

A Review of Determinant Factors that Affect Consumer Purchase Decision and Satisfaction Literature

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Abstract

Today, Corona Virus Disease (COVID-19) pandemic has created global issues, especially for business sectors, affecting consumer purchase decision and satisfaction. As a result, the business-people should be designed a new strategy and change the way of selling immediately product to face the problem and survive from business turnover. The COVID-19 has also stagnated business activities nationally and internationally for all types of industries and companies. The company's profit has dropped but its operating costs continue to increase, making most companies on the verge of bankruptcy. This phenomenon has attracted the researcher's attention to investigate the determinant factors that affect consumer purchase decision and satisfaction. This study designed using a qualitative approach through review literature. Reviews on determinant factors that influence purchasing decision and consumer satisfaction were conducted by reading and analysing 30 peer-reviewed journal articles and summarised in two tables, namely article journal and publisher distribution and article category on the basis of the subject. This study's findings indicate that the determinant factors consist of brand image, product quality, and price have substantial and significant influences on consumer purchase decision and satisfaction, either directly or indirectly. Interestingly, after reading and reviewing 30 peer-review articles, we do not find a particular model that connect the three factors (e.g., brand image, product quality, and price) to consumer purchase decision and satisfaction. For this reason, for further research, it is possible to utilise the purchases decision as a mediating role in the relationship between brand image, product quality and price on consumer satisfaction. In conclusion, we have successfully investigated and identified the determinant factors that affect purchase decision and satisfaction and the possible role of purchase decisions based on previously published articles that mention theoretically regarding mediating role and variable on consumer satisfaction.

Keywords

Brand image, product quality and price, purchasing decisions, consumer satisfaction, a review literature approach

1. Introduction

At the end of 2019, all over the world facing a terrible situation due to COVID-19 pandemic. The issue of COVID-19 has forced numerous business sectors, both national and international, to find out excellent strategies for ensuring their business can survive under uncertain condition. One strategy that can retain existing customers and attract new customers in buying the offered products or services is the brand image. The brand image is categorised as one of three crucial factors that directly affect the purchase decision besides perceived price, and perceived value (Lien et al., 2015). Further, Keller (2000) defined the brand image is the perception, belief, feeling, experience and knowledge of the brand in the customer minds. Also, Arora and Stoner (2009) stated that brand image plays a vital role in developing the brand of product because it directly connects with its emotion with particular company products.

Besides the brand image, another factor that can increase the purchase decision is product quality. It because the brand image has developed from the quality of company products, and it also contributed to customer satisfaction. In other words, the product quality is one of the main factors in building up the company brand image. It means that when the product quality is good, then the brand image would be good. Therefore, the company should offer the different product with good quality and function. Also, the company should provide the products by following the consumer's needs in the target market. Azzadina et al. (2012) added that the company must understand its target market's characteristics and discover it. These characteristics can affect its ability to meet customer needs (Kotler, 2013). Tjiptono (2015) also stated that a product is an item offered for selling and everything that customer received from an exchange in the marketplace. It covers the various types of product, including physical goods, events, experiences, places, properties, organisations, information, and ideas.

Furthermore, price is the other factor that is not less important to increase the customer's purchase decision. Price defined as the amount of money charged to consumers for buying the products or services. Herawati et al. (2019) found that price is the main factor influencing the consumers' purchase decision. Also, there is a significant correlation between price and product quality. Besides that, price is categorised as one of business strategy (Brata et al., 2017). Also, Medina et al., (2020) added that the consumers would pay higher value than the costs because of the benefits that customer obtained from the product. However, the consumer's non-prosocial character will be sensitive to price and will affect the customer purchase decision. In line with the previous elaboration, the present study seeks to provide a depth understanding of determinant factors that influence consumer purchase decisions and consumer satisfaction.

2. Methodology

For achieving the objective of this study, we use a qualitative analysis through the mini-review approach. The data were collected from various sources, namely Science Direct, Web of Knowledge, Scopus (Elsevier). We use peer-review published articles that focus on brand image, product quality, price, purchase decisions and consumer satisfaction. A total of 30 peer-review articles used in this study, review, analyse and summarise to achieve the proposed research objective. The mini-review form, as presented in Table 1, e.g. Journal and Publisher Distribution and Table 2, e.g. Articles Category on the basis of the subject.

Table 1. Journal and Publisher Distribution

No	Article Name	Author(s)	Journal	Publisher	Year
1	Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products).	Hafizh Novansa, Hapzi Ali	Saudi Journal of Humanities and Social Sciences	Scholars Middle East Publishers	2017
2	Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on Japanese brand electronic product).	Lily Suhaily dan Syarief Darmoyo,	Jurnal Manajemen	Atmajaya Catholic University	2017
3	How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers.	Aris Insan Waluya, M. Ali Iqbal, Rhian Indradewa	Int. J. Services, Economics and Management	Inderscience Enterprises Ltd.	2019

4	The influence of brand awareness and brand image on purchase decision.	Muhammad Arie Permana Ambolau, Andriani Kusumawati, Mukhamad Kholid Mawardi	Jurnal Administrasi Bisnis (JAB)	Administrasibisnis.st udentjournal.ub.ac.id	2015
5	Consumer consideration in purchase decision of specs sports shoes product through brand image, product design and price perception.	Sri Widyastutir, Muhammad Said.,	International Journal of Supply Chain Management	ExcelingTech Pub, UK	2017
6	The effect of the price promotion, location, brand image and quality products towards the purchase decision of consumers at bengkel gaoel store Manado town square.	Angelina Rares, Rotinsulu Jopie Jorie	Jurnal EMBA	Sam Ratulangi University Manado	2015
7	The effect of brand ambassador, brand image, and brand awareness on purchase decision of pantene shampoo in Surabaya, Indonesia.	Luh Gede Permata Sari Dewi, Natasya Edyanto, and Hotlan Siagian	SHS Web of Conferences	published by EDP Sciences	2020
8	Brand image and product quality against purchase decision: Sariayu hijab shampoo competitive environment.	Zuraidah Ida and Ida Nur Hidayati	International Conference on Environment and Technology	IOP Publishing	2020
9	Analysis of purchase decision and its impacts towards Honda beat motorcycle's customer satisfaction viewed through product quality and price perception variables at Tangerang City Area.	Christianto Hadisiswanto Putro	International Journal of Innovative Science and Research Technology	www.ijisrt.com	2020
10	Product quality and price on the purchase decision of Hawaii bakery agents Merauke products.	Nurul Fadilah Aswar. et.al	Economics and Digital Business Review	Faculty of Economics and Business, Hasanuddin University, South Sulawesi, Indonesia.	2020
11	When does online review matter to consumers? The effect of product quality information cues.	Rae Yule Kim	Electronic Commerce Research	Springer Science	2020
12	The effect of product price and product quality on purchasing decisions for Samsung brand handphones among STIE AAS Surakarta students.	Dewi Muliastari	International Journal of Economics, Business and Accounting Research (IJEBAR)	jurnal.stie- aas.ac.id/index.php/IJ EBAR	2019
13	The effect of product quality, price, place, strategy marketing of purchase decisions Cibaduyut shoes.	Lucky Radi Rinadiyana et.al.	TEST Engineering & Management	The Mattingley Publishing	2020

14	Product quality and price on the purchase decision of Hawaii bakery agents Merauke products	Nurul Fadilah Aswar,.et.al.	Economics and Digital Business Review	Faculty of Economics and Business, Hasanuddin University, South Sulawesi, Indonesia.	2020
15	The influence of product quality, price and brand image on customer satisfaction through purchasing decisions.	Ari Iriawan Ilham, Sri Hartono, Unang Toto Handiman.	International Journal of Business Marketing and Management (IJBMM)	www.ijbmm.com	2020
16	The effect of marketing mix on purchase decisions.	Ani Nor Widyastuti.et.al.	Jurnal Manajemen Bisnis	journal.umy.ac.id/index.php/mb	2020
17	How important intrinsic and extrinsic product attributes affect purchase decision.	Ulrich Enneking , Claudia Neumann,Sven Henneberg	Food Quality and Preference	Elsevier Ltd. All rights reserved	2007
18	The influence of price on customer's purchase decision.	Ivana Hustić	Central European Conference On Information and Intelligent Systems	Faculty of Organization and Informatics	2015
19	Price, product information and purchase intention: an empirical study	Tung-Zong Chang, Albert R. Wildt	Journal of the Academy of Marketing Science	Academy of Marketing Science.	2015
20	The influence of quality products, price, promotion, and location to product purchase decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta.	Baruna Hadi Brata, Shilvana Husani, Hapzi Ali	Saudi Journal of Business and Management Studies	Scholars Middle East Publishers	2017
21	Effect of product quality, price perception, purchase decisions distribution, and implication on customer satisfaction at PT. XYZZ.	Rizky Ramadhan, Dudi Permana, Ph.D., 2020	International Journal of Research in Science and Technology	IJRST	2020
22	The influence of product quality, service quality and price to purchase decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District).	Rizza Anggita, Hapzi Ali	Scholars Bulletin (A Multidisciplinary Journal)	Scholars Middle East Publishers	2017
23	The temptation of zero price: event-related potentials evidence of how price framing influences purchase of bundles.	Haiying Ma, Zan Mo.et.al.	Frontiers in Neuroscience	www.frontiersin.org	2018

24	Examining the effect of product assortment and price discount toward online purchase decision of university student in Indonesia	Dita Amanah ¹ , Dedy Ansari Harahap	Jurnal Manajemen Dan Kewirausahaan	JMK	2018
25	The processing of price during purchase decision making: Are there neural differences among prosocial and non-prosocial consumers?	Carlos Alberto Guerrero Medina.et.al.	Journal of Cleaner Production	Elsevier Ltd. All rights reserved	2020
26	Brand trust and image: effects on customer satisfaction	Sayed Hamid Khodadad Hosseini, Leila Behboudi.	International Journal of Health Care Quality Assurance	Emerald is a global publisher	2018
27	A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry.	Abdulalem Mohammed a, Basri Rashid.	Kasetsart Journal of Social Sciences	Kasetsart University. Publishing services by Elsevier	2018
28	The influence of service quality, brand image, and customer satisfaction on customer loyalty for private karaoke Rooms in Taiwan.	Ren-Fang Chao, Tai-Chi Wu, Wei-Ti Yen.	The Journal of Global Business Management	Global Business Management	2015
29	The impact of brand image and service quality on buying decision and its implication on consumer satisfaction.	Sylvia Okta Pradita, Arifin Sitio	Dinasti International Journal Digital Business and Management	Dinasti Publisher	2020
30	The effect of promotion and product quality through purchase decision on the customer satisfaction of Bohemian project.id products.	Haikal Aulia Rahman, Arifin Sitio	International Journal of Engineering Technologies and Management Research	www.ijetmr.com	2019

Source: Processed by the author (2021)

Table 1 above captures the summary of the journal and publisher distribution. We have reported 30 peer-review articles published at numerous journals and publishers. Further, the next table is presented to list of the article's category based on the subject.

Table 2. Articles Category Based on the Subject

No	Article Name	Objectives	Findings	Recommendations
1	Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMECO Indonesia SME products).	Determine the effect of brand image, brand awareness and price on purchasing decisions of products of SMEs	Brand image, brand awareness and price can have a positive effect on purchasing decisions for SME products from SMESCO Indonesia consumers so that they can achieve the company's success goals.	

		in SMESCO Indonesia.		
2	Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on Japanese brand electronic product).	Determine the effect of product quality, perceived price, and brand image of the brand purchase decision on Japan's electronics are mediated by consumer trust.	Products quality and prices are perceived significant and positive impact on purchasing decisions; perceived product quality, brand image and price have a significant and positive effect on customer trust; customer trust has a significant and positive effect on purchasing decisions; there is no effect of brand image on purchasing decisions; product quality, price perception and brand image purchase decisions are mediated by consumer trust.	
3	How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers.	Examine product quality and brand image mediated by customer satisfaction that affects the purchase decisions of Indonesian automotive customers.	Product quality and brand image influenced consumer satisfaction. Product quality and brand image have a direct influence on the purchasing decision process. In addition, product quality and brand image influence purchasing decisions mediated by customer satisfaction.	
4	The influence of brand awareness and brand image on purchase decision.	Examine the effect of brand awareness and brand image on purchase decision.	Brand awareness has a significant influence on purchasing decisions. Brand image has a significant influence on purchasing decisions, brand awareness and brand image have a simultaneous influence on purchasing decisions based on, while brand awareness has the most dominant influence on purchasing decisions.	The further researcher should consider those variables in their research in terms of bottled drinking water.
5	Consumer consideration in purchase decision of specs sports shoes product through brand image, product design and price perception.	Analyse the influence of brand image, product design and price perception to purchase decision of the consumers of SPECS sports shoes in Indonesia.	Brand image, product design and price perception had a significant effect on consumer purchasing decisions. Familiarity, design and low prices drive consumer purchase decisions.	For further researchers, a larger sample can be used and a wider coverage of the population area so that more research findings can be generalised. Research variables can also be expanded by observing consumer behaviour in terms of purchase attitudes and motivation.
6	The effect of the price promotion, location, brand image and quality products towards the purchase	Determine the effect of price, promotion, location, brand image and product quality on	Simultaneously, price, promotion, location, brand image and product quality have a significant effect on purchasing decisions. Partially, price and product quality have a significant effect on purchasing	

	decision of consumers at bengkel gaoel store Manado town square.	consumer purchasing decision.	decisions, while promotion, location and brand image have no significant effect on purchasing decisions.	
7	The effect of brand ambassador, brand image, and brand awareness on purchase decision of Pantene shampoo in Surabaya, Indonesia.	Determine the effect of brand ambassador, brand image, and brand awareness on the purchase decision of Pantene Shampoo.	Brand ambassadors have a significant effect on brand awareness. Brand ambassador has a significant effect on brand image, brand awareness. Brand ambassadors and brand image also have a significant effect on consumer purchasing decisions.	Future researchers, needs use up to and a larger population.
8	Brand image and product quality against purchase decision: Sariayu hijab shampoo competitive environment.	This study aims to analyse the influence of brand image and product quality to the purchase decision of Sariayu Hijab shampoo.	Brand image and product quality have a significant effect on purchasing decisions.	Future researchers, needs use up to and a larger population.
9	Analysis of purchase decision and its impacts towards Honda beat motorcycle's customer satisfaction viewed through product quality and price perception variables at Tangerang City Area.	Explore the impacts of product quality and price perception against purchase decision for Honda Beat motorcycle's customer satisfaction at Tangerang City Area.	Product quality has positive and strong impact over purchase decisions, price perception has positive and strong impact over purchase decision, purchase decision has positive and strong impact over customer satisfaction, product quality has positive and significant impact to customer satisfaction and price perception has positive and significant influence over customer satisfaction.	Future research can consider the customer satisfaction as brand image, promotion and service quality in the product and other places with a wider range.
10	Product quality and price on the purchase decision of Hawai bakery agents Merauke products.	Determine the effect of Product quality and price on the purchase decision of Hawai bakery agents Merauke products.	Product quality partially has a positive and significant effect on purchasing decisions, price is partially positive and significant to the purchase decision. Simultaneously, the variables of product quality and price have a positive and significant effect on purchasing decisions.	
11	When does online review matter to consumers? The effect of product quality information cues.	Explores whether and how consumers might incorporate online review into decision making based on signalling theory.	Online reviews are not likely to be a significant influencer on sales if the seller signal product quality with convincing information cues.	Future research can investigate certain sentiments of online review contexts more effectively increase perceived helpfulness, with accounting for when online reviews matter to consumers.

12	The effect of product price and product quality on purchasing decisions for Samsung brand handphones among STIE AAS Surakarta students.	Analyse prices on purchasing decisions and to analyse product quality on purchasing decisions.	Price has a significant effect on purchasing decisions. Price variable (X1) and product quality (X2) jointly influence purchasing decisions.	Future researchers, it is better to increase the sample under study in order to obtain better results.
13	The effect of product quality, price, place, strategy marketing of purchase decisions Cibaduyut shoes.	Analyse The effect of product quality, price, place, strategy marketing of purchase decisions Cibaduyut shoes.	Product quality consisting of quality, attributes, durability, reliability, affordable prices, competitiveness, prices according to excellence and prices according to product quality, affordable places for access, transportation, adequate parking, conducive environment , marketing strategies through advertising, sales, online marketing and personal sales influence purchasing decisions.	For further researchers, it is suggested to use more variables and varied variables to determine what factors influence customer purchasing decisions.
14	Product quality and price on the purchase decision of Hawai bakery agents Merauke products.	Determine the effect of Product quality and price on the purchase decision of Hawai bakery agents Merauke products.	Products partially have a positive and significant effect on Purchasing Decisions. significant to the purchase decision. Simultaneously, the variables of product quality and price have a positive and significant effect on purchasing decisions.	
15	The influence of product quality, price and brand image on customer satisfaction through purchasing decisions.	Develop a comprehensive model by measuring the influence of product quality, price and brand image on customer satisfaction through purchasing decisions.	Product quality, price variables have a positive relationship and have a significant effect on purchasing decisions, brand image variables have a positive relationship but do not have a significant effect on purchasing decisions. The findings further indicate that purchasing decisions have a positive relationship and have a significant effect on customer satisfaction.	
16	The effect of marketing mix on purchase decisions.	Analyses the relationship between the marketing mix, namely price and consumer purchasing decisions.	Marketing mix elements are components that can encourage consumer purchasing decisions. One of the factors driving the purchase decision is price. The results showed that the price had a positive and significant effect on consumer buying decisions.	For further researchers, it is hoped that they can try to analyse the variables of brand equity to determine the effect of the marketing mix on brand equity.
17	How important intrinsic and extrinsic product attributes affect purchase decision.	Evaluates intrinsic and extrinsic product attributes through choice-based conjoining experiments on	Consumer preference for sweetening systems is highly dependent on brand information. The market share simulation based on the total sample shows the preference for sugar over the	Future research might be conducted as a two-step evaluation of consumer preferences where pricing research

		consumer purchasing decisions	sweetener system. However, in certain consumer segments, sugar is not significantly superior to sweetening systems - which shows how useful market segmentation can be in sensory analysis.	is a separated task. This is expected be less demanding on respondents and will probably enhance data quality.
18	The influence of price on customer's purchase decision.	Analyse the effect of the marketing mix, one of which is pricing on consumer purchasing decision.	Prices influence the purchasing decisions of consumers.	
19	Price, product information and purchase intention: an empirical study.	Determine the relationship between price, product information, not price, and purchase intention, together with the intervening variables of price perception, perceived quality, and perceived value, with Purchase Decision.	Perceived price is positively influenced by the objective price and is negatively influenced by the reference price. Furthermore, price influences perceived quality, which is reduced by the presence of substantial direct product information. Finally, the results indicate that the trade-off between perceived price and perceived quality leads to perceived value, and perceived value is the main factor influencing purchase intention.	
20	The influence of quality products, price, promotion, and location to product purchase decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta	Examine and analyse the effect of variable quality of product, price, promotion, and location on purchase decision product.	Quality of product, price, promotion, and location in influencing the purchasing decision, either partially or simultaneously.	
21	Effect of product quality, price perception, purchase decisions distribution, and implication on customer satisfaction at PT. XYZZ.	Determine the effect of product quality, price perception, purchasing decisions distribution, and implications for PT. XYZ	Product quality, price perception, and distribution have a positive effect on purchasing decisions, and purchasing decisions have a positive effect on customer satisfaction. Product quality has the strongest influence on purchasing decisions.	Next researchers are expected to conduct research by adding other variables that affect service, word of mouth, trust, security, brand, and promotion
22	The influence of product quality, service quality and price to purchase decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi	Analyse the influence of product quality, quality of service and price to the purchase decision.	Product quality, service quality and important and significant price to purchase decision. there are still other factors affecting the purchasing decision apart from the three variables of product quality, quality of servicing, and price	Suggestions for further research are for further research on other factors that also influence purchasing decisions, because in this study only the influence of product

	Mahardika Region Jakarta, South Tangerang District)			quality, service quality and price was investigated on purchasing decisions. It is suggested for further research to discuss the influence of brand image, promotion, brand image and others on purchasing decisions.
23	The temptation of zero price: event-related potentials evidence of how price framing influences purchase of bundles.	Analyses and reveals that consumers are vulnerable to the effects of price framing, a common cognitive bias, because of their limited capacity to process information.	Product quality, price perception, and distribution had a positive effect on purchasing decisions, and purchasing decisions had a positive effect on customer satisfaction. Product quality has the strongest influence on purchasing decisions.	Recommended for further research to add other variables that are related and affect the price.
24	Examining the effect of product assortment and price discount toward online purchase decision of university student in Indonesia.	Examine the effect of product variations and price discounts on online purchasing decisions among Indonesian students.	The results showed that product variations had a significant effect on online purchasing decisions. Discounts do not have a significant effect on online purchasing decisions.	Future research need to add, namely price discounts and product diversity. Further studies are encouraged to consider other variables in determining online purchasing decisions such as trustworthiness, reputation, attractiveness of message posts.
25	The processing of price during purchase decision making: Are there neural differences among prosocial and non-prosocial consumers?	Analyse consumer behaviour that assesses differences in price processing among consumers who adopt sustainable (prosocial) habits compared to those who do not (non-prosocial). This is the first study to use neuroimaging tools to explore underlying neural mechanisms that reveal the effect of price on	Prosocial consumers place greater value on collective costs and benefits while non-prosocial consumers place greater weight on prices.	

		prosocial and non-prosocial consumers.		
26	Brand trust and image: effects on customer satisfaction.	Investigate brand trust and brand image effects on healthcare service users. Nowadays, managers and health activists are showing increased tendency to marketing and branding to attract and satisfy customers.	The most effective items bearing the highest influence on customer satisfaction and on benefiting from healthcare services include brand image, staff sincerity to its patients, interactions with physicians and rapport.	Future research needs to be conducted in different hospitals and with different patients, which would lead to the model's expansion and its influence on the patient satisfaction.
27	A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry.	Develop a conceptual model to explain the relationship between the dimensions of CSR, brand image, and customer satisfaction.	The CSR dimension can positively affect customer satisfaction, with brand image mediating the relationship.	Further studies are urged to be conducted to examine the proposed model by collecting data from a significantly large source and examining the hypothesised relationships. Finally, the proposed model concentrated on the hotel sector, so further studies are needed to test other service sectors, such as healthcare and finance.
28	The influence of service quality, brand image, and customer satisfaction on customer loyalty for private karaoke Rooms in Taiwan.	Examine relationship between service quality, brand image, customer satisfaction, and customer loyalty in the KTV industry.	Service quality, customer satisfaction, and customer loyalty, service quality did not have a positive effect on customer loyalty. Conversely, this relationship is mediated by customer satisfaction, the perception of customer satisfaction is an important consideration. In addition, this study shows that brand image has a positive influence on service quality and customer loyalty.	Suggested to explore workers in the KTV industry and the effects of brand image, such as brand value and brand trust.
29	The impact of brand image and service quality on buying decision and its implication on consumer satisfaction.	Examine the effects of brand image on customer satisfaction and loyalty intention. Examines the relationships between the brand	The brand image has a significant effect on customer satisfaction. Likewise, brand image has a significant effect on overall customer loyalty intentions; and customer satisfaction has a significant positive effect on customer loyalty intentions in an organisation.	Future research recommended to use large-scale with more variables, and large sample sizes.

		image and customer satisfaction, brand image and loyalty intention as well as customer satisfaction and loyalty intention on the context of retail supermarket chain in UK.		
30	The effect of promotion and product quality through purchase decision on the customer satisfaction of Bohemian project.id products.	Determine the effect of promotion and product quality through purchase intention on customer satisfaction.	The results showed that promotion, product quality through purchase intention are having a significant influence on product customer satisfaction.	Further research can use a larger sample to produce stronger and more accurate results and can study other factors besides promotion, product quality and purchasing decisions, service quality, product warranty and others.

Source: Processed by the author (2021)

3. Results and Discussion

Using the mini-review approach, we found that brand image, brand quality, and price have a significant relationship with purchase decisions and affect consumer satisfaction. Methaq (2014) stated that brand image has a positive and significant effect on purchase decisions. Hafiz and Hapzi (2017) added the indirect impact of brand image on the purchase decision. Also, Lily and Syarief, (2017) stated the most significant incentive for consumers in making purchasing decisions is on the brand image of a product other than product quality and price. Aris et al. (2019) found that the consumer purchase decision has influenced by three factors: brand image, product quality, and consumer satisfaction. Furthermore, Mukhamad et al., (2015), Sri and Muhammad (2017), Achmad Yanu (2014), Angelina (2015), Luh Gede et al. (2020) and Zuraidah, (2020) found that brand image is a crucial variable influencing the consumer purchase decision. Besides that, we also found that there is a significant relationship between product quality and price (Christianto, 2020).

The purchase decision begins with several considerations, namely, product quality (Kim, 2020). A study by Nurul et al., (2020), Dewi (2019), Lucky et al., (2020), Ari et al., (2020), Ani Nor et al., (2020), and Ivana Hustić (2015) indicated that product quality, either directly or indirectly, through mediating variables, influences consumer purchase decision. Tung and Albert (2015) stated that brand and product are perceived as good, but the price determines the most significant factor in buying a decision. Enrico and Nils (2012), Dudu and Agwu, (2014), Rizky and Dudi (2020), Haiying Ma et al., (2018), Dita and Dedy (2018), Carlos et al., 2020), Sayed et al., (2018) showed that there is a positive and significant effect of the price on consumer purchase decisions. Also, Abdulalem and Basri (2018), Ren-Fang (2015), Sylvia and Arifin (2020), Sriram and Kingshuk (2011), Chiu-chi and Monika Kukar (2011), Haikal and Arifin (2019), Leyla Ozer and Beyza Gultekin (2015), added the consumer expectations of the benefits of a product would create consumer satisfaction. Besides that, Aris Insan Waluya, M. Ali Iqbal, Rhian Indradewa (2019) found that brand image, product quality and consumer satisfaction significantly affect purchase decisions.

4. Conclusion

This study's findings indicate that the determinant factors consist of brand image, product quality, and price have strong and significant influences on consumer purchase decision and satisfaction, either directly or indirectly. Interestingly, after reading and reviewing 30 peer-review articles, we do not find a particular model that connect the three factors (e.g., brand image, product quality, and price) to consumer purchase decision and satisfaction. For this reason, for further research, it is possible to utilise the purchases decision as a mediating role in the relationship between brand image, product quality and price on consumer satisfaction. In conclusion, we have successfully

investigated and identified the determinant factors that affect purchase decision and consumer satisfaction. Then, the possible role of purchase decisions based on previously published articles that mention theoretically regarding mediating role and variable on consumer satisfaction.

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