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Analysis of Buying Interest: Price, Trust and Advertising (Study Literature Review)

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Abstract: Literature Review Article Analysis of Buying Interest: Price, Trust and Advertising 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 is related to Purchase Intention; 2) Trust is related to Buying Interest; and 3) Advertising related to Buying Interest. Apart from these 3 exogenous variables that affect the endogenous variable of Buying Interest, there are still many other factors including product quality, place and service quality variables.

Keywords: Price, Trust, Advertising, Buying Interest

INTRODUCTION

In increasing sales, a business actor needs to sell products to potential consumers in various ways to attract these consumers. However, an interesting way of doing promotions or marketing does not always go hand in hand with consumer buying interest. There are several factors that can be related to buying interest. For this reason, this study discusses factors related to buying interest, namely price, trust and advertising.

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

1. Is the Price related to Buying Interest ?
2. Is Trust related to Buying Interest ?
3. Is advertising related to Buying interest ?

LITERATURE REVIEW

Buying Interest

Buying interest is a tendency and desire that strongly encourages individuals to buy a product (Bosnjak, 2006). 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 (Kotler, 2000). Buying Intention indicators include: Interest in finding information about the product, considering buying, interested in trying, wanting to know about the product and wanting to own the product (Schiffman & Kanuk, 2008).

Buying interest has been widely studied by previous researchers, including: (Maharani & Saputra, 2021), (Chauhan & Hudaya, 2020), (Al Hafizi & Ali, 2021), (Bimaruci, Agung Hudaya, & Hapzi Ali, 2020), (Saputra & Mahaputra, 2022c), (Ilhamalimy & Ali, 2021), (Saputra & Mahaputra, 2022a).

Price

Price is the amount of money charged for a product or service or the sum of the value exchanged by consumers for the benefits of having or using the product or service (Kotler & Armstrong, 2010). Indicators of Price, namely: Price affordability, price match with product quality, price competitiveness, and price match with benefits (Sabran, 2012).

Prices have been widely studied by previous researchers, including: (Saputra & Mahaputra, 2022c), (Brata, Husani, & Ali, 2017), (Novansa & Ali, 1926), (Saputra, 2022a), (Kristianto, Sawitri, & Achmad Harianto, 2022), (Saputra, 2022b), (M Ridho Mahaputra & Saputra, 2022).

Trust

Trust is an individual's behavior which expects someone to provide positive benefits. The existence of trust because individuals who are trusted can provide benefits and do what is desired by individuals who provide trust. Thus, trust is the basis for both parties to cooperate (Yilmaz & Atalay, 2009). Trust is an assessment of one's relationship with others who will carry out certain transactions according to expectations in an environment full of uncertainty (Donni, J., 2017). Indicators of Trust include: Ability, integrity and kindness (Mayer, 2007).

Trust has been widely studied by previous researchers, including: (Saputra & Mahaputra, 2022b), (Pandiangan, Masiyono, & Dwi Atmogo, 2021), (Marlina, 2022), (Pratama & Renny, 2022), (Budianto & Eka Bertuah, 2020).

Advertising

Advertising is all forms of messages about a product that are conveyed through the media, shown to some or all of the public (Jaiz, 2014). Advertising is an information medium that is made in a certain way to attract the audience, is original, and has certain and persuasive characteristics, so that consumers are voluntarily compelled to do something in accordance with what advertisers want (Faela, S., 2016). Advertising indicators are: Providing information, persuading and reminding (Hermawan, 2012).

Advertising has been widely studied by previous researchers, including: (M Ridho Mahaputra & Saputra, 2021), (Al Hafizi & Ali, 2021), (Arista & Astuti, 2011).

Table 1. Relevant Previous Research Results

No	Author (years)	Previous Research Results	Similarity with this article	Difference with this article
1	(Arista & Astuti, 2011)	Analysis of the Effect of Advertising and Brand Image on Consumer Buying Interest	Discussed about advertising	There are differences in the variables price and trust
2	(Noerchoidah, 2013)	Analysis of the Effect of Price, Product Quality and Advertising on Brand Image and Purchase Decisions for Kawasaki	Discussed about advertising and price	There are differences in the variables product quality and brand image

		Motorcycles		
3	(Anwar & Adidarma, 2016)	The Influence of Trust and Risk on Buying Interest in Online Shopping	Discussed about Trust	There are differences in the variables risk on buying interest
4	(Bahrudin & Zuhro, 2015)	The Effect of Customer Trust and Satisfaction on Customer Loyalty	Discussed about Trust	There are differences in the variables customer satisfaction and loyalty
5	(Fasha, Robi, & Windasari, 2022)	Determination of Purchase Decisions Through Buying Interest: Brand Ambassador and Brand Image (Marketing Management Literature Review)	Discussed about Buying Interest	There are differences in the variables Purchase Decisions and Brand Image

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 on Buying Interest

Price is an indicator showing the value of a product/service. The price listed on a product / service shows the amount of costs that must be incurred by the buyer or consumer. Cheap product prices tend to be in demand by some buyers. However, the price of an expensive product also has an influence on consumer buying interest, because the more expensive the price of a product/service will increase the pride and prestige of that person. So that the price of an expensive or cheap product will have a relationship with consumer buying interest.

Price is related on Buying Interest, this is in line with research conducted by: (Zahara, Sanusi, & Suci, 2020), (S. Kuba, 2022a), (Rony, Lubis, Santoso, & Rizkyta, 2020), (H. S. Kuba, 2017), (A. Widodo, Rahmat Hidayat, Venus, & Suseno, 2018), (Istianingsih Istianingsih, 2016), (I Istianingsih & Utami, 2009).

2. Relationship of Trust on Buying Interest

Trust in this case is a condition that arises due to the consistency of the quality of the goods provided by the seller for the products or services they have. Good product quality will create consumer confidence so that it affects consumer buying interest. Product quality in this case can be in the form of product durability, ease of use, and good design.

Trust is related on Buying Interest, this is in line with research conducted by: (Chauhan & Hudaya, 2020), (S. Kuba, 2022b), (Pandiangan et al., 2021), (Rony, Lubis, & Rizkyta, 2019), (Hardiansyah, Soehardi, & Rony, 2019), (Pasaribu et al., 2022).

3. Relationship of Advertising on Buying Interest

Advertising is one way that businesses do to introduce and promote their products to potential consumers. The Advertising itself displays product advantages, product advantages, product functions, procedures for use and displays product design. Where advertising has various forms, such as electronic media advertising, commercial advertising and print media. The presentation of attractive Advertisings and the right advertising promotion media will affect consumer buying interest.

Advertising is related on Buying Interest, this is in line with research conducted by: (Arista & Astuti, 2011), (Mawara, 2013), (Chong & Ali, 2022), (Hermawan, 2021), (Mukti & Istianingsih, 2018).

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:

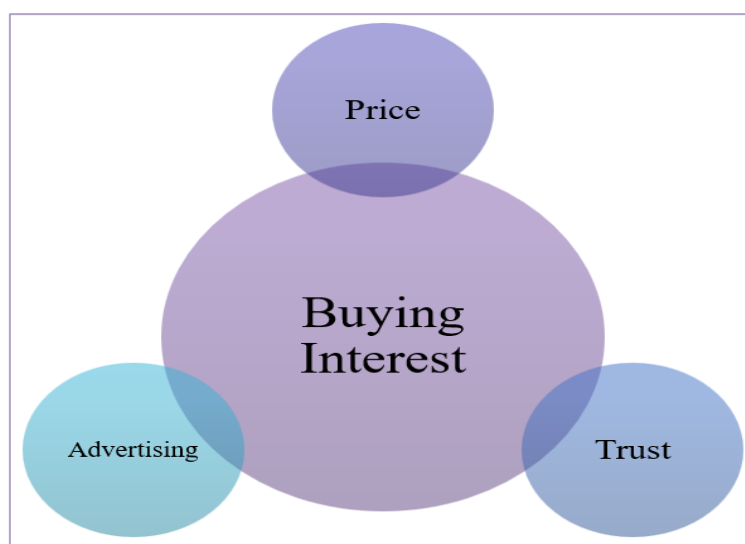


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: Price, Trust and Advertising are related to Buying Interest. Apart from the variables of Price, Trust and Advertising related to Buying Interest. There are many other factors related to Buying Interest, including:

- 1) Product Quality: (Saputra & Ali, 2021), (Agussalim, Ndraha, & Ali, 2020), (Bambang Karsono, 2018b), (Wahono & Ali, 2021), (Bambang Karsono, Suraji, & Sastrodiharjo, 2022), (A. Widodo, 2020), (Sinaga, Madonna, & Novrian, 2020), (Riyani, Sitanggang, & Novrian, 2008), (Supriyadi et al., 2019), (Siregar, 2019), (Apriyani, Roberta, Pribadi, & Ainun, 2022), (Anggit & Setyorini, 2022), (Atmoko, D., & Noviriska, 2022).
- 2) Product Design: (Hapzi Ali, Sastrodiharjo, & Saputra, 2022), (Fahmi & Ali, 2022), (H Ali, 2020), (Suharyono & Ali, 2015), (Syauket, Karsono, & Atmoko, 2022), (Pandiangan et al., 2021), (Ridwan, Mulyani, & Ali, 2020), (Bambang Karsono, 2018a), (Sabilah, Hernadewita, Wibowo, Damanik, & Susanti, 2019), (Karsono, B., & Syauket, 2021b), (A. Widodo et al., 2018), (Noviriska, n.d.), (Eprianto, Kamaludin, & Fachruzzaman, 2021).

- 3) Service Quality: (Saputra & Ali, 2022), (Octavia & Ali, 2017), (Sivaram, Munawar, & Ali, 2020), (B Karsono & Suraji, 2020), (Karsono, B., & Syauket, 2021a), (Setyadi, 2017), (Somad, Rosadi, Ali, Kesisteman, & Kesisteman, 2021), (SiVARAM, Hudaya, & Ali, 2019), (D. S. Widodo, Silitonga, & Ali, 2020), (Karsono, B., & Syauket, 2021c).
- 4) Brand Image: (Saputra, 2021), (Assagaf & Ali, 2017), (M & Ali, 2017), (Mulyani, Ridwan, & Ali, 2020), (Mansur & Ali, 2017), (Darwisyah, Rosadi, & Ali, 2021), (Saputra & Saputra, 2021), (M Rizky Mahaputra & Saputra, 2021), (Maharani & Saputra, 2021).
- 5) Place: (Saputra, 2022c), (Hairiyah & Ali, 2017), (Agussalim, Ayu Rezkiana Putri, & Ali, 2016), (Saputra & Mahaputra, 2022b), (Atika, P. D., & Kusmara, 2021), (Hamdani & Sabilah, 2021), (Sabilah, 2021).

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 is related on Buying Interest
2. Trust is related on Buying Interest
3. Advertising is related on Buying Interest

Recommendation

Based on the conclusions above, there are other factors related to Buying Interest that can be used for further research, namely: Product quality, place and service quality.

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