



## ANALYSIS OF PRICE PERCEPTION, PURCHASE INTEREST AND MARKETING PERFORMANCE ON PURCHASE DECISIONS

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**Abstract:** Literature Review Review of Price Perception Analysis, Purchase Interest and Marketing Performance on Purchase Decisions 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 the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Price Perception is related to Purchase Decisions; 2) Buying Interest is related to Purchase Decision; and 3) Marketing Performance related to Purchase Decision. Apart from these 3 exogenous variables that affect the endogenous variables of Purchasing Decisions, there are still many other factors including Product Quality, Service Quality and Brand Image variables.

**Keywords:** Price Perception, Purchase Interest, Marketing Performance, Purchase Decisions

### INTRODUCTION

In the digital era, consumers tend to like shopping through e-commerce platforms. And the development of e-commerce is very rapid in Indonesia with many business actors switching to using e-commerce or the marketplace. For this reason, business actors need to analyze the indicators that influence purchasing decisions, namely price perception, buying interest and marketing performance.

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

1. Is Price Perception related to Purchase Decision ?
2. Is Purchase Interest related to Purchase Decision ?
3. Is Marketing Performance related to Purchase Decision ?

### LITERATURE REVIEW

#### Purchase Decisions

Purchase Decision is a decision on a buyer that can be influenced by financial conditions, technology, politics, price, location and also the promotions carried out. So that

it forms an attitude in consumers to process all information and make decisions in the form of responses that appear what products to buy (Buchari, A., 2016). Indicators in the Purchase Decisions are as follows: 1) Product choice; 2) Brand choice; 3) Dealer choice; 4) Time of purchase; 5) Number of purchases; and 6) Payment methods.

Purchase Decisions have been widely studied by previous researchers, among others: (R. F. A. Saputra, Pranoto, & Ali, 2021), (Suharyono & Ali, 2015), (H Ali, 2020), (Fahmi & Ali, 2022), (Pandiangan, Masiyono, & Dwi Atmogo, 2021), (Hazimi Bimaruci Hazrati Havidz, 2020).

### **Price Perception**

Price Perception 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 (Kotler & Keller, 2016). 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 (Lee & Lawson, 2011). Indicator price perception are: Price compatibility with product quality, price compatibility with benefits and competitive prices (Muharam & Soliha, 2017)

Price perception has been widely studied by previous researchers, including: (Mulyani, Ridwan, & Ali, 2020), (Ridwan, Mulyani, & Ali, 2020), (Richardo, Hussin, Bin Norman, & Ali, 2020).

### **Purchase Interest**

Purchase intention is a behavior in which a buyer has a desire to choose, consume and use a product that is offered (Kotler & Keller, 2015). Buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers to make purchases (Assael, 2001). Buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before the buying decision is actually implemented (Thamrin, 2003). Indicators of buying interest include: transactional interest, referential interest, preferential interest and exploratory interest (Ferdinand, 2006).

Purchase interest has been widely studied by previous researchers, including: (M & Ali, 2017), (Mansur & Ali, 2017), (Darwisyah, Rosadi, & Ali, 2021), (Wahono & Ali, 2021), (Bimaruci, Agung Hudaya, & Hapzi Ali, 2020).

### **Marketing Performance**

Marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering and exchanging things of value with one another. To develop an effective marketing strategy, marketers must know the types of problem-solving processes that consumers use to make purchasing decisions. In making plans or strategies, management or product managers must discuss with the purchasing and production departments to ensure they can meet sales goals. And the sales manager creates enough units to ensure sufficient availability and with the finance department to ensure that there is sufficient advertising and promotion funding (Abdullah & Tantri, 2016).

Marketing performance is a measure of achievement obtained from the overall marketing activity process for a company (Best 2009). This measure is one indication that describes whether a company is progressing or not. Marketing performance is the output of all efforts and marketing strategies that have been carried out by entrepreneurs. Based on the concept of marketing public relations strategy A to Z, which was coined by Thomas L. Harris. Shopee applies three types of tactics, namely competitions, demonstrations, and product placements. The marketing strategy that has been arranged in such a way should also

be accompanied by a service strategy for consumers. Service quality is a determinant of customer satisfaction.

E-Commerce applications should provide adequate information in the form of information regarding product specifications, promotions, various products, and how the payment system is. The application is also good at providing services in the form of a means to answer customer questions quickly. When customer questions can be answered quickly, then they feel well served so they can be satisfied. Everything Shopee has done is an international marketing strategy as an effort in international business activities. International marketing strategies are designed to improve international marketing performance. International marketing strategies have an impact on increasing the company's reputation and building strong brand awareness.

Marketing performance has been widely studied by previous researchers, among others: (Octavia & Ali, 2017), (Prihartono & Ali, 2020), (Assagaf & Ali, 2017).

**Table 1. Relevant Previous Research**

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Ikhsani & Ali, 2017)	Purchasing Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)	Have similarities in variable Purchase Decision and Price	Has a difference in the research locus, namely at Giant Mall Permata Tangerang
2	(Fasha, Robi, & Windasari, 2022)	Determination of Purchase Decisions Through Buying Interest: Brand Ambassador and Brand Image (Marketing Management Literature Review)	Have similarities in the variables of Purchase Decision and Purchase Interest	Have Differences in Brand Ambassador and Brand Image variables
3	(Anwar & Adidarma, 2016)	The Effect of Trust and Risk on Buying Interest in Online Shopping	Have similarities in the variable of Buying Interest	Discussing Trust when Shopping Online
4	(Hana, 2019)	Millennial Generation's Online Purchase Interest: The Effect of Trust and Service Quality	Have similarities in the variable of Buying Interest	Have differences in the variables of Trust and Service Quality
5	(Hapzi Ali, Zainal, & Ilhamalimy, 2022)	Determination of Purchase Decisions and Customer Satisfaction: Analysis of Brand Image and Service Quality (Review Literature of Marketing Management)	Discussing Purchase Decisions	There are differences in Brand Image and Service Quality

## RESEARCH METHODS

The method of writing scientific articles is by using qualitative methods 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). At 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 comparison with the results and findings. Findings revealed in research (Ali, H., & Limakrisna, 2013).

## **DISCUSSION**

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

### **1. Relationship of Price Perception on Purchase Decisions**

Price perception is a condition where consumers or individuals have expectations of the price of an item or service. Consumers have a perception of goods or services with the perception that the price offered is cheaper or more expensive. Price perception arises when a consumer sees the condition or form of the item, if the quality of the product offered has good quality then the consumer will have a high price perception of the item. And vice versa if the quality of the product offered has poor quality, then the perception of the price that consumers expect is at a low price.

Price perception is related to purchasing decisions, this is in line with research conducted by: (Noviriska, 2019), (Sinaga, Madonna, & Novrian, 2020) (Atmoko & Noviriska, 2022), (Riyani, Sitanggang, & Novrian, 2008).

### **2. Relationship of Purchase Interest on Purchase Decisions**

Purchase interest is a condition where someone has a desire to buy a product or service. Buying interest arises from a person's interest in the products or services offered by the market. And also buying interest can arise from the needs that are being needed by someone, so that there is a willingness to buy.

Purchase interest is related to purchasing decisions, this is in line with research conducted by: (Supriyadi et al., 2019), (Anggit & Setyorini, 2022), (Apriyani, Roberta, Pribadi, & Ainun, 2022),

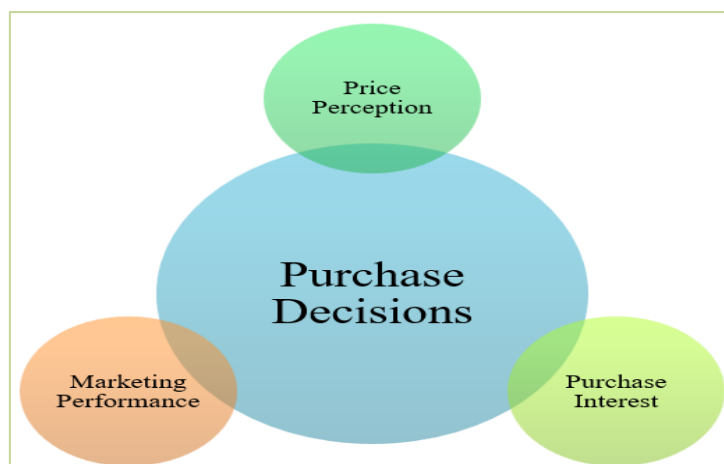
### **3. Relationship of Marketing Performance on Purchase Decisions**

Marketing is one of the activities of introducing, promoting and offering the products they have. The purpose of marketing itself is to make a profit on the sale of the goods or services. In marketing itself has many forms, can consist of digital marketing, interactive, content and search engine optimization. As a marketer who aims to attract the attention of potential consumers to buy the products we offer, sales are required to have knowledge of the product and have a responsive attitude. That way, consumers will be more interested in deciding to purchase the goods or services that we offer.

Marketing performance is related to purchasing decisions, this is in line with research conducted by: (Shiratina, Ramli, Wardhani, & Limakrisna, 2020), (Ilhamalimy & Mahaputra, 2021), (Munawar & Mahaputra, 2022).

## **Conceptual Framework**

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



**Figure 1. Conceptual Framework**

Based on the conceptual framework above, then: Price perception, buying interest and marketing performance are related to purchase decisions. Apart from the variables of price perception, buying interest and marketing performance are related to purchase decisions there are other factor that relate to purchase decisions, namely:

- 1) Service Quality: (M Ridho Mahaputra & Saputra, 2022), (Bambang Karsono, 2018a), (F. Saputra, 2022b), (Syauket, Karsono, & Atmoko, 2022), (M Rizky Mahaputra & Saputra, 2021a), (Agussalim, Ndraha, & Ali, 2020), (Hairiyah & Ali, 2017).
- 2) Product Quality: (F. Saputra, 2021), (Istianingsih Istianingsih, 2016), (Bambang Karsono, 2018b), (Hapzi Ali, Sastrodiharjo, & Saputra, 2022), (Bambang Karsono, Suraji, & Sastrodiharjo, 2022), (F. Saputra & Saputra, 2021), (B Karsono & Suraji, 2020), (Karsono, B., & Syauket, 2021b), (I Istianingsih & Utami, 2009), (Beatrix, 2022).
- 3) Brand Image: (F. Saputra & Ali, 2022), (Maharani & Saputra, 2021), (F. Saputra & Mahaputra, 2022a), (Karsono, B., & Syauket, 2021a), (Karsono, B., & Syauket, 2021c), (Rony, Lubis, & Rizkyta, 2019), (Zahara, Sanusi, & Suci, 2020), (Atika et al., 2021), (Istianingsih Istianingsih, 2016), (H. S. Kuba, 2017).
- 4) Place: (F. Saputra & Ali, 2021), (F. Saputra, 2022a), (F. Saputra & Mahaputra, 2022c), (M Rizky Mahaputra & Saputra, 2021b), (M Ridho Mahaputra & Saputra, 2021), (Mukti & Istianingsih, 2018), (Widodo, Rahmat Hidayat, Venus, & Suseno, 2018), (Widodo, 2020).
- 5) Promotion: (F. Saputra, 2022c), (Agussalim, Ayu Rezkiana Putri, & Ali, 2016), (F. Saputra & Mahaputra, 2022b), (S. Kuba, 2022a), (Hardiansyah, Soehardi, & Rony, 2019), (S. Kuba, 2022b), (Pasaribu et al., 2022), (Rony, Lubis, Santoso, & Rizkyta, 2020).

## CONCLUSION AND RECOMMENDATION

### Conclusion

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

1. Price Perception related on Purchase Decisions.
2. Purchase Interest related on Purchase Decisions.
3. Marketing Performance related on Purchase Decisions.

### Recommendation

Based on the conclusions above, business actors need to pay attention to aspects of price perception, buying interest and marketing performance in determining consumer purchasing decisions. So that you can find out what indicators are related to purchasing decisions.

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