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## MODEL OF PURCHASING DECISIONS AND CUSTOMER SATISFACTION: ANALYSIS OF BRAND IMAGE AND PRODUCT QUALITY (MARKETING MANAGEMENT LITERATURE REVIEW)

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**Abstract:** The purpose of writing a Literature Review Papers is to determine the effect of variable product quality and brand image on purchasing decision variables and consumer satisfaction. With qualitative methods and Library Research. The results show that product quality affecting customer satisfaction, product quality affecting customer satisfaction, brand image affecting customer satisfaction, customer satisfaction affecting brand image affecting customer satisfaction.

**Keywords:** Product Quality, Brand Image, Purchase Decisions, Customer Satisfaction.

### INTRODUCTION

Every student, both undergraduate, graduate and undergraduate, is required to conduct research in the form of a thesis, thesis and dissertation. Likewise for lecturers, researchers and other functional personnel who are active in conducting research and publishing scientific articles for publication in scientific journals.

Based on the empirical experience of many young students and lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory under

study, to see the relationship between variables and to build hypotheses, also very much needed in the discussion of research results.

This article discusses the effect of brand image and price on trust and its impact on purchasing decisions, (A Study of Marketing Management Literature). Of course, not all factors affect Work Motivation and Employee Performance in this article, only a small part will be reviewed and reviewed.

In detail, the purpose of writing this "Literature Review Paper" is to determine the effect of exogenous variables of product quality and brand image on endogenous variables of purchase decisions and customer satisfaction.

- 1) The effect of product quality on purchasing decisions
- 2) The effect of product quality on customer satisfaction
- 3) The influence of brand image on purchasing decisions
- 4) The influence of brand image on customer satisfaction
- 5) The effect of purchasing decisions on customer satisfaction

## **THEORITICAL REVIEW**

### **Customer Satisfaction**

According to Kotler and Armstrong (2013: 16) customer satisfaction is the level where the perceived performance of the product is in accordance with buyer expectations. If the product performance is deemed not meeting customer expectations, then the customer will be disappointed and vice versa. If the product's performance is considered in accordance with customer expectations, then the customer will be satisfied. According to Sofjan Assauri (2012: 176), customer satisfaction is a measure of the success of a marketing strategy in marketing products. Measuring the level of customer satisfaction is a difficult job and requires certain criteria. Based on the definition of customer satisfaction, it can be interpreted that customer satisfaction is the level where the perceived performance of the product is in accordance with buyer expectations. Increased customer satisfaction has the potential for long-term and short-term growth that has an impact on repeat purchases.

According to Hamdani et al., (2011: 80), customer satisfaction is the level of feeling where a person states the results of a comparison of the performance of a product / service received and expected. Customer satisfaction and dissatisfaction with a product as the end of a sales process has its own impact on behavior customers to these products.

There are a number of methods for measuring customer satisfaction described by Kotler and Keller (2012: 140):

- a. Periodic survey

It can track customer satisfaction in real time and also ask additional questions to gauge repurchase intention and the likelihood or willingness of respondents to recommend a company and brand to others.

- b. Customer loss rate

Companies can observe customer loss rates and contact customers who have stopped buying or switched to another supplier to find out why.

c. Mysterious shopper

Companies can employ mysterious shoppers to act as potential buyers and report the strong and weak points they experience in buying the company's products and competitors' products. Managers themselves can enter into the sales situation of companies and competitors where they are not recognized and experienced the treatment they are receiving, or they can call their own company and ask questions and complaints to see how the employee handled the call.

The following are indicators of customer satisfaction that have been developed (Bhinawan & Ali, 2017): 1) Expectation; 2) Experience; 3) Overall satisfaction; 4) Recommend other products; 5) Shows immunity to offers from competitors.

Customer satisfaction has been researched by many previous researchers, including by (Kristomi et al., 2016), (M & Ali, 2017), (Kusuma et al., 2014), (Brata et al., 2017), (Limakrisna & Ali, 2016), (Hoe, 2018), (Ishaq et al., 2014), (Sumatera et al., 2019), (Ali, 2019), (Perdana et al., 2018), (Cao et al., 2018), (Diawan et al., 2016), (Amelia et al., 2015)

## **Purchase Decision**

Purchasing decision, is the selection of two or more alternative purchasing decision choices, which means that someone can make a decision, there must be several alternative choices. The decision to buy can lead to how the decision-making process is carried out (Schiffman and Kanuk, 2009: 30). This is in line with (Sumarwan, 2011: 357) explaining that a purchase decision is a decision as the selection of an action from two or more alternative choices. Another case with (Kotler, 2012: 166) explaining the purchase decision is a purchase decision process consisting of five stages carried out by a consumer before arriving at a purchase decision and then post-purchase. Consumer behavior will look at the behavior of each individual, household or organization about how they process before making a purchase decision, as well as their actions after obtaining and consuming products, services or ideas. Based on the description above, it can be summarized that consumer decision making is a process that collects and combines information and knowledge to evaluate two or more alternative behaviors and choose one of them which can be seen from each individual or organization how the process is before making a purchase.

## **Purchasing Decision Process**

According to Kotler and Armstrong (2012: 176) consumers will go through 5 (five) stages of the purchase decision process:

### 1) Problem Recognition

The buying process starts when the buyer recognizes a problem or need. The recognition of this need is intended to identify unmet and unfulfilled needs and wants.

### 2) Information Search

An already interested consumer might be looking for more information but maybe not. Consumers can get information from several sources, including:

- a) Personal Resources: Family, friends, neighbors.

- b) Commercial sources: Advertisements, salespeople, agents, packaging, displays.
- c) Public Sources: Mass media, consumer assessment organizations.
- d) Source of Experience: Handling, inspection, use of the product.

### 3) Evaluation of Alternatives

The stage of the buyer's decision, which is when consumers use the information to evaluate alternative brands in the choice of device. This evaluation cannot be separated from the influence of the resources at hand (time, money, information) or the risk of wrong selection.

### 4) Purchase Decision

In the evaluation stage, consumers form preferences for brands that are in the choice set. Consumers can also form an intention to buy, because of loyalty to the chosen brand.

### 5) Post Purchase Behavior

The stage of the purchase decision process, which is when consumers take further action after purchasing based on satisfaction.

Indicators of purchasing decisions from previous studies such as (Yunita & Ali, 2017) using five indicators namely: 1) Product introduction; 2) Search Information; 3) Alternative evaluation; 4) Purchase Decision; 5) Post-Purchase Behavior.

Purchasing decisions have been researched by many previous researchers, including by (Yu et al., 2013), (Ali, 2019a), (Rosyid et al., 2013), (Kazmi & Mehmood, 2016), (Sivaram et al., 2019), (Chovanová et al., 2015) (Durrani *et al.*, 2015) (Foster, 2017). (Suhaily, 2017) (Dudu & Agwu, 2014), (Anggita & Ali, 2017), (Novansa & Ali, 2017), (Brata et al., 2017), (Djatkiko & Pradana, 2016), (Gan & Wang, 2017), (Yunita & Ali, 2017), (Rosyid et al., 2013) (Rödiger et al., 2016), (Amanah et al., 2017), (Konuk, 2018), (Ferdinand, 2014) (Larasetiati & Ali, 2019), (Firmansyah & Ali, 2019).

## Product Quality

Quality is everything that is able to meet consumer wants or needs (Garpersz, 2011: 04). Meanwhile, products (Saladin, 2012: 142) are everything that can be offered to a market to be noticed, owned, used, and consumed so that they can satisfy wants and needs. According to Kotler and Armstrong (2014: 11), product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Mowen (2012: 61) states that product quality is an overall evaluation process to customers for improving the performance of a product. As for Kotler and Keller (2016: 164), product quality is the ability of an item to provide results or performance that is appropriate and even exceeds what the customer wants.

Research by (M & Ali, 2017) using seven indicators in measuring product quality, covering: 1) performance (2) durability (3) conformance to specifications; (4) features; (5) reliability; (6) aesthetics; (7) perceived quality.

The quality of the product has been examined by many previous researchers, including by (Ikhsani & Ali, 2017), (Brata et al., 2017), (Ali & Budianto, 2018), (Anggita & Ali, 2017), (Thanh Nguyen et al., 2019), (Ali, 2019b), (Indrayaja & Ali, 2017), (Kristomi et al., 2016), (M & Ali, 2017), (Kusuma et al., 2014), (Brata et al., 2017), (Limakrisna & Ali, 2016), (Hoe, 2018), (Ishaq et al., 2014), (Sumatera et al., 2019) .

## Brand Image

Brand image is a perception that is relatively consistent in the long term, so it is not easy to form an image, and once an image is formed it will be difficult to change it. The image that is formed must be clear and have a brand advantage over other brands. The formation of a brand image is also influenced by consumer experience. Basically, the brand is important in marketing a product. Producers must be able to produce a brand that is easily recognized, so that consumers can always remember it with a good image, which will then emerge a brand image (Simamora, 2011: 33). According to (Kotler and Keller, 2016) Brand image is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers. Brand image is an association that appears in the minds of consumers when they remember a particular brand. These associations can simply appear in the form of thoughts and images associated with a brand. Image of a brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases (Setiadi, 2003: 180). Thus the conclusion of the brand image is the consumer's perception of a brand that can always be remembered by consumers, where the good and bad image that is built by the brand will be able to influence consumer behavior in making purchases.

Research by (Kim et al., 2019) using four indicators in measuring brand image, including: 1) prestige; 2) reach high standards; 3) good service provision; 4) nice design.

Research on Brand Image has been widely studied by previous studies such as research developed by (M & Ali, 2017), (Ali, 2019a), (Setyadi & Ali, 2017), (Agussalim & Ali, 2017), (Cheong & Jang, 2008), (Yu et al., 2013), (Rosyid et al., 2013), (Sivaram et al., 2019), (Chovanová et al., 2015), (Durrani *et al.*, 2015), (Foster, 2017), (Suhaily, 2017).

## WRITING METHOD

The method of writing scientific articles is by qualitative methods and literature study or Library Research. Reviewing literature books according to the theory discussed, especially in the scope of Marketing Management. Besides, it analyzes reputable scientific articles as well as scientific articles from journals that are not yet reputable. All cited scientific articles are sourced from Mendeley and Google Scholar.

In qualitative research, literature review should be used consistently with methodological assumptions. This means that it must be used inductively so that it does not lead to the questions posed by the researcher. One of the main reasons for conducting qualitative research is that it is explorative in nature (Ali & Limakrisna, 2013).

Furthermore, it is discussed in depth in the section entitled "Related Literature" or literature review ("Review of Literature"), as a basis for the formulation of hypotheses and will then become the basis for making comparisons with the results or findings revealed in the research (Ali & Limakrisna, 2013).

## DISCUSSION

### 1. Effect of product quality on purchasing decisions

Product quality is the ability of a product to provide appropriate performance results, so that it affects consumer purchasing decisions after selecting several brands that it is familiar with or offered to the market (Ikhsani & Ali, 2017), The better the quality of a product, the better the purchasing decision can be (Brata et al., 2017), Product quality has a positive and significant effect on purchasing decisions, where it is necessary to improve things related to product quality

such as features, reliability, and repair capabilities so as to create purchasing decisions (Ali & Budianto, 2018). Product quality has a positive and significant effect on purchasing decisions, either partially or simultaneously (Anggita & Ali, 2017). as well as (Thanh Nguyen et al., 2019) Product quality has a positive and significant effect on purchasing decisions. whatever (Ali, 2019b) found that product quality has a positive and significant effect on purchasing decisions. the quality of a product can influence consumer purchasing decisions (Indrayaja & Ali, 2017)

## **2. Effect of Product Quality on Customer Satisfaction**

Customer satisfaction can be built from product quality, product quality has a positive and significant effect on customer satisfaction, both partially, simultaneously and both directly and indirectly (Kristomi et al., 2016). as well as (M & Ali, 2017) found that product quality has a positive and significant effect on customer satisfaction. As for (Kusuma et al., 2014) found that product quality consisting of performance, features, reliability, suitability, durability, service ability, aesthetics and perceived quality together have a significant influence on customer satisfaction variables. Research by (Brata et al., 2017). Product quality has a positive and significant effect on customer satisfaction (Limakrisna & Ali, 2016). (Hoe, 2018) Product quality has a positive and significant effect on customer satisfaction. Research (Ishaq et al., 2014) Product quality has a significant effect on customer satisfaction. (Sumatera et al., 2019) Product quality has an influence on customer satisfaction.

## **3. The influence of brand image on purchasing decisions**

Brand image has a positive impact on purchasing decisions (Yu et al., 2013). Brand image, brand awareness and price factors can positively influence the buying behavior of a product (Ali, 2019). (Rosyid et al., 2013) found that brand image has a positive effect on purchasing decisions. Brand image for purchasing electronic products has a positive correlation and has a significant effect on purchase intention (Kazmi & Mehmood, 2016). Increasing the positive image of the brand will have an impact on purchasing decisions (Sivaram et al., 2019). As well as (Chovanová et al., 2015) that the brand has an impact on the customer's decision-making process. As for (Durrani *et al.*, 2015) brand image has a positive relationship with purchasing behavior. (Foster, 2017) Brand image has a positive influence on purchasing decisions. (Suhaily, 2017) Brand image has a positive and significant effect on purchasing decisions.

## **4. The Influence of Brand Image on Customer Satisfaction**

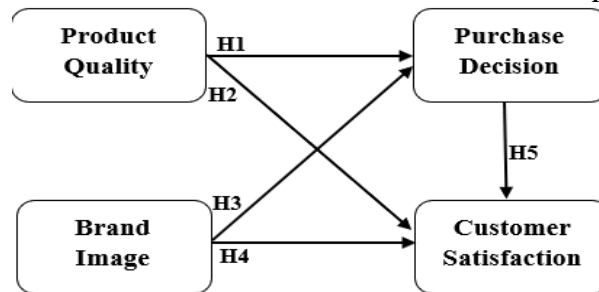
Brand image has a positive relationship with customer satisfaction where the brand is a powerful tool in marketing that can increase customer satisfaction (Nawi et al., 2019). as well as (Bhinawan & Ali, 2017) Brand image has a positive and significant effect on customer satisfaction. The better the brand image of a company can increase customer satisfaction. As for (Fathollahi & Aghaei, 2016) found that brand image has a positive and significant impact on customer satisfaction. Then the quality of brand image has a positive and significant effect on customer satisfaction both partially and simultaneously, (Ali, Hapzi; Krisna, N, L, et al., 2016). Research by (Mohammed & Rashid, 2018) Brand image has a positive and significant effect on customer satisfaction. (Tu et al., 2012) Company brand image has a significant effect on customer satisfaction. And brand image has a positive effect on customer satisfaction (Hamid et al., 2015).

## 5. Effect of Purchasing Decisions on Customer Satisfaction

Customers generally feel one level of satisfaction, if the quality of services and products is in accordance with customer expectations, they will be satisfied, while they will feel disappointed because the quality of services and products is not in accordance with expectations (Limakrisna & Ali, 2016). Purchasing decisions that lead to repeat purchases will create customer satisfaction (Ali, 2019). As well as (Perdana et al., 2018) Purchasing decisions have a significant effect on customer satisfaction. Research by (Cao et al., 2018) Purchasing decisions have a positive and significant effect on customer satisfaction. As for (Diawan et al., 2016) The results showed that purchasing decisions had a positive and significant effect on customer satisfaction. (Amelia et al., 2015) Purchase decisions have a positive and significant effect on customer satisfaction.

### Conceptual Framework

Based on the formulation of the problem of writing this article and a study of literature reviews from both relevant books and articles, the frame for this article is processed as below.



Brand image and price have a relationship and affect trust and purchase decisions, either directly or indirectly.

Apart from the brand image and price variables that affect trust and purchase decisions, there are many other variables that influence it, including the variables:

- 1) Quality of service: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Evi, et al., 2018), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).
- 2) Promotion: (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali, Narulita, et al., 2018), and (Brata et al., 2017).
- 3) Price : (Brata et al., 2017), (Al-ekam, 2016), (Setiawan et al., 2020), (Amanah et al., 2017), (Yen, 2019), (Jeaheng et al., 2020), (Konuk, 2018), (Suhaily, 2017), (Susanty et al., 2016), (Dudu & Agwu, 2014), (Anggita & Ali, 2017), (Djatkiko & Pradana, 2016), (Yunita & Ali, 2017), (Rosyid et al., 2013).

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Hypothesis testing research is research that aims to develop a hypothesis and test it empirically on a particular problem (Ali & Limakrisna, 2013). Based on the formulation of articles, results and discussion, hypotheses can be formulated for further research:

- 1) Product quality affects purchasing decisions.
- 2) Product quality affects customer satisfaction.

- 3) Brand image affects purchasing decisions.
- 4) Brand image affects customer satisfaction.
- 5) Purchasing decisions affect customer satisfaction.

### Suggestion

Based on the conclusions above, the suggestion in this article is that there are still many other factors that influence trust and purchase decisions, apart from brand image and prices at all types and levels of organizations or companies, therefore further study is needed to find what other factors may influence trust and purchase decisions other than those examined in this article.

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0164

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