

E-ISSN: [2986-0326](#), P-ISSN: [2986-089X](#)

DOI: <https://doi.org/10.38035/gijes.v1i4>

Received: December 07th, 2023, Revised: December 18th, 2023, Published: January 22nd, 2024

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The Role of Price and Product Quality in Increasing Consumer Purchase Interest (Marketing Management Literature Review)

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Abstract: Literature Review The Role of Price and Product Quality in Increasing Purchase Interest is a scientific article with the aim of analyzing whether price and product quality play a role in purchase interest. The method of writing a literature review article is the library research method, which is sourced from online media such as Google Scholar, and other online media. The results of this article are: 1) Price plays a role in Purchase Interest; 2) Product Quality plays a role in Purchase Interest. Apart from these 2 exogenous variables that influence the endogenous variable of Purchase Decisions, there are many other factors including customer satisfaction, consumer reviews, trust, brand image.

Keywords: Price, Product Quality, Purchase Interest.

INTRODUCTION

Product quality is the ability of a service product to demonstrate its function, including overall durability, reliability, accuracy, ease of operation and repair of the product and other product attributes (Kotler & Armstrong, 2008). While the price from a marketing perspective is a monetary or other measure (including other goods and services) exchanged in order to obtain the right to own or use a good or service (Dinawan, 2010), the perception of price has a strong influence on consumers in determining choices, price is the tendency of consumers to use price in assessing the suitability of product benefits. The assessment of the price of a product benefit is said to be expensive, cheap or moderate from each individual is not the same, because it depends on the individual's perception which is based on the environment and the individual's own condition (Kotler & Armstrong, 2008)

Beauty is the dream of all women. Every woman wants beauty because beauty increases self-confidence. Beauty here means healthy and clean skin. In order for a woman to remain beautiful, she must take care of her face and body. This treatment can be done by visiting a beauty salon or using Skincare and Bodycare products. However, due to globalization, the perception of the world has also changed. People are starting to realize the importance of care and appearance. Most men are now accustomed to using Skincare for their self-care.

The high level of competition and the large number of competitors of similar companies that present alternative choices for consumers with different promotions and quality, companies must also have creative ways to create promotions that attract consumers' attention and create preferences for customers, so that companies are required to understand consumer behavior in their target market by offering or selling quality products and good service to their consumers, companies will have the opportunity to gain an advantage over their competitors if by doing so consumers in terms of clothing, food and shelter which are primary (basic) needs.

This study aims to determine whether promotion, price and product quality affect the decision to purchase Scarlett skincare products. Based on references from the problems that have been explained previously. The questions of the scientific article Literature Review are as follows:

1. Does Price Play a Role in Purchasing Interest?
2. Does Product Quality Play a Role in Purchase Interest?

METHOD

The method of writing this scientific article is with quantitative methods and literature review (Library Research). Reviewing theories and relationships or influences between variables from books and journals both offline in the library and online from Mendeley, Google Scholar and other online media. In quantitative research, literature reviews must be used consistently with methodological assumptions. This means that it must be used inductively so as not to direct the questions asked by the researcher. One of the main reasons for conducting quantitative research is that the research is exploratory (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

The results of this article based on the problem background, objectives, and methods are as follows:

Purchase Interest

According to Kotler & Keller (2016) in the research journal (Silvia & Hapzi Ali, 2024) Consumer purchasing interest is the urge to purchase a product based on preference, utility, consumption, or even desired experience.

According to (Kotler & Keller, 2019) Purchase interest occurs when a person or consumer feels satisfied with a product that meets expectations with the expected performance, creates satisfaction that encourages future purchases of the same product or brand, and tells others about the good product.

Purchase intention has four dimensions (purchase intention) according to Ferdinand in (Dwinanda & Rachmawati, 2021) namely as follows: 1) Transactional interest, is the tendency of customers to continuously buy the same goods repeatedly, 2) Referential interest, is the tendency of consumers to tell others about a product they have used, 3) Preferential interest, is the way consumers behave that determines which products they choose to use, 4) Explorative interest, is the tendency of customers to continuously seek further information about the goods they are interested in.

Purchase Interest has been widely studied by previous researchers, including: (Ali, H., 2023), ((Widiyanti, L., Ali, H., 2023).

Price

Price is how consumers view a certain price whether it is high, low or reasonable which has a strong influence on consumer purchasing intentions and purchase satisfaction. Schiffman and Kanuk, 2010 in (Sandala et al., 2021). Price perception is how price information is fully understood and provides deep meaning to consumers. Price perception is an important

assessment for consumers about the comparison of the amount of sacrifice with what will be obtained from products and services. Zeithaml, 1988 in (Putra, 2021) According to Kotler and Armstrong, 2012 in (Kambey et al., 2022) price is related to the value contained in the price related to the benefits of having or using a product and service.

According to Kotler and Armstrong 2012 in (Korowa et al., 2018), there are four price indicators, namely: 1) Price Affordability; 2) Price Suitability with Product Quality; 3) Price Competitiveness; and 4) Price Suitability with Benefits.

Price has been widely studied by previous researchers, including: (Fauzi & Ali, 2021), (Ali, Zainal, et al., 2022), (Suleman et al., 2020), (Maisharoh & Ali, 2020), (A. Setyadi et al., 2017), (Paijan & Ali, 2017), (Putri Primawanti & Ali, 2022), (Mukhtar et al., 2016).

Product Quality

According to Weenas, 2013 in (NR Halim & Iskandar, 2019). Product quality is the ability to perform its function, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. Companies need to continue to improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases. According to Amrullah and Agustin (2016) in (Satria & Sidharta, 2017). Quality is a product and service that goes through several stages of the process by calculating the value of a product and service without any deficiency in the value of a product and service, and produces products and services according to high customer expectations.

Product quality indicators include: 1) Durability; 2) Reliability; 3) Product suitability; and 4) Ease of use and repair (Budiyanto, 2018).

Product Quality has been widely studied by previous researchers, including: (Larasetiati & Ali, 2019), (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Ali et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021), (Hasyim & Ali, 2022), (Kholisoh & Ali, 2020).

Table 1: Relevant previous research

No	Researcher Name	Research result	Research Equation	Research Differences
1	(S. Aprelyani & Ali. H., 2024)	Product Price and Quality Influence Purchase Interest.	There is an equation between the price variable and buying interest.	This research uses quantitative methods.
2	(Widiyanti & Ali. H., 2023)	Product quality influences purchasing interest.	There is an equation between product quality variables and purchasing interest.	There is a difference in the purchase interest variable becoming an intervening variable.
3	(R. Maulana & Ali. H., 2024)	The results of this study are that product quality and price have a significant influence on purchasing decisions.	There are similarities in the exogenous variables, namely price and product quality.	There is a difference in this study, namely that purchasing interest is an exogenous variable.

Discussion

a) Price plays a role in increasing consumer purchasing interest

Price does play an important role in increasing purchasing interest. Several factors that influence this include the perception of value, namely the price that is considered comparable to the quality of the product can increase purchasing interest. If consumers feel they are getting more value, they tend to be more interested. Furthermore, market segments, namely setting the right price according to the target market, are also very important. For example, premium products may appeal to consumers seeking exclusivity, while products with lower prices can appeal to consumers who are sensitive to price. Furthermore, supply and demand, namely competitive prices can increase purchasing interest, especially if the product is rare or in great demand. And finally, promotions and bundling, namely special offers or bundling of products at lower prices can encourage consumers to buy more.

By considering these factors, businesses can design effective pricing strategies to attract consumer buying interest. And by understanding and implementing the right pricing strategy, businesses can effectively increase consumer buying interest and, in turn, increase sales.

This research is in line with research conducted by (Fauzi & Ali, 2021), (Ali, Zainal, et al., 2022), (Suleman et al., 2020), (Maisharoh & Ali, 2020), (A. Setyadi et al., 2017), (Paijan & Ali, 2017), (Putri Primawanti & Ali, 2022), (Mukhtar et al., 2016).

b) Product Quality Plays a Role in Increasing Consumer Purchasing Interest

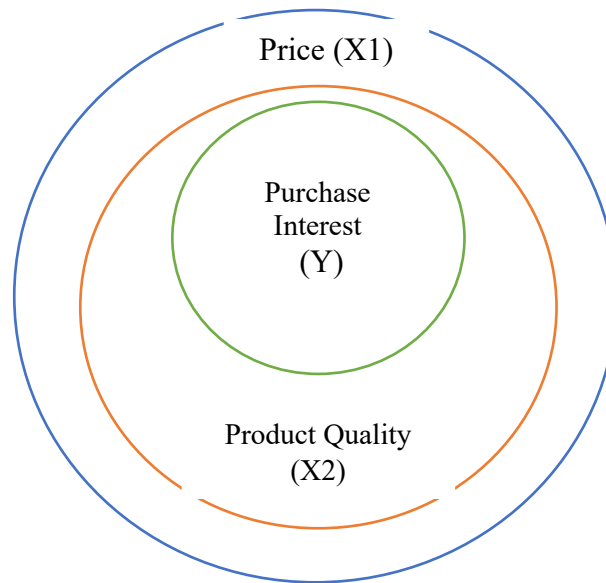
Product quality plays a crucial role in increasing consumer purchasing interest. There are several reasons why product quality is very important, namely customer satisfaction and high-quality products can increase customer satisfaction. Satisfied customers are more likely to make repeat purchases and recommend products to others. Brand reputation, namely consistent product quality can build a positive reputation for a brand. Brands that are known for good quality are more likely to attract attention and purchase interest. Next, reviews and recommendations, namely consumers today often look for reviews before buying. High-quality products that get positive reviews can increase purchase interest, while low-quality products can hinder purchase interest.

By ensuring that products are of good quality, companies can increase purchasing interest and build long-term relationships with consumers. And by focusing on product quality, companies can not only increase purchasing interest, but also build long-term relationships with customers.

This research is in line with research conducted by (Larasetiati & Ali, 2019), (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Ali et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021), (Hasyim & Ali, 2022), (Kholisoh & Ali, 2020).

Conceptual Framework

Based on the problem formulation, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for this article is as follows.



And there are many other factors that influence the Purchasing Decision (Y), including:

- a) Customer Satisfaction: (Ali et al., 2022), (Ali et al., 2016), (M & Ali, 2017), (Limakrisna & Ali, 2016), (Hasyim & Ali, 2022), (Hairiyah & Ali, 2017).
- b) Consumer Reviews : (Fauziah et al., 2023),(Assagaf & Ali, 2017),(Mansur & Ali, 2017),(Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017),(Ilhamalimy & Ali, 2021),(Ali, H., Limakrisna, 2013), (Silviah, 2024).
- c) Trust : (Ali.H & Frisco, 2024),(Ali & Rafqi, 2021), (Ali & Hernandes, 2024), (Ali & Rahmawati, 2023).
- d) Brand Image: (Imantoro, 2017), (Ekaprana et al., 2020), (Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Sudiantini & Saputra, 2022) , (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), (Toto Handiman & Ali, 2019), (Ali et al., 2022).

CONCLUSION

This study aims to determine whether price and product quality play a role in increasing consumer purchasing interest. Based on the article's questions, the following conclusions can be drawn from this study: 1) Price plays a role in Purchase Interest, 2) Product Quality plays a role in Purchase Interest.

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