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The Influence of Product Innovation, Brand Image, and Brand Trust on The Purchasing Decisions (Studi Literature)

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Abstract: The research objective is to determine the effect of product innovation, brand image, and brand trust on purchasing decisions. The problem studied is the intense competition between product in Indonesia. This research study uses the qualitative based on literature and library research approaches. Theoretical and historical analyses are used to understand purchasing decisions. Product innovation, brand image, and brand trust play and important role in purchasing decisions. This study also describes theoretical measurement elements for future research to describe, explain, and measure purchase decision based on theoretical research.

Keywords: Purchase Decision, Product Innovation, Brand Image, Brand Trust

INTRODUCTION

In this era modern, many companies are growing and developing rapidly as technology becomes increasingly advanced. Likewise, product diversity makes consumers wiser and more competitive in choosing the right product for consumption. As consumers become more intelligent, there is intense competition between producers to attract consumers' attention and persuade them to buy their products on the market.

Every company has general and specific goals. The general goal of company is to generate profits from regular sales. The specific goal is the survival and further development of the company. To achieve this goal, companies must pay attention to various marketing aspects, such as product innovation, brand image, and brand trust, thereby influencing decisions to purchase or reuse the products offered.

Responding to this new phenomenon, it is important for business people to understand the factors that influence purchasing decisions and develop appropriate marketing strategies to increase market share, especially among millennials. According to Lahinda, et al (2018:120), purchasing decisions are the stage where consumers decide to buy a product. Purchasing decisions are a consumer's activity to make references between brands in a preferred bunch and purchase the foremost favored item (Miati, 2020). Quality item will certainly be progressively looked for after by customers.

One of the variables that impacts obtaining choices is item development. Item development concurring to Kotler and Armstrong (2008) is the advancement of unique items, item changes, item adjustments and modern brands through the company's claim R & D endeavors. Item development is exceptionally critical to take after patterns that are creating in society. Separated from that, advancement is additionally one of the vital things that a company must continuously execute in the event that it doesn't need to lose its shoppers. With item development, buyers can give more choices and give choices that suite people's inclinations.

Brand image may be a customer's discernment of a brand when customers think around and feel the brand, which can ended up intangible capital science it can help increase the company's competitive advantage within the showcase. (Setiadi, 2012:180), brand image is consumers understanding of the brand as a entirety, consumers believe in certain brands, and how buyers see or have certain discernment of a brand. If the product brand image gets to be more well-known within the showcase, at that point this will make a positive perception and shopper certainty within the products advertised by the company so that it can shape a great image within the eyes of shoppers (Nurhayati, 2017).

Separated from the variables specified over, brand believe is characterized as a sense of security that item clients have in their intuitive with a brand which is based on the recognition that the brand can be trusted, pays consideration to the interface and welfare of customers (Keller, 2012). Brand believe will move shoppers to purchase item from that brand..

In accordance with the explanation in the background above, the author is interested in conducting a research study with the title "THE INFLUENCE OF PRODUCT INNOVATION, BRAND IMAGE, AND BRAND TRUST ON THE PURCHASING DECISIONS (A LITERATURE REVIEW)"

Problem Statement

The problem statement of this research is based on the exposition provided in the background above as follows:

1. Does product innovation have a positip effect on purchasing decisions?
2. Does brand image have a positip effect on purchasing decisions?
3. Does brand trust have a positip effect on purchasing decisions?

Objectives

Reffering to the problem statements above, the objectives of this research are:

1. To determine the influence of product innovation on the purchasing decisions.
2. To determine the influence of brand image on the purchasing decisions.
3. To determine the influence of brand trust on the purchasing decisions.

METHOD

This research study employs the Literature Review method. Literature review is a methodical procedure involving the collection, assessment, and summarization of relevant literature related to the subject of study or research problem (Sugiyono, 2019). The steps in conducting a Literature Review include: Determining the Purpose and Scope of the Literature Review, Searching for Information Sources, Seclection and Evaluation of Sources, Analysis and Organization of Information, Writing and Structuring the Literature Review, and Editing and Revising the material written until it is suitable for public consumption.

RESULTS AND DISCUSSION

This Research study focuses on literature review. A search was conducted on Google Scholar, yielding 5 articles most relevant to the author's study. The review of these 5 articles is as follows:

Table 3.1 Review of articles related to the topic

Article Identity	Method	Findings
Abdurrazak, A., Ignatius, A. S., Sudaryatie, 2023. The Influence of Green Product, Green Marketing, and Brand Image on consumer Purchasing Decisions. Journal of Economics and Business UBS 12(3)	Qualitative	The result show that : (1) the Green Product, Green Marketing, and Brand Image together have a significant influence on purchase decisions, (2) the Green Product has a positive significant influence on purchase decisions, (3) the Green Marketing has a positive significant influence on purchase decisions, (3) the Brand Image has a positive significant influence on purchase decisions.
Rubby, D. L., Mahmud, Endri, S. 2023. The Influence of Brand Image, Brand Awareness, and Product Quality on Purchasing Decisions for 3S products. Ikraith-Economics Journal 6(2)	Qualitative	This research aims to examine the influence of Brand Image, Brand Awareness, and Product Quality on Purchasing Decisions. The results of the research show that Brand Image, Brand Awareness, and Product Quality have a positive and significant influence on the decision to purchase 3Second products, so it can be concluded that all independent variables, namely Brand Image, Brand Awareness, and Product Quality have a significant influence on the dependent variable, namely Purchase Decision.
Andini, G.A.P., Juventius, W.U., 2024. The Influence of Product Innovation, Price, Brand Image on Purchasing Decisions for Cimory Products in Semarang City. Business & Management Bulletin, 10(1)	Qualitative	This research aims to determine the influence of product innovation, price and brand image on purchasing decisions for case study consumers of Cimory products in Semarang City. Currently, competition for dairy products on the market is very tight, so companies that produce dairy products must develop product innovations, prices and improve brand image to attract consumers to buy their products. This research found that the product innovation and price variables had a positive and significant influence on purchasing decisions, while the brand image variable had no influence on purchasing decisions for Cimory products in Semarang City.
Rudi, S., Martinus, S.E., & Angin, Y. K., 2020. Product Innovation, Advertising Creativity and Brand Trust Drive Purchasing Decisions. Indonesian Journal 5(2)	Qualitative	This research reveals that consumer behavior in deciding to purchase an OPPO brand smartphone is strongly influenced by four factors. These four factors are product innovation, advertising creativity, advertising effectiveness, and brand trust. Thus, if

Article Identity	Method	Findings
		the OPPO brand smartphone company wants to increase sales of its products, it must pay attention to these four factors. Increasing the value of each of these factors will have an impact on increasing purchasing decisions by consumers to each degree. In other words, these four factors are an inseparable unit in increasing company sales.
Ambar, L., Firti, L., 2023. The Influence of Brand Image, Brand Trust, and Brand Ambassador on Smartphone Purchase Decisions. Journal of Economics, Management and Accounting 25(1)	Qualitative	This research aims to test whether Brand Image, Brand Trust and Brand Ambassador have an influence on purchasing decisions for Samsung smartphone products. The results of this research show that the Brand Image variable, Brand Trust variable, and Brand Ambassador variable simultaneously and partially influence purchasing decisions.

Source: Secondary Data, 2024

Discussion

The Influence of Product Innovation on the Purchasing Decisions

Product innovation is considered as something new. As a new product, innovation is expected to ensure that the product meets consumer desires. If a product innovation can satisfy consumer desires, consumers will tend to make purchasing decisions (Polooan, 2006).

This is in line with research conducted (Al Rasyid and Tri Indah, 2015) (Romdhonah, Fathoni and Haryono, 2015) which shows that product innovation plays a very important role in the consumer purchasing decision making process. The results also confirm that product innovation has a significant impact on purchasing decisions.

The Influence of Brand Image on the Purchasing Decision

Brand image is a combination of images, names, words, letters, numbers, color arrangements, and elements that have distinctive characteristics that can be used in goods and services trading activities. In other words, purchasing decisions are strongly influenced by brand image factors.

This is in accordance with research by Fatmaningrum, R.S. (2020) and Sofina & Patrica, F.D. (2022) found that brand image has a significant positive influence on purchasing decisions. Therefore, a good brand image can improve consumer purchasing decisions.

The Influence of Brand Trust on the Purchasing Decision

Today, what matters most is brand trust, or brand trust. Studies conducted (Kusuma, 2014; Wulansari, 2013) found that consumers trust big brands that already have a good reputation. Therefore, companies must strive to provide consumers with a great experience and build a strong brand.

This is an accordance with research by Yunita Ardiyanti (2022). The test results show that brand trust has a significant influence on purchasing decisions. This means that brand trust has a direct influence on purchasing decisions.

CONCLUSION

In accordance with the explanation in the discussion above, the conclusions that can be

drawn from this article are:

1. Product innovation has a positive and significant effect on the Purchasing decision.
2. Brand image has a positive and significant effect on the Purchasing decision.
3. Brand trust has a positive and significant effect on the Purchasing decision.

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