the variables location, price and service quality have a simultaneous influence on purchasing decisions.	Service Quality Variables on Purchasing Decisions	This study uses SPSS as a tool to test data

Discussion

The Influence of Product Quality on Purchasing Decisions

Based on research conducted by (Diana Putri Aristamia et al., 2023) shows that Product Quality has a significant effect on purchasing decisions. Then in further research conducted by (Yohana & Ginanjar, 2021), the results of the study showed that product quality has a positive and significant effect on purchasing decisions.

Product Quality is an important aspect. Products are also one of the variables that determine the activities of a company because without a product a company cannot carry out activities to achieve the expected results.

The Influence of Brand Image on Purchasing Decisions

Based on research conducted by (Ernawati, 2021) shows that Brand Image has a positive and significant effect on purchasing decisions. Thus, brand image is a determining factor for consumers in making purchasing decisions on e-commerce sites. Then in further research conducted by (Maulana et al., 2021), the results of the study showed that brand image has a significant effect on purchasing decisions.

Brand image is a consumer's perception of a brand which includes whether the brand is good or bad. The goal of the company is to create consumer purchasing decisions for the products produced and a positive brand image can provide a good relationship with consumers.

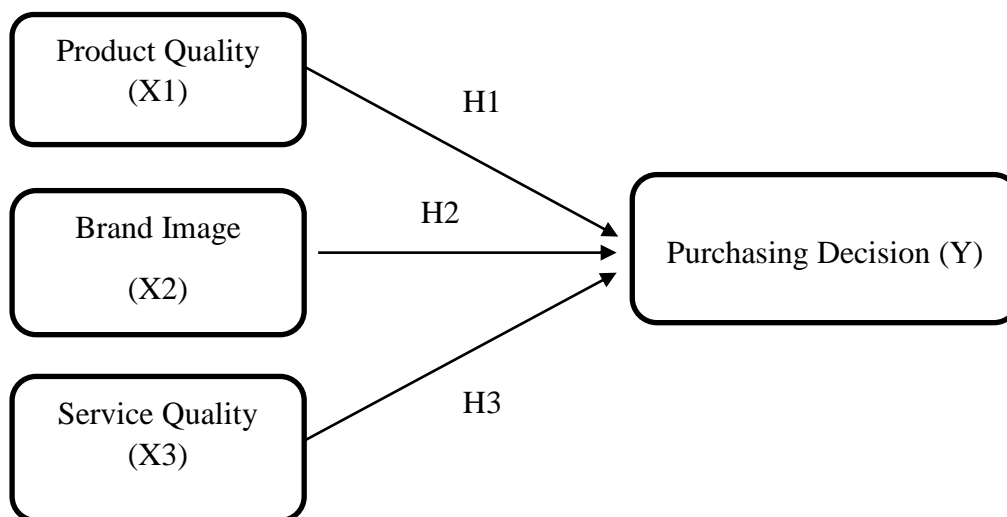
The Influence of Service Quality on Purchasing Decisions

Based on research conducted by (Saputra & Ardani, 2020) shows that Service Quality has a significant effect on purchasing decisions. Then in further research conducted by (Sopiyan, 2022), the results of the study showed that service quality has a significant effect on purchasing decisions.

Service quality is an activity provided by one party to another party with a relationship and the aim of being able to provide satisfaction to the second party in order to increase purchasing decisions.

Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking in this article is obtained as below:



And there are many other factors that influence Purchasing Decision (Y), including :

- a) Promotion : (Hasyim, U., & Ali, H., 2022) , (Layanah, N., & Ali, H., 2023) , (Fahlevi, R. A., & Ali, H., 2024) , (Junikon, E., & Ali, H., 2022).
- b) Price : (Azis, E., & Ali, H. (2023) , (Gunawan & Ali, H., et al., 2023) , (Doan, A. N. G., & Ali, H. (2021) , (Aprelyani, S., Ali, H., et al., 2024).
- c) Brand Awareness : (Ali, H., 2019) , (Wijaksono, D., & Ali, H., 2019) , (Maharani, U., & Ali, H., 2019) , (Sivaram, M., Munawar, N. A., & Ali, H., 2019).

- d) Customer Satisfaction : (Rahmawati & Ali H., et al., 2023) , (Hasyim, U., & Ali, H., 2022) , (Aisyah, S. N., & Ali, H., 2023) , (Alfian & Ali, H et al., 2022).
- e) Purchase Interest : (Aprelyani, S., Ali, H., & Hadita, H., 2024) , (Ali, H., 2023) , (Ali, H., 2021) , (Saputra, F., Ali, H., & Mahaputra, M. R., 2023).

CONCLUSION

This study aims to determine the effect of product quality, brand image and service quality on purchasing decisions. Based on the hypothesis that has been explained previously, the results of data processing and discussion, the following conclusions can be drawn from this study:

1. Product Quality has an influence and is significant on Purchasing Decisions.
2. Brand Image has an influence and is significant on Purchase Interest.
3. Service Quality has an influence and is significant on Purchasing Decisions.

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