



## BUILDING PURCHASE INTENTION: COMPANY IMAGE, PRODUCT KNOWLEDGE AND PRICE PERCEPTION

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**Abstract:** The Literature Review Article Building Purchase Intention: Company Image, Product Knowledge and Price Perception is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is using the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) Company Image is related to Purchase Intention; 2) Product Knowledge related to Purchase Intention; and 3) Price Perception related to Purchase Intention. Apart from these 3 exogenous variables that affect the endogenous variable of Purchase Intention, there are still many other factors including the variables of Place, Service Quality and Product Quality.

**Keywords:** Company Image, Product Knowledge, Price Perception, Purchase Intention

### INTRODUCTION

In determining the decision to shop, of course, begins with the intention to buy. However, prospective buyers can cancel their purchase intentions due to several factors, resulting in reduced sales or income that we should receive from these sales. For this reason, management needs to pay attention to aspects related to Marketing Management to accelerate the achievement of company or organizational goals. In this case Company Image, Product Knowledge and Price Perception are indicators that need to be investigated by researchers in determining Purchase Intention. Because someone's purchase intention will have an impact on sales and profits earned by the organization or company.

Based on the background of the problems that have been discussed, the researchers determine the formulation of the problem as follows:

1. Does Company Image affect Purchase Intention?
2. Does Product Knowledge affect Purchase Intention?
3. Does Price Perception affect Purchase Intention?

### LITERATURE REVIEW

#### Purchase Intention

According to Bosnjak et al (2006) Purchase Intention is a tendency and desire that strongly encourages individuals to buy a product. According to Kotler (2000) Purchase Intention

is a consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on their personal decision characteristics and decision-making processes.

Purchase Intention indicators according to Schiffman & Kanuk, 2008, in Randi, 2008 are: Interest in finding information about the product, considering buying, interested in trying, wanting to know the product and wanting to have the product.

This Purchase Intention has been studied by many previous researchers, including: (Ali et al., 2022), (Saputra & Mahaputra, 2022a), (Saputra & Mahaputra, 2022b), (Narpati et al., 2020).

### **Company Image**

According to Nguyen and Le Blanc in Flavian et al (2005) Corporate image is the result of a collection of processes where consumers compare various attributes owned by the company, such as product, price, product quality and service quality.

According to Kotler and Keller (2009) corporate image is the public perception of the company related to the business name, architecture, variety of products, traditions, ideologies and impressions of quality that are communicated by each employee who interacts with the organization's clients.

The indicators of Corporate Image according to Sari (2012) are: Personality, Reputation, Values and Corporate Identity.

Company image has been widely studied by previous researchers including: (Saputra, 2021), (Mahaputra & Saputra, 2022), (Suharyono & Ali, 2015),

### **Product Knowledge**

According to Sumarwan (2009) Product Knowledge is a collection of various information about a product, including: product category, brand, terminology, product, attributes, or product features, product price and product trust.

Product Knowledge indicators according to Peter and Olson (2010: 70-75) are: Product attributes, functional benefits, psychological benefits, and values obtained when consumers use products or services.

Product knowledge has been widely studied by previous researchers including: (Setiyaningrum, 2019), (Saputra & Mahaputra, 2022a), (Mukhtar, M., Ali, H., & Jannah, 2016).

### **Price Perception**

According to Kotler & Keller (1996) Perception Price is the amount of money billed for a product or service or the amount of value exchanged by consumers to be able to obtain benefits and use a product or service.

According to Lee and Lawson-Body (2011: 532) Price Perception is a consumer's assessment and the associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable.

Price Perception indicators according to Kotler in Muharam and Soliha (2017) are: Price compatibility with product quality, price compatibility with benefits and competitive prices.

Price perception has been widely studied by previous researchers, including: (Widhiastana et al., 2017), (Sunarto et al., 2017), (Suak et al., 2017), (Wydyanto, 2020), (Sudiantini et al., 2022).

**Table 1. Relevant Previous Research Results**

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Suarjana & Suprapti, 2018)	The Influence of Price Perception, Product Knowledge, and Company Image on Intention to Purchase Indihome Brand Multi-Service Services	Discussing about Company Image, Product Knowledge and Price Perception of Purchase Intention	In this study, there is a research locus on the Indihome brand
2	(Savitri & Wardana, 2018)	The Influence of Brand Image, Product Quality and Price Perception on Satisfaction and Repurchase Intention	Discuss about purchase intention and price perception	There are differences in the brand image and product quality variables
3	(Sulistiyanto & Munisih, 2018)	The Influence of Price Perception and Company Image on Customer Satisfaction and Loyalty of Pharmaceutical Wholesalers PT. Sacapillar Semarang	Discussing price perception and company image	In this study there is a research locus at PT Sakapilar Semarang
4	(Inggrawan, 2010)	Study on Corporate Image Through Corporate Credibility at PT BNI (Persero) Tbk in Semarang	Discussing the company's image	In this study, there is a research locus at PT BNI (Persero) Tbk in Semarang
5	(Desfiandi et al., 2017)	The Influence of Brand Image, Product Quality and Price Perception on Satisfaction and Repurchase Intention	Discussing price perception and purchase intention	There are differences in the brand image and product quality variables
6	(Putra, 2021)	Determination of Customer Satisfaction and Customer Loyalty to Product Quality, Brand Image and Price Perception (Marketing Management Literature Review)	Discussing price perception	There are differences in the variables of customer satisfaction and customer loyalty to product quality and brand image

## RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for comparing the results and findings. -findings revealed in research. (H. Ali & Limakrisna, 2013)

## DISCUSSION

Based on theoretical studies and relevant previous research tables, the following discussion is discussed:

### 1. The Influence of Company Image on Purchase Intention

Corporate image is the reputation that the public gives to a company or organization. A good company certainly has a good image or view in the eyes of the public, where everything that the company does will be considered good. In contrast, if the company's image is bad, then every decision or activity carried out by the company will be judged bad by the public.

Every company can improve or improve its corporate image, in order to attract the public about the activities carried out by the company, both products or services produced by the company.

Corporate Image has an effect on Purchase Intention, this is in line with research conducted by: (Saputra, 2021), (Mahaputra & Saputra, 2022), (Suharyono & Ali, 2015), (Saputra, 2022c).

### 2. The Influence of Product Knowledge on Purchase Intention

Product knowledge is an indicator where the producer knows the product he is offering to consumers or the public, with the hope of achieving sales goals. If producers are able to master the knowledge of their products, it will certainly attract consumers' purchase intentions. Then the company salesperson is required to know the product he wants to offer, thus being able to answer all consumer questions about the product or service.

Product Knowledge has an effect on Purchase Intention, this is in line with research conducted by: (Saputra, 2021), (Mahaputra & Saputra, 2022), (Suarjana & Suprapti, 2018), (Hertati et al., 2021).

### 3. The Influence of Price Perception on Purchase Intention

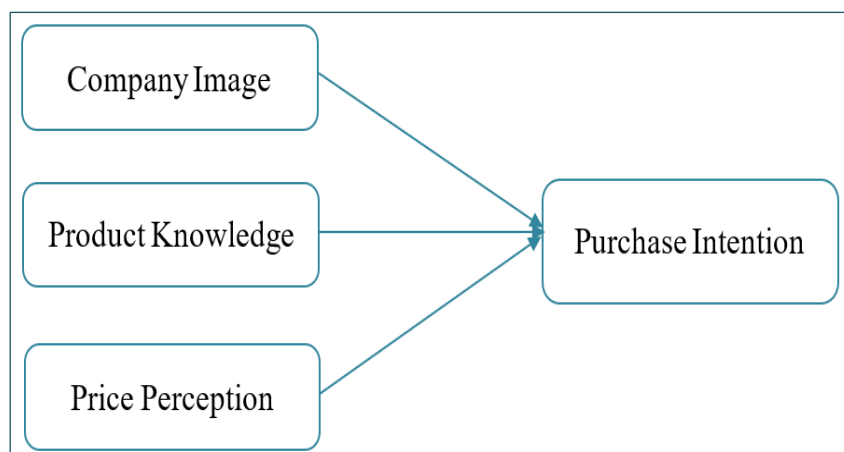
Price perception is a person's perception of the price offered for a product or service whether it is affordable, expensive or cheap. Price indicators can also influence someone to make a purchase.

The company must determine the price of the product/service according to the target market, so that consumers do not have a high perception of price perception. With the price that goes in accordance with the function and quality, consumers will be interested and increase their purchase intention.

Price Perception has an effect on Purchase Intention, this is in line with research conducted by: (Sunarto et al., 2017), (Suak et al., 2017), (Hermawan, 2021), (Saputra, 2022b), (Hernikasari et al., 2022).

## Conceptual Framework

Based on the problem formulation, theoretical studies, previous research and discussion of the influence between variables, the conceptual framework is obtained as follows:



**Figure 1. Conceptual Framework**

Based on the conceptual framework picture above, then: Company Image, Product Knowledge and Price Perception have an effect on Purchase Intention.

Apart from the variables of Company Image, Product Knowledge and Price Perception that affect Purchase Intention. There are many other factors that influence Purchase Intention, including:

- 1) Product Quality: (Noviriska, 2019), (Yurnal, 2016), (Mahaputra & Saputra, 2021), (Karsono & Suraji, 2020), (Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017).
- 2) Place: (Kainde et al., 2021), (Saputra & Ali, 2021), (Rachmawati, 2015), (Riyani et al., 2008), (Ikhsani & Ali, 2017), (Prayetno & Ali, 2020), (Agussalim et al., 2016).
- 3) Service Quality: (Ali et al., 2022), (Erviani et al., 2019), (Saputra & Ali, 2022). (Karsono et al., 2022), (Syauket et al., 2022), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017).
- 4) Price: (Saputra, 2022b), (Saputra & Mahaputra, 2022b), (Karsono, B., & Syauket, 2021), (Sinaga et al., 2020), (Shobirin & Ali, 2019), (Hairiyah & Ali, 2017).
- 5) Discount: (Supriyadi et al., 2019), (Yurnal & Ihsan, 2019), (Zulfah et al., 2020), (Karsono, 2018), (Sitio & Ali, 2019), (Riyanto et al., 2017), (Agussalim et al., 2020).
- 6) Product Design: (Sinthya et al., n.d.), (Atmoko & Noviriska, 2022), (Saputra, 2022a), (Suari et al., 2019).

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the problem formulation, theoretical study and discussion above, the researcher can conclude hypotheses for further research, namely:

1. Company Image effects on Purchase Intention
2. Product Knowledge affects Purchase Intention
3. Price Perception effects on Purchase Intention

### Recommendation

Based on the conclusions above, there are other factors that influence Purchase Intention that can be used for further research, namely: Product Quality, Service Quality, Place, Price, Discounts and Product Design.

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