



Literature Review Purchasing Decisions: Price Analysis, Online Consumer Reviews and Consumer Trust

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Abstract: The Influence of Price, Online Consumer Reviews and Consumer Trust on Purchasing Decisions is a scientific article reviewing literature within the scope of Marketing Management science. This article **aims** to build a hypothesis regarding the relationship between the influence of variables which will be used as a reference in future research. **Object research** in online libraries, *Google Scholar*, *Mendeley* and other academic online tools. **The research method** is literature review sourced from open access *e-books* and *e-journals*. The analysis of this article is qualitative descriptive. **The result** of **this** article, namely: 1) Price influences purchasing decisions; 2) Online Consumer Reviews influence Purchasing Decisions; and 3) Consumer Trust influences Purchasing Decisions.

Keywords: Purchase Decisions, Prices, Online Consumer Reviews, Consumer Confidence

INTRODUCTION

Within the scope of higher education, every student is required to carry out research in the form of a thesis, thesis and dissertation. Likewise lecturers, researchers and other functional personnel are expected play an active role in contributing to research and writing scientific articles for publication in scientific journals accredited national and international journals.

In Indonesia, in general scientific work is a requirement for students who have completed their studies to be declared graduates at tertiary institutions at all levels of education, namely a thesis for undergraduates (S1), a thesis for postgraduate (Masters) and dissertations for advanced postgraduate (S3) .

Based on researchers' empirical experience, most students and research writers find it difficult to obtain supporting articles preparation of scientific work in the form of previous research or research relevant. Article Relevant is used by researchers to strengthen research theory , in order to observe the relationship or influence of research variables and establish research hypotheses . This article examines influence of price, reviews online consumers , and

consumer confidence in purchasing decisions , as a literature review in the field of Marketing Management.

Based on the background, **the purpose of writing** this article is in order establish a hypothesis for further research, namely by formulating: 1) The Effect of Price on Purchasing Decisions; 2) The Influence of Online Consumer Reviews on Purchasing Decisions; and 3) The Influence of Consumer Trust on Purchasing Decisions.

METHOD

Article uses qualitative methods descriptive and literature review or literature review, by examining sources from online literature.

Literature reviews/literature reviews are used consistently based on methodological assumptions in qualitative research, with inductive reasoning so as not to lead to questions asked by researchers. Its exploratory nature is the basis for consideration in conducting qualitative research (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

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

Purchasing Decisions _

Purchasing decisions are where individuals take steps to solve problems in determining the most appropriate action for selecting alternative purchasing behavior (Kotler & Armstrong, 2012).

Purchasing decisions are actions which is directly related to how to obtain and identify products and services in the decision making process . Purchasing decisions are a form of consumer behavior (Tjiptono, 2016).

Purchasing habits which include when and where purchases are made influence consumer purchasing decisions (Assauri, 2015).

The purchasing decision is to buy a particular brand that consumers want to obtain . The conditions that consumers expect and the behavior of other consumers towards products or services are factors that determine purchasing decisions (Fatihudin and Firmansyah, 2019) .

The consumer purchasing decision process has stages, include : a. Identification per problem ; _ b . Search for various information; c . Evaluate alternatives ; d . Purchase decisions ; and e. Action after purchase (Kotler & Keller, 2009).

Purchasing decision indicators , namely : 1) Product selection ; 2) Brand selection ; 3) Selection of distribution location; 4) Purchase quantity ; and 5) Purchase time (Tjiptono, 2016) and (Effendi & Chandra, 2020).

Previous research regarding purchasing decisions , including : (Cesariana et al., 2022) , (Safitri, 2020), (Ali, Evi, et al., 2018), (Ikhsani & Ali, 2017), (Novansa & Ali, 2017) , (Mahaputra & Saputra, 2021), (Thanh Nguyen et al., 2019), (Doan & Ali, 2021), (Fauzi & Ali, 2021), (Ali et al., 2022), and (Al Hafizi & Ali, 2021).

Price

The most important decision in marketing is pricing . Price is a component of the marketing mix that generates revenue, other components cause costs for the products offered . Companies may reduce promotional budgets and lower prices to leave behind smaller market segments and weaker trade channels (Kotler, Philip & Keller, 2007) .

Price is the measure or monetary unit of a product or service that is used in exchange for goods or services to obtain the right to own or benefit from the goods or services (Malau, 2017).
 is a monetary unit or other measure as a medium of exchange to obtain ownership or use rights of goods and services (Tjiptono, 2019) .

Price indicators, namely : a. Affordability; b . Product quality according to price ; c . Price competitiveness ; d . Benefits according to price (Yusup , 2011).

Previous researchers who studied price variables include : (Hernikasari et al., 2022), (Hawkins, 2007), and (Sari, 2016).

Online Consumer Reviews

Online consumer reviews consist of information about products and recommendations from the consumer's perspective (Muslimah & Mursid, 2019).

Online consumer reviews is a consumer posting on a company website as an intermediary or third party after carrying out a transaction for a product or service, where the consumer describes the product that reflects consumer satisfaction directly to the product. Consumers will read reviews before shopping online carefully (Liu et al., 2021).

Indicators of online consumer reviews, namely: 1) Perception of benefits; 2) Convenience; and 3) Perception of control (Maharani & Saputra, 2021).

Previous research regarding online consumer reviews includes: (Assagaf & Ali, 2017), (Riyanto et al., 2017), (Mansur & Ali, 2017), (Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017), (Ali, H., & Limakrisna, 2013), (Ilhamalimy & Ali, 2021), (Agussalim et al., 2016), and (Sivaram et al., 2019).

Consumer confidence

Trust is where a company is willing to depend on its business partners in the form of a number of intermediary factors personal and inter organization, such as perceptions of competence, integrity, honesty, and corporate benevolence (Kotler & Keller 2016).

Consumer trust is the insight that consumers have and the conclusions that consumers draw regarding objects , attributes and benefits (Mowen, 2012).

Trust is the main foundation in a business (Norhermaya & Soesanto, 2016). Websites that have many visitors tend to be trusted by consumers (Rahmawati & Widiyanto, 2013) .

The dimensions of consumer trust are: 1) Development from past behavior and experiences; 2) Trustworthiness and dependability expected from partners; 3) Involves a willingness to bear risk; 4) Feelings of security and confidence in partners (Barnes, 2013).

Indicator consumer trust , namely: 1) Capacity ; 2) Cohesiveness ; and 3) A good heart (Ainurrofiq, 2007).

Review Relevant Articles

Study various articles relevant as a basis for building research hypotheses for this article by providing an explanation of the results of previous research, linking similarities and differences from previous research that are relevant to the research plan in this article as in table 1 below .

Table 1: Relevant Research Results

No	Author (Year)	Research result Previous	Similarities to this article	The difference with this article _ _	H
1	(Firmansyah et al ., 2022)	Price, Promotion and Place have a positive and significant effect on Purchasing Decisions	Price influences Purchasing Decisions _	Promotion and Place influence Purchase Decisions	H1

2	(Sunardi et al. , 2021)	Product Price and Quality have a positive and significant effect on Purchasing Decisions	Price influences Purchasing Decisions	Product Quality influences Purchasing Decisions	H1
3	(Hidayati, 2018)	Online Consumer Reviews and <i>Viral Marketing</i> have a positive and significant influence on purchasing decisions	Online Consumer Reviews influence Purchase Decisions	<i>Viral Marketing</i> influences Buying decision	H2
4	(Latief & Ayustira, 2020)	Online Consumer Reviews and <i>Customer Ratings</i> positive and significant effect on purchasing decisions	Online Consumer Reviews influence Purchase Decisions	<i>Customer Ratings</i> influence Purchasing Decisions	H2
5	(Solihin, 2020)	Consumer Trust and Promotion have a positive and significant influence on Purchasing Decisions	Consumer Trust influences Purchasing Decisions	Promotions influence Purchasing Decisions	H3
6	(Lailiya, 2020)	Consumer Trust and <i>Brand Ambassadors</i> have a positive and significant influence on Purchasing Decisions	Consumer Confidence influences Purchasing Decisions	<i>Brand Ambassadors</i> influence Buying decision	H3

Discussion

The discussion of this article , namely reviewing various articles relevant , analyzing the influence or relationship between one variable and another, and synthesizing conceptual thinking for a research plan based on theoretical studies.

This article discusses _ review relevant articles , analyze the influence between variables and create conceptual thinking research plans based on research results .

The Influence of Price on Purchasing Decisions

Price is the amount of value as a means of exchange for consumers with a number of benefits for obtaining and owning a good or service. One of the variables that consumers consider before buying a product is price . Price is something important because it is closely related to consumer decisions in purchasing a product.

The principle or concept of price , namely for consumers, price is something sensitive . Consumer buying interest will decrease if the seller increases the price above the market price , but if a product is sold at a cheap price, consumers will try to get that product. Price is a variable that consumers consider before making a decision to buy a product or service . For this reason, sellers need to set prices in accordance with the quality of a product or service. Therefore, price plays a role in determining a person's decision when buying a product.

Price influences purchasing decisions, if the price is perceived as good then the purchasing decision will also be perceived as good , that's how it is on the contrary. Price has a positive and significant effect on purchasing decisions, the better the price, the greater the purchasing decision (Kambali et al., 2020) .

Efforts that management needs to make in formulating marketing strategies so that consumer purchasing decisions increase are by providing the best prices in the form of matching prices with the products being sold, discounts, price variations for similar goods that are affordable for various consumer segments .

Factors that influence prices , namely: 1) Competitive prices ; 2) Price match between expectations and benefits obtained by consumers; 3) Quality of product or service according to price ; 4) Consumer affordability.

The Influence of Online Consumer Reviews on Purchasing Decisions.

Online consumer reviews are a form of *e-WOM* (*Electronic Word of Mouth*), and are a form of marketing communication that can influence and play a role in the process of determining consumer purchasing decisions (Purwanto, 2021).

Online consumer reviews are a feature provided by *e-commerce* , as a description of the advantages or disadvantages of a product based on previous buyers' opinions for use by other consumers in determining purchasing decisions by looking at the positive or negative opinions of previous buyers regarding a product or service . Reviews written by other consumers reflect the actual product quality such as color, size , and form, also reflects consumer experience in the form of seller service, ease of transactions, and speed of delivery.

The principle or concept of online consumer reviews is that consumers need to feel confident that the product offering meets consumer expectations . Positive and negative reviews given by other consumers who have shopped are actual opinions . To reduce the risk in shopping , consumers tend to pay close attention to reviews provided by previous buyers which are available in the review feature on online marketplaces.

Online consumer reviews influence purchasing decisions. If online consumer reviews are perceived as good then purchasing decisions will be perceived as good, and vice versa. This can be explained because reviews posted by consumers can influence the reputation of a product and service offered. Products or services that have a good reputation tend to get more positive reviews than negative reviews , and vice versa.

Factor that influence online consumer reviews , including :

- 1) Product or Service Quality : The quality of the product or service that consumers receive is a major factor influencing online consumer reviews . Products or services that satisfy or exceed consumer expectations will receive positive reviews .
- 2) Consumer Experience : Consumer experience during the process of purchasing and using a product or service also plays an important role. Good customer service, on-time delivery, and ease of use of online consumer review features can increase positive reviews.
- 3) Price: The price of a product or service can influence consumer reviews. Consumers will leave positive reviews if Get the best value for the money spent .
- 4) Brand Trust and Reputation: Consumers tend to give positive reviews to brands or companies they trust . Brand reputation, integrity, and commitment to customer satisfaction can contribute to good reviews.
- 5) Communication and Engagement: How a company communicates with consumers, including through social media, email, and customer service chat, can influence consumer views. Fast and informative responses to consumer questions or problems can increase a positive impression.

Online consumer reviews play a role in purchasing decisions, in line with research , including : (Atsila et al., 2020) and (Melati, 2020). Online consumer reviews partially influence purchasing decisions (Atsila et al, 2020). Online consumer reviews influence the decision to purchase a cellphone case on the Hopee *marketplace* partially, as objects are students in Surabaya (Melati, 2020) .

The Influence of Consumer Trust on Purchasing Decisions.

Consumer trust is the attitude of consumers who believe that a product has attributes and can provide the benefits of these attributes, and the belief that exchange relationships can be relied upon to provide what consumers want.

Principles or concepts of consumer trust influence purchasing decisions. If consumer trust is perceived as good then purchasing decisions will be perceived as good, and vice versa. This can be explained by the increasing level of consumer trust, which will increase consumer purchasing decisions .

Factor that influence consumer confidence, are:

- 1) Product or Service Quality: Consumers trust products or services that have a good reputation and proven quality.
- 2) Brand: Brands that are well known and have a good reputation tend to be more trusted by consumers.
- 3) Personal Experience: Personal experience with a particular product or service can influence a consumer's level of trust. If consumers have a positive experience, they will be more trusting.
- 4) Recommendations and Reviews: Recommendations and reviews from friends, family, or other trusted sources can influence consumer trust.
- 5) Data Security: In the digital era, personal data protection and transaction security are critical to consumer trust.

Consumer trust plays a role in purchasing decisions, in line with research (Rachmawati et al., 2021 and (Wijaya & Kuswoyo, 2022) . Trust has a positive relationship with purchasing decisions, trust has a significant influence on laptop purchasing decisions (Rachmawati et al, 2021). Consumer trust has a significant positive influence on purchasing decisions simultaneously (Wijaya & Kuswoyo, 2022).

Research Conceptual Framework

Based on the problem formulation, relevant research studies, and discussion , a conceptual framework for this article was prepared as shown in Figure 1 below .

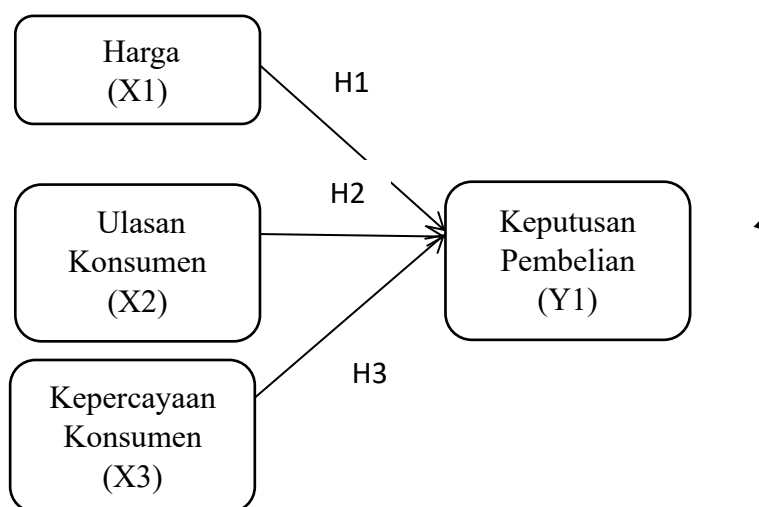


Figure 1: Conceptual Framework

Based on the conceptual framework, then: price, review online consumers, and consumer trust influence purchasing decisions. Other variables that influence purchasing decisions besides the three exogenous variables include:

- 1) Promotions: (Firmansyah et al., 2023), (Permatasari et al., 2022), (Marbun et al., 2022), and (Solihin, 2020).
- 2) Purchase Interest: Sunardi et al., 2022), (Havidz et al., 2020), and (Nadya et al., 2022).
- 3) Product Quality: (Fauziah et al., 2023), (Sunardi et al., 2022), and (Permatasari et al., 2022).

CONCLUSION

Based on the objectives, results and discussion, it is concluded that this article formulates a hypothesis for further research, namely: 1) Price influences purchasing decisions; 2) Reviews

online consumers influence purchasing decisions ; and 3) Consumer trust influences purchasing decisions .

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