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The Role of Brand Image and Product Quality on Purchase Intention (Study Literature Review)

Niu Haitao

Lecturer of Fujian Normal University, Fuzhou, China, email: haitaoniu@gmail.com

Corresponding Author: Niu Haitao

Abstract: The literature review article on the Role of Brand Image and Product Quality on Purchase Intention (Study Literature Review) is a scientific article that aims to build a research hypothesis on the influence of 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) Brand Image has an effect on Purchase Intention; and 2) Product Quality has an effect on Purchase Intention. Apart from these 3 exogenous variables that affect the endogenous variable of Purchase Intention, there are still many other factors including Price, Place and Service Quality variables.

Keywords: Brand Image, Product Quality, Purchase Intention

INTRODUCTION

Companies or sellers need a consumer or buyer so that the products they sell or offer are bought by consumers, the goal is to make a profit. However, in reaching consumers who want to buy the products offered or decide to purchase, consumers have the intention to buy. This is what drives them to make purchases. The intention is based on the need for the product being sold or based on the desire to buy the product.

Based on this, the researchers determined the formulation of the problem as follows::

Formulation of problem

1. Does Brand Image play a role in Purchase Intention ?
2. Does Product Quality play a role in Purchase Intention ?

LITERATURE REVIEW

Purchase Intention

Purchase intention is a tendency and desire that strongly encourages individuals to buy a product (Bosnjak et al, 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). The indicators of Purchase

Intention are: Interest in finding information about the product, considering buying, interested in trying, wanting to know the product and wanting to own the product (Schiffman & Kanuk, 2008).

Purchase Intention has been studied by many previous researchers, including: (Ali, Sastrodiharjo, et al., 2022), (Saputra & Mahaputra, 2022b), (Saputra & Mahaputra, 2022c), (Sudiantini & Saputra, 2022).

Brand Image

Brand Image is a picture that represents the feelings of consumers and businesses about the whole company or organization and its products or of the individual product lines (Kenneth & Donald, 2018). Brand Image is the way people actually value a brand (Kotler & Keller, 2012). Brand Image is a collection of memories contained in the minds of consumers of a brand (Sangadji & Sopiah, 2013). Brand image indicators include: 1) Recognition; 2) Reputation; 3) Affinity; and 4) Domain (Aaker, 2010).

Brand Image has been widely studied by previous researchers, among others: (Assagaf & Ali, 2017), (Mansur & Ali, 2017), (Darwisyah et al., 2021), (Ali, Sastrodiharjo, et al., 2022), (Mulyani et al., 2020), (Sivaram et al., 2020), (Agussalim et al., 2016), (SiVARAM et al., 2019).

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, namely: Performance, reliability, aesthetics, durability, serviceability, perceived quality, additional features, and conformance to specifications (Gaspersz, 2008).

Product quality has been widely studied by previous researchers including: (Mahaputra & Saputra, 2021a), (Ilhamalimy & Ali, 2021), (Suharyono & Ali, 2015), (Saputra & Mahaputra, 2022b).

Table 1. Relevant Previous Research Results

No	Author (year)	Previous Research Results	Similarity with this article	Difference with this article
1	(Fatmawati M & Ali, 2021)	Determination Attitude Toward Using and Purchase Intentions: Analysis of Perceived Ease of Use and Perceived Usefulness (Case Study of Instagram Shop'S Features on Social Media Instagram)	Discussing about Purchase Intention	There are difference in variable Perceived Usefulness
2	(Mahaputra & Saputra, 2022)	Determination of Public Purchasing Power and Brand Image of Cooking Oil Scarcity and Price Increases of Essential Commodities	Discussing about Brand Image	There are difference in variables Public Purchasing Power and Price Increases
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	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	(Irwanty L Situmorang, 2017)	The Influence of Product Quality and Advertising on Brand Image and Purchase Decisions of Pond's Brand Beauty Products on Teenagers in Pekanbaru City	Discuss about product quality	In this study there is a research locus, namely in Pekanbaru City

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).

RESULT AND DISCUSSION

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

1. The Role of Brand Image on Purchase Intention

If a product or service has a good brand image in accordance with the indicators, namely: 1) Recognition; 2) Reputation; 3) Affinity; and 4) Domain, it will play a role in influencing consumer buying intentions. Consumer purchase intention will affect the sales and profits of a business. In addition, if consumers are satisfied with the services provided, it will have an impact on customer loyalty. Purchase intentions can arise from the needs and desires of consumers themselves. Needs, for example, they intend to buy the product or service because they are in need, while the purchase intention is based on desire, namely those who buy based on the desire to have not because of need.

2. The Role of Product Quality on Purchase Intention

If product quality can be implemented or implemented properly in accordance with the indicators, namely: Performance, reliability, aesthetics, durability, serviceability, perceived quality, additional features, and conformity with specifications, it will play a role in purchase intention. Good product quality will lead to customer satisfaction which will later relate to customer loyalty. There are consumers who prioritize quality over price, meaning that whatever price is given, it doesn't matter to him, as long as the product is of good quality.

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:

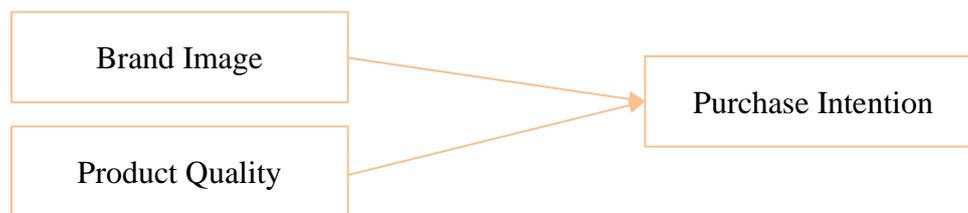


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: Brand Image and Product Quality affect Purchase Intention. Apart from the variables of Brand Image and Product Quality affect Purchase Intention. There are other factors that affect Purchase Intention, including:

- 1) Price: (Supriyadi et al., 2019), (Sitio & Ali, 2019), (Riyanto et al., 2017), (Agussalim et al., 2020), (Saputra & Mahaputra, 2022a), (Mahaputra & Saputra, 2021a), (Ali, 2020), (Pandiangan et al., 2021), (Saputra, 2022b), (Sulistyowati et al., 2022), (Nursal, Komariah, et al., 2022), (Panday & Nursal, 2021), (Soehardi et al., 2021), (Nursal, Rianto, et al., 2022).
- 2) Place: (Saputra, 2022b), (Hermawan, 2022b), (Saputra & Mahaputra, 2022c), (Shobirin & Ali, 2019), (Saputra & Saputra, 2021), (Fahmi & Ali, 2022), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022), (Pratikno et al., 2022), (Sari et al., 2021), (Yulianingrum et al., 2021).
- 3) Service Quality: (Noviriska, 2019), (Mahaputra & Saputra, 2021b), (Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017), (Wahono & Ali, 2021), (Havidz et al., 2020), (Hasyim & Ali, 2022), (Fauzi & Ali, 2021), (Hermawan, 2022a), (Gunawan et al., 2022), (Christian et al., 2022).
- 4) Promotion: (Mahaputra & Saputra, 2022), (Erviani et al., 2019), (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), (Meutia et al., 2021), (Hernikasari et al., 2022) (Hadita et al., 2020),
- 5) Corporate Image: (Kainde et al., 2021), (Saputra & Ali, 2021), (Ikhsani & Ali, 2017), (Prayetno & Ali, 2020), (Agussalim et al., 2016), (Hazimi Bimaruci Hazrati Havidz, 2020), (Saputra, 2022a), (Ali, Zainal, et al., 2022), (Rony et al., 2020).

CONCLUSION AND RECOMMENDATION

Conclusion

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

1. Brand Image berperan terhadap Niat Beli.
2. Kualitas Produk berperan terhadap Niat Beli.

Recommendation

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

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