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BRAND IMAGE AND PURCHASING DECISION: ANALYSIS OF PRICE PERCEPTION AND PROMOTION (LITERATURE REVIEW OF MARKETING MANAGEMENT)

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Abstract: Previous research or relevant research is very important in a research or scientific article. Previous research or relevant research serves to strengthen the theory and phenomenon of the relationship or influence between variables. This article reviews the factors that influence brand image and purchasing decision, namely: price perception and promotion, a Marketing Management Literature Study. The results of this research library are that: 1) Price perception has a relationship and affects the brand image; 2) Price perception has a relationship and affects purchasing decision; 3) Promotion has a relationship and affects the brand image. 4) Promotion has a relationship and affects purchasing decisions; and 5) Brand Image has a relationship and affects purchasing decisions.

Keywords: price, promotion, brand image, customer buying decision.

INTRODUCTION

Background

Students in general at the end of the lecture will be faced with the obligation to make a scientific paper according to their field of knowledge. Students who are able to write scientific papers are considered capable of combining their knowledge and skills in understanding, analyzing, describing, and explaining problems related to the scientific field they take.

The scientific work made is a requirement to obtain from most tertiary institutions before taking the final Stratra One (Thesis), Postgraduate Thesis (S2) in the form of a Thesis, and for Undergraduate students (S3) in the form of a Dissertation

Based on empirical experience, many students have difficulty finding supporting articles for their scientific work 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 is a literacy review in marketing management science, especially discusses the variables: price perception (x1) and promotion (x2), which influence brand image (y1) and purchasing decisions (y2).

Formulation of the problem

Based on the background, problems will be formulated that will be discussed in the literature review article so that it is more focused on literature review and the results and discussion later, namely:

- 1) Does price perception have a relationship and influence on brand image.
- 2) Does price perception have a relationship and affect purchasing decisions.
- 3) Does Promotion have a relationship and affect the Brand Image.
- 4) Does Promotion have a relationship and affect the Purchasing Decision.
- 5) Does the Brand Image have a relationship and influence the Purchasing Decision..

LITERATURE REVIEW

Brand image

According to (McKnight et al., 2002), trust is built between parties who do not know each other either in the interaction or in the transaction process. Meanwhile, according to Gunawan (Gunawan & Imam, 2013) trust is defined as a form of attitude that shows feelings of like and persist in using a product or brand. (McKnight et al., 2002) state that there are two dimensions of consumer trust, namely:

- 1) Trusting Belief. State that there are three elements that build trusting belief, namely benevolence, integrity, competence.
- 2) Trusting Intention. A deliberate thing where a person is ready to depend on others in a situation, this happens personally and leads directly to other people.

Brand Image have been examined extensively by previous researchers including: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019).

Buying decision

In more detail, according (Tjiptono & Fandy, 2008) purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. Kotler and Keller (Kotler, Keller, et al., 2012) also describes the stages of the customer decision process Five Stage (Five stage model of the customer buying process),

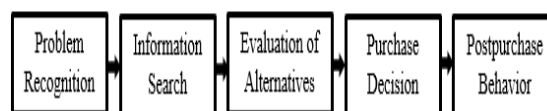


Figure 1: The Five-Stage Model of Purchasing Decision Process

The dimensions of purchasing decision variables used in this study based on (Kotler, Philip, et al., 2012) are:

- 1) Product selection. Can make decisions to buy a product or use the money for other purposes. In this case the company must focus its attention on people who are interested in buying a product and the alternatives they are considering.
- 2) Purchase amount. Can make several decisions about how many products to buy and of course according to the needs and desires of consumers.
- 3) Time of purchase. Consumers make decisions about when to make purchases, this problem concerns their needs, for example: someone buys every day, once a week, even repeatedly.

Buying Decision have been examined extensively by previous researchers including: (Richardo et al., 2020), (Desfiandi et al., 2017), (Yunita & Ali, 2017), (Brata et al., 2017), (Ali, 2019a), (Mappesona et al., 2020), (Ali, 2019a), (Novansa, Hafizh, Ali, 2017), (Sivaram et al., 2020), (Thanh Nguyen et al., 2019), (Ali, Evi, et al., 2018), (Ali, 2019b), (Anggita & Ali, 2017), (Toto Handiman & Ali, 2019), and (Ali, Narulita, et al., 2018b).

Price perception

In theory, according to (Tjiptono & Fandy, 2008), the price is a monetary unit or other measure (including goods and services) that is exchanged in order to obtain ownership rights or use of a good or service. stated by Buchari Alma (Alma & Buchari, 2012), whereas according to the expert opinion, Djaslim Saladin (Buchory et al., 2010) suggests that price is a component that generates income while others generate costs.

Price dimension based on according to Kotler and Armstrong translated by Bob Sabran (Kotler, Philip, et al., 2012) explains that there are four measures that characterize price, namely price affordability, price compatibility with product quality, price compatibility with benefits, and price according to ability or price competitiveness can be explained as follows:

- 1) Price Affordability. can reach the price set by the company.
- 2) Price match with product quality. As an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality.
- 3) Price match with benefits. Buy a product if the benefits that are felt are greater or equal to what has been spent to get it.
- 4) Prices are according to ability or price competitiveness. Often comparing the price of a product with other products, in this case the expensive price of a product is highly considered by consumers when buying the product.

Price Perception have been examined extensively by previous researchers including: (Christina Catur Widayati et al., 2020), and (C.C. Widayati et al., 2020)

Promotion

According to (Kotler et al., 2014) defining the notion of promotion is “Promotion refers to activities that communicate to merits of the product and persuade target customers to buy it”. The Promotional activities undertaken function to expand thenyebarinformation and get attention, create and cultivate desire, as well as develop the desire of consumers to buy products offered. The definition of online promotion according to (kotler et al., 2010) is the company's effort to market products and services and to build relationships with customers through internet media.

According to (Kotler, Philip, et al., 2012), stated that the promotion mix consists of 5 (five) dimensions of promotion, namely:

- 1) Advertising. All forms of non-personal presentations and promotions paid for by the sponsor to present ideas, goods or services.

- 2) Sales promotion. Short-term incentives to encourage the purchase or sale of a product or service.
- 3) Personal selling. Personal presentation by salespeople with the aim of generating sales and building customer relationships.
- 4) Public relations. Build relationships in order to obtain lucrative publicity, build a good corporate image, and deal with or correct unfavorable rumors, stories and events.
- 5) Direct marketing. Direct contact with target consumers with the aim of obtaining immediate responses and fostering lasting relationships with consumers. The forms of promotion used include catalogs, telephone marketing, kiosks, internet, mobile marketing, and others.

Promotion have been examined extensively by previous researchers including: (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., 2018a), and (Brata et al., 2017).

RESEARCH METHODS

The method of writing scientific articles is by qualitative methods and literature study or Library Research. Reviewing literature books in accordance with the theory discussed, especially in the scope of Human Resource Management (HRM). Besides, it is 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).

FINDINGS AND DISCUSSION

Based on the problem formulation and literature review, the discussion of this article is as follows:

1. The effect of price perception on brand image

Price perception has a relationship and affects brand image. The better price perception by customers, the better the brand image of the product or company.

A brand image is a set of associations about a brand that is stored in the mind or memory of consumers ". There are several factors that influence brand image Schiffman and Kanuk (2007) mention the factors forming a brand image, namely: 1). Quality or quality, relating to the quality of the goods offered by producers with certain brands; 2) Trustworthy or dependable. relating to the opinion or agreement formed by the community about a product that is consumed; 3). Uses or benefits associated with the function of a product that can be used by consumers. 4). Price, which in this case relates to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image; and 5). The image that is owned by the brand itself, namely in the form of views, agreements and information relating to a brand of a particular product.

This is in line with the results of research conducted previously by (Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019).

2. The effect of promotion on brand image

Price promotion has a relationship and affects the brand image. The better price perception by customers, the better the brand image of the product or company.

Promotion is all kinds of forms of persuasion communication designed to inform customers about products or services and to influence them to buy these goods or services which include publicity, personal selling and advertising, Zimmerer (2002).

This is in line with the results of research conducted previously by (Christina Catur Widayati et al., 2020), and (C.C. Widayati et al., 2020).

3. The effect of price perception on purchasing decisions

Price perception has an effect on purchasing decisions. The better price perception by customers, the better will be the interest in purchasing decisions.

Price is an element of the marketing mix that is flexible, which can change at any time according to time and place. Prices are not just numbers on the label of a package or store shelf, but prices have many forms and carry out many functions. According to Kotler and Keller (2012: 67), price is one element of the marketing mix that generates revenue, another element generates costs. Price is the easiest element in any marketing program to customize, product features, channels, and even communication take a lot of time.

Campbell in Cockril and Goode (2010: 368) states that price perception is a psychological factor from various aspects that has an important influence on consumer reactions to prices. That's why price perception is the reason why someone makes a decision to buy.

This is in line with the results of research conducted previously by (Christina Catur Widayati et al., 2020), (C.C. Widayati et al., 2020), : (Richardo et al., 2020), (Desfiandi et al., 2017), (Yunita & Ali, 2017), (Brata et al., 2017), (Ali, 2019a), (Mappesona et al., 2020), (Ali, 2019a).

4. The effect of promotion on purchasing decisions

Promotion has a relationship and has an effect on and has a relationship with purchasing decisions. The better the promotional activities by the company, the better customer interest will be in making purchasing decisions.

Promotion is a tool used in marketing. A good product, but if consumers or the public have never heard of it, they will not buy it. Promotion is basically important to be carried out by companies in marketing their products or services with the aim of informing, introducing, attracting and persuading potential buyers or consumers to buy goods or services offered by the company. Companies that carry out promotional activities can introduce their products to the wider community, therefore promotions must be made more creative and more attractive, so that they can attract people's attention and then they are interested in buying the products and services offered.

That this research is supported by previous research by oleh (Richardo et al., 2020), (Desfiandi et al., 2017), (Yunita & Ali, 2017), (Brata et al., 2017), (Ali, 2019a), (Mappesona et al., 2020), (Ali, 2019a), (Novansa, Hafizh, Ali, 2017), (Sivaram et al., 2020), (Thanh Nguyen et al., 2019), (Ali, Evi, et al., 2018), (Ali, 2019b), (Anggita & Ali, 2017), (Toto Handiman & Ali, 2019), (Ali, Narulita, et al., 2018b).

5. The effect brand image on purchasing decisions.

Brand image has a relationship and affects purchasing decisions. The better the brand image is perceived by customers, the better the interest in purchasing decisions will be.

The buying decision is one of the main components of consumer behavior. Consumer purchasing decisions are the step-by-step consumers use when buying goods and services. The purchase decision is a problem-solving approach to human activities to buy goods or services in fulfilling their wants and needs which consists of identifying needs and wants, searching for information, evaluating alternative purchases, purchasing decisions and behavior after purchase (Swastha, 2007).

This is in line with the results of research conducted previously by: (Ikhsani & Ali, 2017), (Ali, Narulita, et al., 2018b), (Brata et al., 2017), (Ikhsani & Ali, 2017), (Ali, 2019b), (Yunita & Ali, 2017), (Mappesona et al., 2020), (Novansa, Hafizh, Ali, 2017), (Sivaram et al., 2020), (Richardo et al., 2020).

This article analyzes brand image and purchasing decision, analysis of prices, promotions and trust variables. Articles in line with previous articles include:

- Purchasing decision: (Richardo et al., 2020), (Desfiandi et al., 2017), (Yunita & Ali, 2017), (Brata et al., 2017), (Ali, 2019a), (Mappesona et al., 2020), (Ali, 2019a), (Novansa, Hafizh, Ali, 2017), (Sivaram et al., 2020), (Thanh Nguyen et al., 2019), (Ali, Evi, et al., 2018), (Ali, 2019b), (Anggita & Ali, 2017), (Toto Handiman & Ali, 2019), and (Ali, Narulita, et al., 2018b).
- Prices: (Christina Catur Widayati et al., 2020), and (C.C. Widayati et al., 2020).
- Brand image: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019). Price perception: (Christina Catur Widayati et al., 2020), and (C.C. Widayati et al., 2020), (Ali, Narulita, et al., 2018b), (Ikhsani & Ali, 2017), (Richardo et al., 2020), (Brata et al., 2017), (Anggita & Ali, 2017a), (Novansa & Ali, 2017).
- Promotions: (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., 2018a), and (Brata et al., 2017), and trust: (Toto Handiman & Ali, 2019), and (Indarsin & Ali, 2017).

CONCEPTUAL FRAMEWORK

Based on a theoretical study and the relationship between variables, the model or conceptual framework of this article in order to construct a hypothesis is as follows:

- 1) Perception of price has a relationship and affects the brand image, based on research results including: (Ali & Mapp Pesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019), (Ali et al., 2016), and (M & Ali, 2017),
- 2) Promotion has a relationship and affects the brand image, based on research results including: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mapp Pesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019).
- 3) Perceptions of price have a relationship and influence on Purchasing Decisions, based on the results of research including: (Christina Catur Widayati et al., 2020), (CC Widayati et al., 2020): (Richardo et al., 2020), (Desfiandi et al., 2017), (Yunita & Ali, 2017), (Brata et al., 2017), (Ali, 2019a), (Mapp Pesona et al., 2020), (Ali, 2019a).
- 4) Promotion has a relationship and affects Purchase Decisions, based on the results of research including: (Richardo et al., 2020), (Desfiandi et al., 2017), (Yunita & Ali, 2017),

(Brata et al., 2017), (Ali, 2019a), (Mapp Pesona et al., 2020), (Ali, 2019a), (Novansa, Hafizh, Ali, 2017), (Sivaram et al., 2020), (Thanh Nguyen et al., 2019), (Ali, Evi, et al., 2018), (Ali, 2019b), (Anggita & Ali, 2017), (Toto Handiman & Ali, 2019), (Ali, Narulita, et al., 2018b).
 5) Brand image has a relationship and affects Purchase Decisions, based on the results of research including: (Richardo et al., 2020), (Desfiandi et al., 2017), (Yunita & Ali, 2017), (Brata et al. , 2017), (Ali, 2019a), (Mapp Pesona et al., 2020), (Ali, 2019a).

From several studies put forward by several experts and literature review studies that have been carried out, the following is the framework for this article.

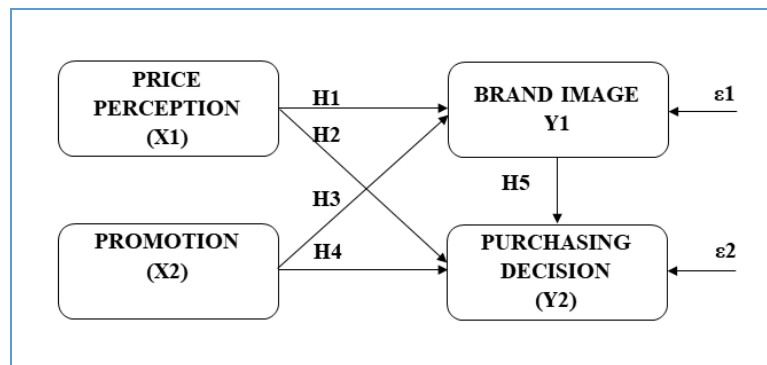


Figure-2: Conceptual framework

Based on theoretical studies and review of the results of relevant articles and images from the conceptual framework, then: perception and brand image have a relationship and influence on brand image and purchasing decisions, both directly and indirectly.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results and discussion, it can be concluded to build a hypothesis for further research as below:

- 1) Price has a relationship and affects the Brand Image.
- 2) Price has a relationship and affects the Purchasing Decision.
- 3) Promotion has a relationship and affects the Brand Image.
- 4) Promotion has a relationship and affects the Purchasing Decision, and
- 5) Brand Image has a relationship and affects the Purchasing Decision.

Suggestion

Based on the conclusions above, the suggestion in this article is that there are many other factors that influence brand image and purchasing decisions apart from price and promotion, therefore further studies are needed to complement what other factors can influence. brand image and purchasing decision.

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