Influence of Purchase Decision: Analysis of Logo, Product Quality and Company Image

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Abstract: The Literature Review article on the Effect of Purchasing Decisions: Logo Analysis, Product Quality and Corporate Image is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is using the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) Logo has an effect on Purchase Decisions; 2) Product Quality has an effect on Purchase Decisions; and 3) Company Image has an effect on Purchase Decision. Apart from these 3 exogenous variables that affect endogenous variables, there are many other factors including the variable.

Keywords: Logo, Product Quality, Company Image, Purchase Decisions

INTRODUCTION

As a business actor or company, of course, they expect the sale of their products or services to be of interest to consumers. With these sales, it is able to bring benefits that are beneficial for employees and company operations. Of course, someone does not immediately decide to buy the products or services that we offer. There are various factors that determine someone to make a purchase. In this study these factors are: Logo, Product Quality and Company Image. In some products, the logo is one of the things that stands out and is often displayed in the product design. For consumers who have high loyalty to the brand, of course the existence of a logo on the product is not a problem, but for consumers who have different tastes, of course the existence of the logo will be a factor in determining purchasing decisions.

Formulation of problem

Based on the background of the problems that have been discussed, the researchers determine the formulation of the problem as follows:
1. Does the Logo affect the Purchase Decision?
2. Does Product Quality affect the Purchase Decision?
3. Does Corporate Image affect Purchase Decision?

LITERATURE REVIEW

Purchase Decision

Purchase decision is a decision on a buyer that can be influenced by financial conditions, technology, politics, price, location and also the promotions carried out. So that it forms an attitude in consumers to process all information and make decisions in the form of responses that appear what products to buy (Alma, B., 2016). Purchasing Decision indicators include: 1) Product choice; 2) Brand choice; 3) Choice of dealers; 4) Time of purchase; 5) Number of purchases; 6) Payment method (Kotler & Armstrong, 2016).

Purchase decision have been studied by previous researchers, including: (Ikhsani & Ali, 2017b), (Saputra & Mahaputra, 2022c).

Picture 1. Purchase Decisions
Source: https://www.researchgate.net/

Logo

Logo is writing that contains the name of an entity that is specially made with the lattering technique or using certain fonts. A logo is something that shows a non-visual reflection of a company, such as a culture of behavior, attitudes, personality as outlined in visual form (Suwardikun, 2000). A logo is a presentation, figure or visual appearance that is always associated with a particular organization as a form of identity for an organization or company (Kusrianto, A, 2007). Logo indicators include: 1) Original and distinctive; 2) legiible; 3) Simple; 4) Easy to remember; 5) Easily associated with the company; and 6) Easily adaptable in various graphic media (Kusrianto, A, 2007).

Logo have been widely studied by previous researchers, including: (Rakanita, 2019), (Saputra & Saputra, 2021), (Chong & Ali, 2022), (Mahaputra & Saputra, 2021c), (Mahaputra, 2022), (Kurniadi & Mahaputra, 2021), (Agussalim et al., 2020), (Riyanto, Yanti, et al., 2017), (Sutikno, S. D. U., Ruﬁaidah, P., Ali, H., & Souisa, 2017).

Product Quality

Product quality is the product's ability to perform its functions, including durability, reliability, and accuracy obtained by the product as a whole (Kotler & Keller, 2016). Product quality is the physical condition, function and nature of a product that is related and can meet consumer tastes and needs satisfactorily according to the value of money spent (Prawirosentono, 2002). Product Quality indicators, namely: Performance, reliability, aesthetics, durability, serviceability, perceived quality, additional features, and conformance to specifications (Gaspersz, 2008).

Product quality has been widely studied by previous researchers, including: (Saputra, 2021), (Shadrina & Sulistyanto, 2022), (Mahaputra & Saputra, 2022), (Suharyono & Ali,
Company Image

Company image is the result of a collection of processes where consumers compare various attributes owned by the company, such as product, price, product quality and service quality (Flavian et al, 2005). Corporate image is the public's perception of the company related to the business name, architecture, variety of products, traditions, ideology and impressions of quality that are communicated by each employee who interacts with the organization's clients (Kotler & Keller, 2009). Corporate Image indicators, namely: Personality, Reputation, Values and Corporate Identity (Sari, 2012).

Company image has been widely studied by previous researchers including: (Saputra & Mahaputra, 2022b), (Ricardo, 2021), (Mukhtar, M., Ali, H., & Jannah, 2016), (Al Hafizi & Ali, 2021), (Richardo et al., 2020), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (Sudiantini et al., 2022), (Sastrodiharjo, 2014).

Table 1. Relevant Previous Research Results

| No | Author (year) | Previous Research Results | Similarity with this article | Difference with this article |
|----|---------------|---------------------------|------------------------------|----------------------------|
| 1  | (Ikhsani & Ali, 2017b) | Purchase Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study of Teh Botol Sosro Products at Giant Mall Permata Tangerang) | Discussing about Product Quality | There is a research locus, namely the Teh Botol Sosro Product at Giant Mall Permata Tangerang |
| 2  | (Ilhamalimy & Mahaputra, 2021) | The Influence of Service Quality and Product Quality on Purchase Decisions and Customer Satisfaction | Discussing Product Quality and Purchase Decisions | There are differences in the variables of Service Quality and |
(Marketing Management Literature Review) Customer Satisfaction

3 (Putra, 2021) Determination of Customer Satisfaction and Customer Loyalty to Product Quality, Company Image and Price Perception (Marketing Management Literature Review) Discussed Product Quality and Company Image. There are differences in the variables of Customer Satisfaction, Customer Loyalty and Price Perception.

4 (Hernikasari et al., 2022) Model Company Image Through Customer Satisfaction Bear Brand: Price and Product Quality. Discussing about Company Image and Product Quality. There is a difference in the variables of Customer Satisfaction and Price.

5 (Suarjana & Suprapti, 2018) Influence of Price Perception, Product Knowledge, and Company Image on Purchase Intention of Multi-Service Brand Indihome. Discussing about Corporate Image. There are differences in variables Price Perception, Product Knowledge and Purchase Intention.

6 (Inggrawan, 2010) A Study on Corporate Image Through Corporate Credibility at PT BNI (Persero) Tbk in Semarang. Discussing about Corporate Image. There is a research focus, namely PT BNI (Persero) Tbk Semarang.

RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for making comparisons with the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on the theoretical study and relevant previous research tables, the following discussion is discussed:

1. **Influence of Logo on Purchase Decision.**

   If this Logo can be implemented and applied properly to a product or company logo, according to the indicators, namely: 1) Original and distinctive; 2) legible; 3) Simple; 4) Easy to remember; 5) Easy to be associated with the company; and 6) Easily adaptable in various graphic media, it will affect the consumer's purchase decision. With an attractive and memorable logo, it makes it easier for consumers to find the product they need. The appearance of the logo will also attract consumers in determining purchasing decisions, for example a logo placed on a garment, if the logo you have is not attractive, then consumers will discourage their intention to make a purchase and vice versa (Sudiantini & Saputra, 2022).

   Logo has an effect on purchasing decisions, this is in line with research conducted by: (Hermawan, 2021a), (Imarah & Jaelani, 2020), (Saputra, 2022b), (Ali, Zainal, et al., 2022), (Saputra & Saputra, 2021), (Bukhari, 2021), (Desmiwerita & Saputra, 2019).

2. **Influence of Product Knowledge on Purchase Decision**
If a product has good quality, it will certainly affect consumers in determining purchasing decisions. With good product quality, of course, a product has a period of use, age of use, and good resistance. For this reason, consumers really consider product quality before buying a product (Saputra & Mahaputra, 2022c).

Product quality has an effect on purchasing decisions, this is in line with research conducted by: (Saputra, 2021), (Shadrina & Sulistyanto, 2022), (Mahaputra & Saputra, 2022), (Suharyono & Ali, 2015), (Ferdiansyah & Bukhari, 2021), (Saputra, 2022c).

3. Influence of Company Image on Purchase Decision

If a company has a good performance, it will affect its image. Company image is a benchmark in seeing the good or bad of the company. Companies with a good image of course whatever they do will be judged good and vice versa. Consumers will prefer products offered by companies with a good image, because they are considered to have good product quality.

Corporate Image has an effect on Purchase Decisions, this is in line with research conducted by: (Saputra, 2021), (William & Wuryandari, 2020), (Fatmawati M & Ali, 2021), (Mahaputra & Saputra, 2022), (Bukhari, 2018), (Ramadhan & Bukhari, 2020).

Conceptual Framework

Based on the problem formulation, theoretical studies, previous research and discussion of the influence between variables, the conceptual framework is obtained as follows:

![Figure 1. Conceptual Framework](https://dinastirpub.org/DIJEFA)

Based on the conceptual framework picture above, then: Logo, Product Quality and Company Image affect the Purchase Decision. Apart from the variable Logo, Product Quality and Company Image that affect the Purchase Decision. There are many other factors related to the Purchase Decision, including:

1) Service Quality: (Noviriska, 2019), (Mahaputra & Saputra, 2021b), (Widodo et al., 2017), (Mukhtar et al., 2016), (M & Ali, 2017), (Wahono & Ali, 2021), (Havidz et al., 2020), (Hasyim & Ali, 2022), (Fauzi & Ali, 2021), (Hermawan, 2021b), (Hermawan, 2022).
2) Price: (Kainde et al., 2021), (Saputra & Ali, 2021), (Rachmawati, 2015), (Ikhsani & Ali, 2017a), (Prayetno & Ali, 2020), (Agussalim et al., 2016), (Hazimi Bimaruci Hazrati Havidz, 2020), (Saputra, 2022a), (Ali, Zainal et al., 2022), (Rony et al., 2020).
3) Place: (Ali, Sastrodiharjo, et al., 2022), (Mahaputra & Saputra, 2022), (Erviani et al., 2019), (Saputra & Ali, 2022), (Syauket et al., 2022), (Sutiksn, S. D. U., Rufaidah, P., Ali, H., & Souisa, 2017), (Mahaputra & Saputra, 2021b), (Maharani & Saputra, 2021).
4) Promotion: (Saputra, 2022b), (Saputra & Mahaputra, 2022c), (Shobirin & Ali, 2019), (Hairiyah & Ali, 2017), (Saputra & Saputra, 2021), (Fahmi & Ali, 2022), (Atmoko & Noviriska, 2022), (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022).
CONCLUSION AND RECOMMENDATION

Conclusion

Based on the problem formulation, theoretical study and discussion above, the researcher can conclude hypotheses for further research, namely:

1. Logo affects to Purchase Decision.
2. Product Quality affects to Purchase Decision.
3. Company Image affects to Purchase Decision.

Recommendation

Based on the conclusions above, there are other factors that influence the Purchase Decision that can be used for further research, namely: Service Quality, Price, Place, Promotion, and Brand Image.

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