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Determining Purchase Decisions: Brand Image and Trust (Marketing Management Literature Review)

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Abstract: The purpose of writing this Literature Review Paper is to determine the influence of Brand Image and Trust variables on purchasing decisions. Using qualitative methods and Library Research. The research results show that green marketing influences purchasing decisions, digital marketing influences purchasing decisions, Electronic brand image and trust together influence purchasing decisions.

Keywords: Brand Image, Trust, Purchasing Decisions

INTRODUCTION

Every student, whether Strata 1, Strata 2 and Strata 3, is required to carry out research in the form of a thesis, thesis and dissertation. Likewise for lecturers, researchers and other functional staff actively conducting research and writing scientific articles for publication in scientific journals.

Based on the empirical experience of many students and young lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory being researched, to see the relationships between variables and build hypotheses, they are also very necessary in the discussion section of research results.

This article discusses the influence of Brand Image and Trust variables on purchasing decisions. (A Study of Marketing Management Literature). Of course, not all factors influence purchasing decisions. In this article, only a small part will be studied and reviewed.

In detail, the aim of writing this "Literature Review Paper" is to determine the influence of exogenous electronic Brand Image and Trust variables on purchasing decision variables.

- 1) The influence of Brand Image on purchasing decisions
- 2) The influence of Trust on purchasing decisions
- 3) The influence of Brand Image and Trust on purchasing decisions

METHOD

The method for writing this scientific article is qualitative methods and literature studies or Library Research. Reviewing literature books in accordance with the theories discussed, especially in the scope of Marketing Management. Apart from that, analyzing reputable scientific articles and also scientific articles from non-reputable journals. All scientific articles cited are sourced from Mendeley and Google Scholar.

In qualitative research, literature reviews must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory in nature (Ali & Limakrisna, 2013).

Next, it is discussed in depth in the section entitled "Related Literature" or "Review of Literature"), as a basis for formulating hypotheses and will then become the basis for making comparisons with the results or findings revealed in the research. (Ali & Limakrisna, 2013).

RESULTS AND DISCUSSION

1. The Influence of Brand Image on Purchasing Decisions

The strong brand image in the minds of consumers will increase the trust felt by consumers in using the products they buy (M & Ali, 2017). When consumers are aware that the brand that will be used has more benefits, consumers will believe it (Ali, 2019a), because the brand image and company reputation can be maintained, will lead to buying behavior (Ali, 2019a). Brand image has aspects that can be formed through access to services, services offered, personal contact, security, and positive reputation can affect consumer trust and commitment. (Setyadi & Ali, 2017). A strong brand image indicates that consumers will trust the product they buy (Agussalim & Ali, 2017). Brand image has a positive impact on purchasing decisions (Wydyanto & Rafqi Ilhamalimy, 2021). Brand image, brand awareness and price factors can positively influence the buying behavior of a product (Ali, 2019a). (Rosyid et al., 2013) Brand image has a positive effect on purchasing decisions. Brand image for purchasing electronic products has a positive correlation and has a significant effect on purchase intention (Ali & Ade Octavia, 2023). Increasing the positive image of the brand will have an impact on purchasing decisions (Sivaram et al., 2019). As well as (Ali, Rivai Zainal, et al., 2022), These results are supported by research conducted by (Ali et al., 2019; Ali & Mappesona, 2016; Bimaruci et al., 2021; M & Ali, 2017; Wydyanto & Ilhamalimy, 2021).

2. The influence of Trust on purchasing decisions

Consumer trust is very important in the purchasing decision-making process. This trust factor not only includes product quality but also how the company is able to maintain its reputation and transparency of information to consumers. (Ali, Octavia, et al., 2022), Strong consumer trust in a product can influence consumers in making purchases. (Rafqi Ilhamalimy & Ali, 2021), Consumers who have had a good experience and the impact on their trust will make continuous purchases. (Ali, Octavia, et al., 2022). Consumer trust will create good trust in the seller and will increase consumer buying behavior (Larasetiati & Ali, 2019). Trust has a direct and significant effect on purchase intention (Firmansyah & Ali, 2019). (Wydyanto & Rafqi Ilhamalimy, 2021) Trust is an important factor in increasing interest in online shopping. (Rafqi Ilhamalimy & Ali, 2021) also found an influence between trust and purchase intention. (Ali, Octavia, et al., 2022).

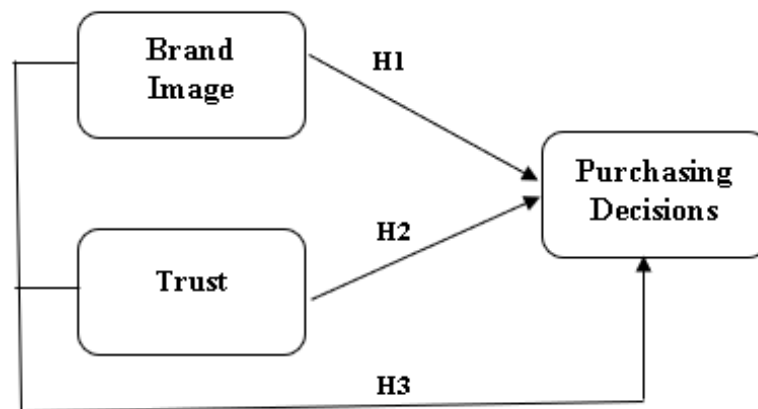
3. The Influence of Brand Image and Trust on Purchasing Decisions

A strong brand image can build trust which can ultimately influence consumers to make purchases. (Paramita et al., 2022), Brand image plays an important role when consumers compare similar products before deciding which product to buy (Hernikasari et al., 2022), Brand image influences consumer trust, strong trust can influence consumer purchasing

decisions, consumers will continue to make repeat purchases when they have had a satisfying experience from a product or brand they use.(A. Setyadi & Ali, 2017), This is in line with research conducted by (Wydyanto & Rafqi Ilhamalimy, 2021) Who found that brand image has a positive and significant influence on purchasing decisions, then research by (Rafqi Ilhamalimy & Ali, 2021) Finding that trust has a positive and significant influence both partially and simultaneously on purchasing decisions, this is in line with research conducted (Ali, Octavia, et al., 2022; Ali & Ade Octavia, 2023; Hernikasari et al., 2022; Larasetiati & Ali, 2019; Nico Gerard Doan & Ali, 2021; Syachrony et al., 2023; Syah et al., 2024).

Conceptual Framework

Based on the formulation of the problem for writing this article and the study of literature reviews from both relevant books and articles, the framework for this article has been prepared as below.



Brand Image and Trust have a relationship and influence purchasing decisions both partially and simultaneously.

Apart from the Brand Image and Trust variables that influence purchasing decisions, there are many other variables that influence it, including the variables:

- 1) Quality of service: (M & Ali, 2017),(Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali et al., 2019), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).
- 2) Promotion: (Ali et al., 2019), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali et al., 2018), (Brata et al., 2017), and (Syachrony et al., 2023).
- 3) Product quality: (M & Ali, 2017), (Ali, Narulita, et al., 2018), (M & Ali, 2017), (Ali et al., 2018), (Prihartono & Ali, 2020), (Riyanto et al., 2017), (Maisah & Ali, 2020), (Brata et al., 2017), (Thanh Nguyen et al., 2019), (Ali, 2019), (Anggita & Ali, 2017) and (Bimaruci et al., 2021).

CONCLUSION

Hypothesis testing research is research that aims to develop a hypothesis and test it empirically on a particular problem (Ali & Limakrisna, 2013). Based on the article formulation, results and discussion, a hypothesis can be formulated for further research:

1. Brand Image influences purchasing decisions.
2. Trust influences purchasing decisions.
3. Brand Image and Trust influence purchasing decisions.

Suggestion

Based on the conclusions above, the suggestion in this article is that there are still many other factors that influence purchasing decisions, besides brand image and trust in all types and

levels of organizations or companies, therefore further research is still needed to find out what other factors can influence purchasing decisions besides those that have been studied in this article.

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