



Effect of Advertising, Buyer Reviews and Product Quality on Purchase Decisions

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Abstract: The Literature Review article on the Effect of Advertising, Buyer Reviews and Product Quality 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) Advertising has an effect on Purchase Decision; 2) Buyer Reviews has an effect on Purchase Decision; and 3) Product Quality has an effect on Purchase Decision. Apart from these 3 exogenous variables that affect the endogenous variable of Purchase Decision, there are still many other factors including Price, Service Quality and Place variables.

Keywords: Advertising, Buyer Reviews, Product Quality, Purchase Decision

INTRODUCTION

In selling a product or service, it is necessary for consumers to buy the product. However, consumers do not necessarily buy products without considering many things, such as needs and wants. In addition, consumers will consider the goods they need have good quality. This anxiety makes consumers discourage their intention to buy goods or services offered by the seller.

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Does Advertising Affect Purchase Decision ?
2. Does Buyer Reviews affect Purchase Decision ?
3. Does Product Quality affect 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, 2016). Several indicators in the Purchase Decision are as follows (Kotler & Armstrong, 2016):

- a. Product choice, where consumers can make decisions to buy goods or services for certain purposes.
- b. Brand choice, where consumers can make decisions about what brand to buy and use.
- c. Dealer choice, where consumers can make decisions about which coatings to visit.
- d. Time of Purchase, where consumers can make purchasing decisions regarding the time of purchase to be made.
- e. Number of Purchases, where consumers can make purchasing decisions regarding the number of goods or products to be purchased.
- f. Payment Method, where the consumer can make a decision regarding the payment method to be made, according to the condition of the buyer.

Purchasing decisions have been studied by previous researchers, including: (Ikhsani & Ali, 2017b), (F. Saputra & Mahaputra, 2022a), (Maharani & Saputra, 2021), (Agussalim et al., 2016), (Assagaf & Ali, 2017), (Mansur & Ali, 2017), (Mulyani et al., 2020), (Mahaputra & Saputra, 2021c), (Darwisyah et al., 2021), (Ali, Sastrodiharjo, et al., 2022), (Agussalim et al., 2016), (Sivaram et al., 2020), (M & Ali, 2017), (Sivaram et al., 2019), (Octavia & Ali, 2017).

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 (Kotler, 2012).

Advertising has been widely studied by previous researchers including: (Setiyaningrum, 2019), (F. Saputra & Mahaputra, 2022b), (Mukhtar, M., Ali, H., & Jannah, 2016), (Arista & Astuti, 2011), (Hardiansyah et al., 2019), (Octavia et al., 2020), (Rony et al., 2020), (Eprianto et al., 2021), (Sulistyanto et al., 2022), (Sudiantini et al., 2019), (Bukhari et al., 2021), (Octavia et al., 2020).

Buyer Review

A buyer's review is a review given by consumers regarding information on a product regarding various aspects (Mo & Fan, 2015). Buyer reviews are a medium where consumers can see reviews from other consumers about the company's products and services (Khammash, 2008). Buyer reviews are a form of word of mouth marketing in online sales where prospective buyers obtain information about products from consumers who have benefited from these products (Fillieri, 2014). Buyer review indicators include: 1) Perceived usefulness; 2) Perceived enjoyment; and 3) Perceived control (Farki, 2016).

Buyer Review has been widely studied by previous researchers including: (Richardo et al., 2020), (Mukhtar et al., 2017), (Masruri et al., 2021), (Doan & Ali, 2021), (Harahap & Ali, 2020), (S. A. H. Havidz et al., 2017), (Sudiantini & Narpati, 2022).

Product Quality

Product quality is the product's ability to perform its functions, including durability, reliability, and accuracy obtained by the product as a whole (Kotler & Keller, 2016). Product quality is the physical condition, function and nature of a product that is related and can meet consumer tastes and needs satisfactorily according to the value of money spent

(Prawirosentono, 2002). Product Quality indicators are: Performance, reliability, aesthetics, durability, serviceability, perceived quality, additional features, and conformance to specifications (Gasperz, 2008).

Product quality has been widely studied by previous researchers, among others: (Mukti & Rosadi, 2022), (Mahaputra & Saputra, 2021a), (Ilhamalimy & Ali, 2021), (Suharyono & Ali, 2015), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (F. Saputra & Mahaputra, 2022b).



Picture 1. Product Quality

Source: www.excel-pmt.com

Table 1. Relevant Previous Research Results

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Ikhsani & Ali, 2017b)	Purchasing Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang)	Discussing Purchasing Decision and Product Quality	There are differences variable in the Price and Brand Awareness
2	(Fasha et al., 2022)	Determination of Purchase Decisions Through Buying Interest: Brand Ambassador and Brand Image (Marketing Management Literature Review)	Discussing Purchase Decision	There are differences in the variables of Buying Interest, Brand Ambassador and Brand Image
3	(Ilhamalimy & Mahaputra, 2021)	The Effect of Service Quality and Product Quality on Purchase Decisions and Customer Satisfaction (Marketing Management Literature Review)	Discussing Product Quality and Purchase Decision	There are difference in variable Service Quality and Customer Satisfaction
4	(Putra, 2021)	Determination of Customer Satisfaction and Customer Loyalty to Product Quality, Brand Image and Price Perception (Marketing Management Literature Review)	Discussing Product Quality	There are difference in variable customer satisfaction, customer loyalty, brand image and price
5	(M & Ali, 2017)	Customer Satisfaction Model: Analysis of Product Quality and Service Quality on Brand Image at Giant Citra Raya Jakarta	Discussing Product Quality	There are difference variable in Customer Satisfaction, Service Quality and Brand Image
6	(Hernikasari et al., 2022)	Brand Image Model Through Customer Satisfaction Bear Brand: Price and Product Quality	Discussing about Product Quality	There are difference in variable Brand Image, Customer Satisfaction and Price
7	(Irwanty L	The Influence of Product Quality	Discuss about	In this study there is a

	Situmorang, 2017)	and Advertising on Brand Image and Purchase Decisions of Pond's Brand Beauty Products on Teenagers in Pekanbaru City	product quality	research locus, namely in Pekanbaru City
8	(G. W. Saputra & Ardani, 2020)	The Influence of Digital Marketing, Word of Mouth, and Service Quality on Purchase Decisions	Discussing about Purchase Decision	There are differences in the variables of Digital Marketing, Word of Mouth and Service Quality
9	(Arista & Astuti, 2011)	Analysis of the Effect of Advertising and Brand Image on Consumer Purchase Interest	Discussing Advertising	There are difference in variable Brand Image and Consumer Purchase Interest
10	(Noerchoidah, 2013)	Analysis of the Effect of Price, Product Quality and Advertising on Brand Image and Purchase Decisions for Kawasaki Motorcycles	Discussing product quality and advertising	In this study there is an object of research, namely Kawasaki Brand Motorcycles

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 making comparisons with the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on relevant theoretical studies and previous research, the discussion in this literature review article is as follows:

1. The Effect of Advertising on Purchase Decision.

If the advertisement can be implemented and implemented properly according to the indicators, namely: Providing information, persuading and reminding, it will have an effect on purchasing decisions. This means that an advertisement must contain clear, concise and interesting information. Advertisements can be delivered in various forms, according to the will and purpose of marketing the product. Advertising costs also differ depending on various factors, such as ad duration, ad size and so on. Based on this, an advertisement must be made well so that the advertisement is conveyed well to consumers.

Advertising has an effect on Purchase Decision, this is in line with research conducted by: (Dhyan Parashakti et al., 2019), (Pusparani et al., 2021), (Sinaga & Nawangsari, 2019), (Sudiarmo, 2022), (Rennyta Yusiana et al., 2020), (Catur Widayati et al., 2019).

2. The Effect of Buyer Review on Purchase Decision.

If buyer reviews can be applied and implemented properly in accordance with the indicators, namely: 1) Perceived usefulness; 2) Perceived enjoyment; and 3) Perceived control, it will affect the purchase decision. Reviews given by consumers will be displayed on a menu, so that potential consumers can find out about the products they will buy or use from

previous consumers. In providing reviews, consumers will also provide according to product quality, service quality, price, place and so on. Because of this, the seller should provide the best product or service to consumers.

Buyer Review has an effect on Purchase Decision, this is in line with research conducted by: (Bukhari, 2021), (Sudiantini & Saputra, 2022), (Bukhari, 2018), (Hermawan, 2022b), (Ali, Sastrodiharjo, et al., 2022), (A. Widodo, 2020), (Pasaribu et al., 2022), (Imarah & Jaelani, 2020), (Sudiantini, 2020a), (Narpati, B., & Meutia, 2018), (Susanto et al., 2008).

3. The Effect of Product Quality on Purchase Decision.

If Product Quality can be implemented and applied in accordance with its indicators, namely: Performance, reliability, aesthetics, durability, serviceability, perceived quality, additional features, and conformance to specifications, it will affect purchasing decisions. This means that product quality is a consumer consideration in buying a product or service.

Product Quality has an effect on Purchase Decision, this is in line with research conducted by: (Husadha, C., Hidayat, W. W., Suryati, A., Prasetyo, E. T., & Meutia, 2021), (Sudiantini et al., 2022), (Meutia, K. I., Husada, C., & Dan, 2019), (Meutia et al., 2021a).

Conceptual Framework

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

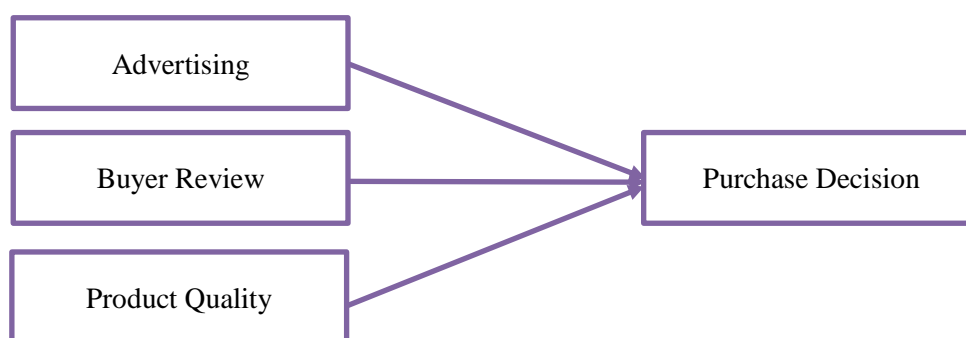


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: Advertising, Buyer Review and Product Quality affect Purchase Decision. Apart from the variables of Advertising, Buyer Review and Product Quality affect Customer Satisfaction. There are other factors that affect Purchase Decision, including:

- 1) Price: (Noviriska, 2019), (Mahaputra & Saputra, 2021b), (D. S. Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017), (Wahono & Ali, 2021), (H. B. H. Havidz et al., 2020), (Hasyim & Ali, 2022), (Fauzi & Ali, 2021), (Hermawan, 2022a), (Gunawan et al., 2022), (Suroso, 2022), (Christian et al., 2022), (Ramadhan & Bukhari, 2020).
- 2) Place: (Kainde et al., 2021), (F. Saputra & Ali, 2021), (Rachmawati, 2015), (Ikhsani & Ali, 2017a), (Prayetno & Ali, 2020), (Agussalim et al., 2016), (Hazimi Bimaruci Hazrati Havidz, 2020), (F. Saputra, 2022a), (Ali, Zainal, et al., 2022), (Rony et al., 2020), (Bukhari et al., 2020), (Bukhari et al., 2021), (Ferdiansyah & Bukhari, 2021), (Noorfikri et al., 2021).
- 3) Service Quality: (Mahaputra & Saputra, 2022), (Erviani et al., 2019), (F. Saputra & Ali, 2022), (Syauket et al., 2022), (Sutiksno, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017), (Mahaputra & Saputra, 2021b), (Maharani & Saputra, 2021), (Hermawan, 2021), (Hadita, 2019), (Kustiwan & Hadita, 2020), (Hadita & Adiguna, 2019), (Meutia et al., 2021b), (Hernikasari et al., 2022), (Hadita et al., 2020), (Jumawan et al., 2020).

- 4) Brand Image: (F. Saputra, 2022b), (Hermawan, 2022b), (F. Saputra & Mahaputra, 2022c), (Shobirin & Ali, 2019), (F. Saputra & Saputra, 2021), (Fahmi & Ali, 2022), (Atmoko & Noviriska, 2022), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022), (Pratikno et al., 2022), (Sari et al., 2021), (Yulianingrum et al., 2021), (Handayani & Wati, 2017).
- 5) Promotion: (Supriyadi et al., 2019), (Sitio & Ali, 2019), (Riyanto et al., 2017), (Agussalim et al., 2020), (F. Saputra & Mahaputra, 2022a), (Mahaputra & Saputra, 2021a), (Ali, 2020), (Pandiangan et al., 2021), (Ridwan et al., 2020), (F. Saputra, 2022b), (Sudiantini, 2020b), (Sulistiyowati et al., 2022), (Winarso et al., 2018), (Nursal, Komariah, et al., 2022), (Panday & Nursal, 2021), (Soehardi et al., 2021), (Nursal, Rianto, et al., 2022).

CONCLUSION AND RECOMMENDATION

Conclusion

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

1. Advertising affect Purchase Decision.
2. Buyer Review affect Purchase Decision.
3. Product Quality affect Purchase Decision.

Recommendation

Based on the conclusions above, there are many other factors that influence Purchase Decision that can be used for further research, namely: Price, Place, Service Quality, Brand Image and Promotion.

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