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Analysis of Promotions, Price Perceptions, and Product Quality on Purchasing Decisions (Marketing Management Literature Review)

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Abstract: Literature Review of the influence of Promotion, Price Perception, Product Quality, on Purchasing Decisions is a scientific article used to build research hypotheses 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 1) Promotion influences Purchasing Decisions; 2) Price Perception influences Purchasing Decisions; 3) Product Quality influences Purchasing Decisions. Apart from these 3 exogenous variables that influence the endogenous variable of Purchasing Decisions, there are still many other factors including consumer reviews, trust, brand image.

Keyword: Promotion, Price Perception, Product Quality, Purchasing Decision.

INTRODUCTION

Currently, the development of technology and information in Indonesia is growing very rapidly, which has led to the emergence of the Internet as the public's media of choice compared to other media. With the emergence of social media, the communication tools and strategies used by consumers have changed significantly (Fandy Tjiptono, 2019). This change can be seen from the increasingly widespread coverage of social media, which was initially used to share users' daily activities such as sharing photos and videos. However, now social media can be used as a promotional platform for producers and a tool for consumers to find information about the products they want to buy.

Beauty is the dream of all women. Every woman wants beauty because beauty increases self-confidence. Beauty here means healthy and clean skin. For a woman to remain beautiful, she must take care of her face and body. This treatment can be done by visiting a beauty salon or using Skincare and Bodycare products. However, due to globalization, perceptions of the world have also changed. People are starting to realize the importance of grooming and appearance. Most men are now accustomed to using skincare for their own care.

The high level of competition and the many competitors of similar companies that present alternative choices for consumers with different promotions and quality, companies

must also have creative ways to create promotions that attract consumer attention and create customer preferences, so companies are required to understand consumer behavior in target market by offering or selling quality products and good service to consumers, the company will have the opportunity to gain an advantage over its competitors if by doing so consumers in terms of clothing, food and shelter which are primary (basic) needs.

This research aims to find out whether promotion, price and product quality influence the decision to purchase Scarlett skincare products. Based on references from the problems previously explained. Questions for Literature Review scientific articles are as follows:

1. Does promotion influence purchasing decisions?
2. Does price perception influence purchasing decisions?
3. Does consumer product quality influence purchasing decisions?

METHOD

The method for writing this scientific article is quantitative methods and library research. Examining theories and relationships or influences between variables from books and journals both offline in the library and online sourced 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 that it does not direct the questions asked by the researcher. One of the main reasons for conducting quantitative research is that the research is exploratory in nature (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

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

Promotion

According to (Sari, 2020), promotion is seen as information to influence individuals or organizations to purchase products or services. Meanwhile, according to Fajar Laksanan in (Aisya & Riyadi, 2020) Promotion is a communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers who previously did not know them to become familiar so that they become buyers and still remember the product.

According to Herlambang (Pasaribu et al., 2019), the variable indicators used in this research are: 1) Advertising; 2) Sales Promotion; 3) Public relations with publicity; and 4) Personal selling.

This promotion has been studied by many previous researchers, including: (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali, Narulita, et al., 2018), (Saputra & Mahaputra, 2022a), (Hasyim & Ali, 2022) (Mega Sifti Minarti, 2020).

Price Perception

Price perception is how consumers view certain prices, whether high, low or reasonable, which has a strong influence on consumer purchasing intentions and purchase satisfaction. Schiffman and Kanuk, 2010 in (Sandala et al., 2021). Price perception is how price information is fully understood and provides deep meaning for consumers. Price perception is an important assessment for consumers regarding the comparison of the amount of sacrifice with what they will get from products and services. Zeithaml, 1988 in (Putra, 2021) According to Kotler and Armstrong, 2012 in (Kambey et al., 2022) price perception is

related to the value contained in the price related to the benefits of owning or using a product and service.

According to Kotler and Armstrong 2012 in (Korowa et al., 2018), there are four price indicators, namely: 1) Price Affordability; 2) Price conformity with product quality; 3) Price competitiveness; and 4) Matching price with benefits.

Price Perception has been widely studied by previous researchers, including: (Ali, Zainal, et al., 2022), (A. Setyadi et al., 2017), (Fauzi & Ali, 2021), (Suleman et al., 2020), (Maisharoh & Ali, 2020), (Paijan & Ali, 2017), (Putri Primawanti & Ali, 2022), (Mukhtar et al., 2016).

Product Quality

According to Weenas, 2013 in (N. R. Halim & Iskandar, 2019). Product quality is the ability to carry out its function, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. Companies need to continue to improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases. According to Amrullah and Agustin (2016) in (Satria & Sidharta, 2017). Quality is a product and service that goes through several process stages by taking into account the value of a product and service without the slightest deficiency in the value of a product and service, and produces products and services that meet the high expectations of customers.

Product quality indicators include: 1) Durability; 2) Reliability; 3) Product suitability; and 4) Ease of use and repair (Budiyanto, 2018).

Product quality has been widely studied by previous researchers, including: (Ali et al., 2016), (Ali & Larasetiati, 2019), (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Wahono & Ali, 2021), (Iryani et al., 2021), (Hasyim & Ali, 2022), (Kholisoh & Ali, 2020).

Purchasing Decisions

According to (Tjiptono, 2016) purchasing decisions are part of consumer behavior. Consumer behavior is actions that are directly related to the acquisition and identification of products and services, including the decision-making process before and after these actions. According to (Assauri, 2015) consumer purchasing decisions are also influenced by habits, these buying habits include when the purchase is made, when the purchase is made and where the purchase is made. According to Nugroho in (Nurjaya et al., 2021), purchasing decisions are a problem solving process by consumers to buy a product, after considering various aspects and alternatives that involve affections and influences, both from within themselves and from the surrounding environment. According to Herynto in (Rivaldo & Yusman, 2021) purchasing decisions are decisions made to fulfill consumer needs and desires by researching more than one method which is influenced by main purchasing factors including procurement methods, products and conditions.

According to Tjiptono in (Effendi & Chandra, 2020) there are six purchasing decision indicators as follows: 1) Product selection; 2) Brand choice; 3) Choice of distribution location; 4) Number of purchases or quantity; and 5) Purchase Time.

Purchasing decisions have been widely studied by previous researchers, including: (Ali et al., 2022), (Lathiifa & Ali, 2013), (Putra & Ali, 2022), (Sari & Ali, 2022), (Kasman & Ali, 2022), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (Chong & Ali, 2022), (Doan & Ali, 2021), (Fauzi & Ali, 2021).

Table 1: Relevant Previous Research

No	Researcher Name	Research Results	Research Equation	Research Differences
1	(Sandal et al., 2021)	Brand image and price perception have a significant influence on purchasing decisions	There is a similarity in price perception variables that influence purchasing decisions	There are differences using SPSS 21.0
2	(Ariella, 2018)	Product quality has a significant effect on purchasing decisions, product price and product design do not have a significant effect on purchasing decisions.	There is a similarity in product quality variables that influence purchasing decisions.	There are differences, the data used is multiple regression analysis with the SPSS.
3	(Fetrisen & Aziz, 2019)	The results of this research are that product quality has no significant influence on purchasing decisions, price has a significant influence on purchasing decisions and promotion has a significant and positive influence on purchasing decisions.	There is an equation that the price variable has a significant influence on purchasing decisions	There are differences in product quality variables that do not have a significant effect on purchasing decisions
4	(Tampi nongkol et al., 2018)	The research results show that word of mouth, product quality and brand image simultaneously and partially influence the decision to purchase Converse shoes.	There is a similarity that product quality variables influence purchasing decisions	There are differences in the data used in this research, namely multiple linear analysis processed using the SPSS version 21 program
5	(Sari, 2020)	The research results show that the variables of product quality, promotion and price have a positive and significant effect on purchasing decisions.	There are similarities that research and writing have in common in examining promotional research on purchasing decisions	There are differences related to product quality variables, price does not have an intervening variable.
6	(Mega Sifti Minarti, 2020)	The research results show that lifestyle variables have a partially significant effect on purchasing decisions,	There are similarities that research and writing have in common in examining	The study has lifestyle variables and does not have intervening variables.

		promotions have a partially significant effect on purchasing decisions.	promotions on purchasing decisions.	
7	(Susilo et al., 2018)	The research results show that price, service quality, promotion and trust partially influence purchasing decisions.	There is a similarity that research and writing have similarities in examining promotional variables on purchasing decisions.	The research has the variables price trust and customer satisfaction as intervening variables.
8	(Rasyidi, 2019)	The research results show that the product quality variables, price and promotion, partially and simultaneously influence purchasing decisions.	There are similarities in that research and writing have similarities in examining promotions on purchasing decisions mediated by service quality as an intervening variable.	The research has independent variables, namely product quality and price.
9	(Melati & Dwijayanti, 2020)	Price has a significant influence on purchasing decisions.	There is a similarity that the price variable influences purchasing decisions.	There are differences measured using multiple linear regression analysis.

Discussion

a) The Effect of Promotion on Purchasing Decisions

Based on research conducted by (Alamsyah, 2017), it shows that promotions have a positive and significant effect on purchasing decisions. Then in subsequent research conducted by (Pasaribu et al., 2019), the research results showed that promotions had a significant effect on purchasing decisions through customer satisfaction at Umrah Travel.

There are many types of promotions carried out by companies, ranging from cashback, discounts and others, which can be a special attraction for consumers. This can be a consideration for someone before making a purchasing decision, so that the influence of promotions on purchasing decisions has a significant effect.

b) The Effect of Price Perceptions on Purchasing Decisions

Based on the theory of Kotler & Armstrong (2018), price is the amount of money a customer spends to obtain the use or benefit or ownership of a good or service. It can be seen that consumers who make purchasing decisions through Shopee make several considerations before making a purchase.

In research conducted by (Dwijantoro et al., 2021) it is said that the indicators in the price variable, namely price according to benefits, price according to quality, and price affordability make a big contribution in influencing purchasing decisions. The importance of setting prices on the Shopee marketplace is a consideration for consumers when making

purchases and preventing business competitors. Consumers who make purchases on Shopee will make purchasing decisions if the consumer feels that the benefits of the product are greater than or equal to the amount of money spent, and also with the affordability of prices consumers can buy the products offered on Shopee and also consumers feel that if the price offered is more between the two product choices, consumers will choose the higher price because usually many people think that the quality of the product matches the price.

c) The Effect of Product Quality on Purchasing Decisions

The definition of product quality is according to the explanation of Kotler & Keller (2016), namely all the characteristics of the ability of a good or service to fulfill user needs with the implication and expression of this being the provision of consumer satisfaction.

Based on research results (Dwijantoro et al., 2021), namely the quality of the products offered by Shopee where consumers choose to make purchases because the products offered can meet consumer needs or needs and can also make consumers satisfied when making purchases at Shopee. The results of this research are consistent and in line with research conducted by Akbar (2020) where the research results show that product quality variables have an influence on purchasing decisions.

CONCEPTUAL FRAMEWORK

Based on the problem formulation, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for this article is as follows.

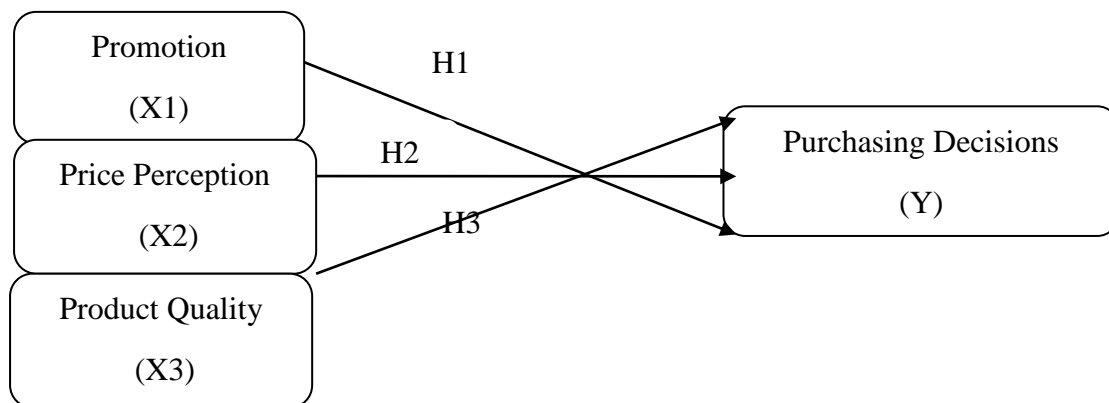


Figure 1. Conceptual Framework

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

- a) Purchase Intention : (Ali, H & Octavia, A., 2023), (Ali, H., 2023), (Paramita, Ali, H., 2022), (Saputra et al., 2023), (Qibtiyana, M., & Ali, H., 2023), (Hernandes & Ali, H., 2024).
- b) Customer Satisfaction : (Ali et al., 2022), (Ali et al., 2016), (M & Ali, 2017), (Limakrisna & Ali, 2016), (Hasyim & Ali, 2022), (Hairiyah & Ali, 2017).
- c) Online Customer Review : (Fauziah et al., 2023), (Assagaf & Ali, 2017), (Mansur & Ali, 2017), (Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017), (Ilhamalimy & Ali, 2021), (Ali, H., Limakrisna, 2013), (Silviah, 2024).
- d) Trust : (Ali. H & Frisco, 2024), (Ali & Rafqi, 2021), (Ali & Hernandes, 2024), (Ali & Rahmawati, 2023).
- e) Brand Image : (Ali et al., 2022), (Ali, Narulita, et al., 2018), (Ali et al., 2016), (Ali & Mappesona, 2016), (Imantoro, 2017), (Ekaprana et al., 2020), (M & Ali, 2017), (Sudiantini & Saputra, 2022), (Toto Handiman & Ali, 2019).

CONCLUSION

This research aims to determine the influence of promotions, price perceptions and product quality on purchasing decisions. Based on the framework of thought that has been explained previously, the results of data processing and discussion, conclusions can be drawn, namely in the form of hypotheses from this research, which are as follows:

H1: Promotions influence purchasing decisions

H2: Price perceptions influence purchasing decisions

H3: Product quality influences purchasing decisions

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