
**FACTORS INFLUENCING PURCHASE BEHAVIOR: CONSUMER
INTEREST, PRICE, AND PRODUCT QUALITY (LITERATURE REVIEW
HRM)**

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Abstract

Previous scientific studies or articles play a crucial role in the development of theories and understanding of phenomena, as they provide valuable support and reinforcement to the variables under investigation in the forthcoming research or scientific article. This scientific study aims to critically examine the various aspects that have been identified in consumer behavior literature as influential in shaping purchase behavior. Specifically, the factors of consumer interest, price, and product quality will be analyzed and discussed. The objective of composing this article is to establish a hypothesis regarding the potential influence of variables, which will then be employed in further research endeavors. The findings of this literature review paper are presented as follows: There are three main factors that drive consumer purchase behavior: consumer interest, price, and product quality.

Keywords: Purchasing Behavior, Consumer Interest, Price, Product Quality

INTRODUCTION

According to Sidharta and Suzanto (2020), consumer behavior is indicative of consumers' preferences and aversions towards a certain product. The authors suggest that marketers should possess a comprehensive understanding of consumer behavior in order to develop products and services that offer optimal satisfaction. The comprehension of consumer behavior facilitates the comprehension of social science issues that impact human behavior (Hanum & Hidayat, 2017).

The comprehension of consumer behavior is vital for marketers in gaining insights into the cognitive and affective processes that consumers engage in while making choices among many alternatives, including products, brands, and similar entities. Additionally, understanding consumer behavior enables marketers to discern the impact of external factors, such as the environment, reference groups, family dynamics, and sales force, on consumers' decision-making processes.

Price is an additional factor that must be taken into account when deciding the cost of a product that will be offered to consumers. The price of a product, whether it be a good or a service, is a crucial factor in determining the profitability of a firm. In the event that the price is established at an excessively elevated level, it will result in a decline in sales volume. Conversely, if the price is set at an excessively reduced level, it will lead to a decrease in the company's profit margins.

The quality of a product plays a significant role in influencing consumer purchase decisions. The intensifying competitive landscape and growing consumer expectations have prompted numerous organizations to pursue their aspiration of manufacturing high-quality items in order to enhance their market competitiveness. Undoubtedly, the elements related to the product, particularly its quality, exert a significant influence on consumer purchase decisions. According to the study conducted by Wulandari and Iskandar (2018), it was determined that the primary factor influencing consumer purchasing behavior is the level of acceptable product quality. In their dissertation, Ibrahim and Thawil (2019) discovered that consumer intention to purchase is influenced by items, specifically food quality. In this particular instance, we shall examine the impact of consumer interest, price,

and product quality on consumer buying behavior.

Based on empirical evidence, a considerable number of students and authors encounter challenges in locating corroborative scholarly publications for their scientific endeavors, encompassing both antecedent investigations and pertinent studies. The inclusion of pertinent scholarly publications is essential for bolstering the theoretical framework under investigation, as it enables the exploration of the interplay and impact among variables, and facilitates the formulation of hypotheses. This article aims to examine the impact of consumer interest, price, and product quality on purchasing behavior by conducting a comprehensive literature review in the domain of consumer behavior.

LITERATURE REVIEW

Purchase Behavior

There exist four distinct categories of consumer buying behavior. The first category pertains to complex buying behavior, wherein consumers actively engage in the purchasing process and possess a heightened awareness of the significant disparities between various brands or products. The second category encompasses consumers who engage in comparative shopping to familiarize themselves with the available options, but ultimately make their selection swiftly, often driven by the convenience of the shopping experience. The third category encompasses consumers who exhibit limited information search behavior, displaying a propensity to frequently switch between brands or products. This behavior is typically attributed to the influence of perceived variations in product attributes compared to the consequences of dissatisfaction (Mulyono, 2012).

Brands or products possess the capacity to offer supplementary dimensions or indicators that enable them to distinguish themselves from other products intended to fulfill the demands of consumers. The variations might be both rational and quantifiable in relation to the product's performance of the brand under consideration, as well as symbolic and intangible in terms of brand portrayal. As an illustration, within the context of a supermarket transaction, data pertaining to customer purchases is documented at the payment counter. The utilization of payment and discount cards enables the potential

linkage of client purchasing behavior and personal information. The assessment of this information has the potential to assist merchants in the implementation of more effective and adapted strategies (Maksum, 2009). According to Hartini (2012), brands serve as a representation of consumers' comprehensive behavioral views and emotions towards several aspects such as product qualities, performance, brand name significance, and the connected firm.

There exist multiple scale indicators that assess the inclination of individuals to engage in impulsive purchasing behavior, as outlined by Sosianika and Juliani (2017). The present inquiry pertains to the expeditious acquisition of goods, specifically the manifestation of impromptu behavior in the context of shopping. Additionally, it explores the favorable emotional state associated with engaging in shopping activities. Store browsing is characterized by the act of leisurely perusing the merchandise within a retail establishment. Shopping enjoyment, on the other hand, refers to the state of contentment experienced while engaging in the act of purchasing goods. The concept of money accessible refers to the willingness to make impulsive purchases; whereas time available pertains to the extent of time dedicated to purchasing activities. The phenomenon of impulse buying inclination might be described as a casual apathy towards shopping. Previous researchers have extensively examined the purchasing behavior variable, as evidenced by studies conducted by Sari and Mahanani (2017), Adiputra (2015), Hatane Samuel (2006), Mas'ud et al. (2018), and Wiyana and Japariato (2014).

Consumer Interest

Consumer interest is how likely consumers are to buy a brand or how likely. According to Arista and Sri (2011), consumers have the tendency to transition from one brand to another. There are various elements that can influence consumer purchasing behavior, specifically: The impact of other individuals' views on an individual's chosen option is contingent upon two factors: the strength of unfavorable attitudes held by others towards the consumer's preferred alternative, and the consumer's level of motivation to conform. The wants of individuals, followed by unforeseen situational events, have the potential to influence a consumer's decision-making process over a purchase. The

determination of whether to purchase an item or not is contingent upon the consumer's personal beliefs and level of confidence in making such decisions (Indika & Jovita, 2017).

According to Mubarok (2016), the aspects or indications of customer interest can be outlined as follows. Transactional interests refer to an individual's inclination to make a purchase of a certain product. On the other hand, referral intent pertains to an individual's inclination to suggest said product to others. Exploratory interest refers to the inclination of an individual to actively seek out information pertaining to a product of personal interest, with a particular focus on acquiring knowledge that substantiates the good attributes associated with the product.

Numerous prior researchers have conducted investigations on elements related to client interest, encompassing the subsequent factors: (Ishak, 2008), (Ujianto Ujito & Abdurachman Abdurachman, 2004), (Joel et al., 1463), (Tanjung, 2018), and other relevant sources have been cited in this study.

Price

Price refers to the monetary value that consumers are willing to give up in order to acquire, possess, and utilize various combinations of products and services provided by a product. According to Anwar and Satrio (2015), a product refers to any item that is capable of being presented to the market with the intention of attracting attention, being purchased, utilized, or consumed in order to fulfill a desire or requirement. According to Henri Slat et al. (2013), price refers to the monetary expenditure made by individuals in order to acquire a product or service, or the value that customers exchange to get ownership or usage benefits of said goods or service.

The dimensions or indicators of pricing encompass the elements outlined by Prasetyo (2012). The document provided outlines the pricing structure, discount options, allowance offerings, and payment terms associated with the products or services being offered. Previous researchers have extensively examined the price variable, as evidenced by the works of Yunita and Ali (2017), Aptaguna and Pitaloka (2016), Claudya and Komariah (2021), Dewi and Prabowo (2018), Wijaya (2017), Joel et al. (1463), Christina Catur Widayati et al. (2020), CC Widayati et al. (2020), Ali, Narulita, et al. (2018b), Ikhsani and

Ali (2017), Richardo et al. (2020), Brata et al. (2017), Anggita and Ali (2017a), and Novansa and Ali (2017).

Product Quality

Product quality refers to the capacity of a product to effectively carry out its intended functions. This encompasses various aspects such as the overall durability, reliability, precision, ease of operation, and repairability of the product, along with other valued attributes (Anwar & Satrio, 2015).

According to Ghanimata and Kamal (2012), the dimensions or indicators of product quality encompass the following: 1) Performance, a concept that pertains to the fundamental operational attributes of a product, Durability refers to the length of time a product remains functional before necessitating replacement. 2) The degree to which a product adheres to specifications, specifically in terms of meeting the specified requirements and the absence of any flaws in the product. Features refer to the attributes of a product that are specifically designed to enhance its functionality or generate consumer interest. Reliability refers to the likelihood of a product functioning satisfactorily or not over a specified duration. Aesthetics, which pertains to the visual appearance of a product, 6) The concept of perceived quality, sometimes referred to as the impression of quality, is generally attributed to the utilization of indirect measurements. This approach is employed due to the potential lack of consumer understanding or information on the specific product under consideration.

Previous researchers have extensively examined the variable of product quality, as evidenced by studies conducted by Dewi and Prabowo (2018), Permana (2013), Ali (2019b), Hidayat et al. (2009), and various other scholars.

Table 1.
Relevant Previous Research

No	Author (Year)	Previous Research Results	Similarities to this Article	Difference from This article
1	(Nora Pitris Nainggolan, 2018)	Consumer Interest, Price, and Product Quality have a positive influence on Behavior	Price & Product Quality Effect on Purchase Behavior	Interest Consumer Influential on Purchase Behavior

		Purchase		
2	(Umar Bakti & Alie, 2020)	Consumer Interest and product quality positive influence and significantly on Purchasing behavior	Price matters to behavior purchase	Interest Consumer Influence on Purchasing Behavior
3	(Arista & Sri, 2011)	Consumer Interest, Price, and Product Quality have a positive influence significant to Purchase Behavior	Consumer Interest & Product quality influential on Purchase Behavior	Price matters to behavior purchase
.4	(Sari & Mahanani, 2017)	Consumer interest, price, and product quality have a positive influence significant to Purchase behavior	Price & Product Quality Effect on Purchase Behavior	Interest consumers influence purchasing behavior
.5	(Halima & Yanti, 2020)	Consumer Interest and product quality positive influence and are significant to Purchase Behavior	Price matters to behavior purchase	Interest consumers influence purchasing behavior
6	(Irawan, 2020)	Consumer Interest, Price and Product Quality's Positive Influence and significant on Purchase Behavior	Consumer Interest Effect on Purchase Behavior	Price matters towards behavior purchase

Source: Google Scholar

RESEARCH METHOD

This study employs qualitative research methodologies and a comprehensive literature analysis to gather diverse accounts of the factors that impact the outcomes of the variables under investigation. The initial phase of this study involved gathering data from scholarly articles available on Google Scholar.

In the context of qualitative research, the literature review is routinely employed in

alignment with methodological principles. This implies that the approach should be inductive, ensuring that it does not influence the formulation of research questions by the researcher. One of the primary rationales for undertaking qualitative research lies in its inherent exploratory aspect (Raco, 2018).

RESULTS AND DISCUSSION

Effect of Consumer Interest on Purchasing Behavior

Consumer buying behavior is significantly influenced by consumer interest. Buying interest pertains to a buyer's intention to purchase a specific product and the quantity of units required within a specific timeframe (Tanjung, 2018). Consumer purchasing behavior is significantly influenced by consumer interest. There exist seven key characteristics that determine repurchase interest, which include physical surroundings, customer satisfaction, service quality, brand preference, product quality, perceived value, and pricing (Joel et al., 1463).

Customer buying behavior is significantly influenced by customer interest. The primary determinants of consumer buying behavior are cultural factors, social factors, personal factors, and psychological factors (Septifani et al., 2014). Customer purchasing behavior is significantly influenced by customer interest, as evidenced by several studies undertaken by scholars such as Adila and Aziz (2019), Ishak (2008), Prastiyo (2016), and others.

Effect of Price on Purchase Behavior

This study examines the impact of pricing on product purchase behavior, specifically focusing on the simultaneous influence of prices on purchasing behavior. The findings of this research study additionally demonstrate that the price factor exerts a partially significant impact on customer purchasing behavior (Zainal, 2020).

The impact of price on consumer purchasing behavior necessitates the consideration of consumer perceptions and attitudes regarding the price being given. Correlations between standard measurements and intuitive belief selection tend to exhibit higher magnitudes, even when the latter is based on the inclusion of the most significant

beliefs. According to Mutaalimah (2018), customer behavior is greatly influenced by prices. The purchasing behavior of consumers is influenced by price, as evidenced by the findings of several researchers such as Xian, Gou Li (2011), Anwar and Satrio (2015), and Ekapaksi (2016), among others.

Effect of Product Quality on Purchasing Behavior

Product quality refers to the perception that a product provided by a seller possesses a superior market value compared to similar products offered by competitors. According to Yazia (2014), a product refers to any tangible or intangible entity that fulfills a certain demand and can be presented to the market for the purpose of attracting attention, being obtained, or being consumed.

In order to enhance purchasing behavior through an emphasis on product quality, it is imperative for management to prioritize the functionality and characteristics of the product, hence meeting consumer preferences and requirements in relation to the perceived value of their expenditure (Armiaty & Ariffin, 2014).

Product quality refers to a constantly changing condition that is linked to the fulfillment or surpassing of expectations in relation to goods, services, individuals, commodities, and the environment. Hence, the purchasing behavior of consumers is significantly impacted by the quality of the product (Supriyadi et al., 2017).

The purchasing behavior of consumers is influenced by the quality of products, as evidenced by several studies conducted by Suari et al. (2019), Ariella (2018), Astuti and Abdullah (2017), and other researchers.

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.

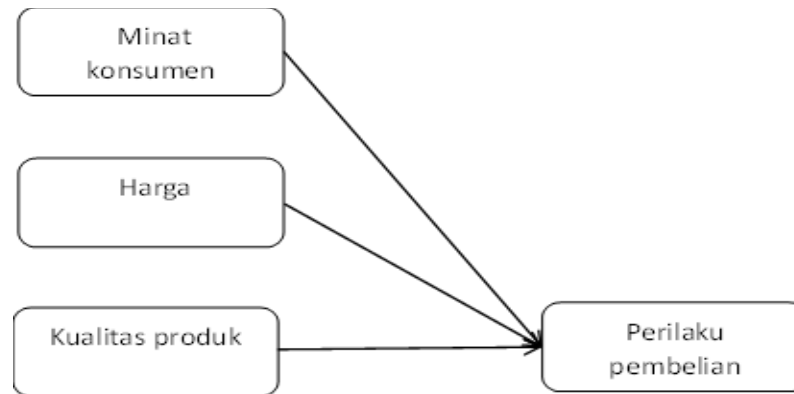


Figure 1.

Conceptual Framework

Based on the conceptual framework picture above, then: Consumer interest, price, and product quality influence purchasing behavior.

Apart from these three exogenous variables that affect buying behavior, there are many other variables that influence it, including:

- 1) Lifestyle: (Solikhah & Dhania, 2017), (Patricia & Handayani, 2014), and (Anoraga & Iriani, 2018)
- 2) Motivation: (Maruto et al., 2015), (Akhadiyah, 2017), and. (Baladini et al., 2021)
- 3) Perception: (Sa et al., 2021), (Purnomo, N., & Hidayat, 2021), and (Alamsyah, 2014)
- 4) Promotion:(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).
- 5) People: (Djoko Setyo Widodo, P. Eddy Sanusi Silitonga, 2017), (Agussalim et al., 2016), (Novansa & Ali, 1926), (Elmi et al., 2016), (Novansa, Hafizh, Ali, 2017) , (Limakrisna et al., 2016), (Octavia et al., 2020), and (Anggita & Ali, 2017b).
- 6) Mere Image:(Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019).
- 7) Service Quality: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Evi, et al., 2018), (Sitio & Ali,

2019), and (Anggita & Ali, 2017b).

- 8) Brand Awareness: (Toto Handiman & Ali, 2019), (Novansa, Hafizh, Ali, 2017), (Ali, 2019a), and (Sivaram et al., 2020).

CONCLUSION

Drawing upon the theoretical framework presented in pertinent scholarly papers and informed debates, it is possible to derive a hypothesis that might serve as a foundation for future investigation. Consumer interests have a significant impact on the behavior of purchasing, as they play a crucial role in shaping consumer decisions. The influence of prices on purchasing behavior is also noteworthy, as consumers tend to be sensitive to price fluctuations and may alter their buying patterns accordingly. Furthermore, the quality of a product holds considerable sway over purchasing behavior, as consumers are inclined to make choices based on the perceived value and reliability of a product.

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