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The Influence Of Price And Airline Brand Image On Airplane Ticket Purchase Decisions At PT Arimbi Jaya Tour And Travel

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Abstract

The rapid advancement of digital technology has significantly transformed the marketing landscape, especially in the aviation industry. This study investigates the influence of price and brand image on the decision to purchase airline tickets at PT Arimbi Jaya Tours and Travel. Utilizing quantitative research methods, data were collected through electronic questionnaires distributed via Google Forms. The findings indicate that price and Brand Image play a crucial role in shaping consumer decisions, as customers are increasingly attracted to competitive prices and strong brand identities. This study highlights the importance of effective marketing strategies in enhancing customer satisfaction and loyalty in a highly competitive environment, especially post-pandemic when travel demand has rebounded.

Keywords: Price, Brand Image, and Purchase Decision

INTRODUCTION

The development of the times has increased the demand for transportation services in Indonesia, including air transportation. The public's interest in using airlines is increasing because it can cut travel time. This has led to a significant increase in competition in the mass transportation industry in air travel, where traveling has become a lifestyle. Many airlines in Indonesia offer air transportation options to the public, such as Full Service Carrier (FSC) and Low Cost Carrier (LCC), each with its own advantages

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in terms of price, brand image, service, and facilities. For example, Garuda Indonesia is known for its FSC services, while Lion Air offers lower LCC ticket prices.(Alfira, 2018).

Air transportation competition is marked by the presence of airlines that offer affordable prices for consumers. LCC services have a significant impact on the Indonesian aviation industry, such as encouraging airlines to be more efficient, reducing air traffic, increasing flight demand, and triggering significant ticket price competition. (Yowanda & M. Kholid Maward, 2017). The advancement of air transportation and the increasing consumer interest in time efficiency have triggered price competition among airlines in Indonesia. Airlines offer discounts and attractive facilities to entice ticket purchases. This business opportunity is utilized by travel agencies or travel companies that collaborate with airlines. Travel agencies or travel companies also offer discounts or promotions on airline ticket sales to make it easier for consumers.

PT. Arimbi Jaya Tours and Travel Gresik, as a travel agency, participates in the sale of airline tickets by collaborating with various airlines. They offer price promotions to attract consumers and keep up with technological developments, competing with other travel agencies and online ticket sales. In the digital era and after the Covid-19 pandemic, ticket sales can be done through smartphones, making it easier for customers. The development of travel agents, both conventional and online (OTA), is accelerating, creating intense competition. PT. Arimbi Jaya Tours and Travel Gresik is responding to this by continuously innovating.

They provide the best service to customers from various backgrounds, offering various airlines such as Garuda Indonesia, Batik Air, Lion Air, and others, each with their own unique advantages. Their ticket sales experienced fluctuations, especially during the Covid-19 pandemic. However, they strive to continue serving customers by facilitating flight requirements. After the pandemic subsided, ticket sales began to increase. People are traveling again, and airlines are competing to attract consumers with enticing promotions without neglecting facilities and services. The differences in price, facilities, and services shape the Brand Image of each airline, which becomes a consideration for consumers when choosing flight tickets. PT. Arimbi Jaya Tours and Travel Gresik, in its services, is also ready to provide airport pick-up and drop-off, passport processing, etc. In transactions, customers do not have to come to the Arimbi Jaya Tours and Travel Gresik office but can be served online via WhatsApp, email, and other means. For checking in for flights, it can now be done online, making it easier for consumers.

The transformation of the digital era in business affects marketing activities. According to(Kotler & Keller, 2016), Marketing is about meeting human and social needs.

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Technological advancements affect sales, so a strong marketing strategy is needed to sustain the business. One effective strategy is to build a good brand image, especially in the current digital era. With the emergence of digitalization, there has been a technological advancement shift from transactions or services that were previously done manually or by visiting in person to being able to be served without having to come in person. The Brand Image created by airlines in the form of advantages that distinguish one airline from another, each with its own unique characteristics or advantages.

(Tjiptono & Chandra, 2017) saying that price can be understood as the amount (monetary units) or other aspects (non-monetary) that contain several uses or needs to obtain a product, price can be concluded as the amount required as compensation for the benefits of products and services. The price of a product or service is a determinant of market demand, and price is an important consideration for consumers when purchasing a product or service.Based on previous research findings, there are differing results, leading to a gap. Research conducted by (Yuliani & Fakhrudin, 2022) with the title "The Influence of Brand Image and Price on Ticket Purchase Intention for Lion Air at Supadio International Airport Pontianak" states that the brand image variable affects the ticket purchase decision at Supadio International Airport Pontianak.

Another factor that is considered in determining the purchase of plane tickets is the perception of price. Price perception influences the decision to purchase airline tickets at PT. Arimbi Jaya Tours and Travel Gresik. Consumers choose tickets according to their preferences and budget. The abundance of travel agencies and airlines offering promotions and facilities gives consumers many options. PT. Arimbi Jaya Tours and Travel Gresik strives to provide the best promotions and services to customers. Based on previous research findings, there are differing results, leading to a gap. Research conducted by (Rahmadanni et al., 2021) with the title "The Influence of Price, Promotion, and Service Quality on Online Airplane Ticket Purchase Decisions on traveloka.com" states that the price variable has a significant positive effect on purchase decisions, meaning that price has a significant impact on purchase decisions.

PT. Arimbi Jaya Tours and Travel Gresik is a travel agency in the city of Gresik that provides flight ticket services. It started due to the high demand for business trip tickets from the government or private sectors in Gresik Regency that had not been met. Seeing this market opportunity, PT. Arimbi Jaya Tours and Travel Gresik dared to become one of the travel service companies that offer flight ticket sales both domestically and internationally. In the sale of airline tickets, PT. Arimbi Jaya Tours and Travel Gresik

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collaborates with both government and private companies by providing the best and maximum service to meet the expectations of all customers.

From the results of the observation, it seems that the author is interested in further researching and understanding in more detail to what extent price and brand image can influence consumer decisions in purchasing airline tickets. Thus, based on that background, the author has titled this research "The Influence of Airline Ticket Prices and Brand Image on Purchase Decisions at PT. Arimbi Jaya Tour and Travel."

LITERATURE REVIEW

Price

According to (Kotler & Armstrong, 2019) Price is the amount of money that must be paid to obtain a product or service, or the amount of value exchanged for the benefit of owning or using that product or service. According to Keller Kotler in (Amilia & Nst, 2017) There are four price indicators, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

1. Price affordability

Affordable prices can be defined as the price level of a product or service that aligns with the financial capability and expectations of consumers. This reflects consumers' perception of the value they receive from the product or service compared to the cost they have to incur.

2. The alignment of price with product quality

In certain situations, consumers are willing to pay a higher price for products that guarantee quality. This is especially true for products that are considered important or have special value for consumers. However, in general, consumers still prefer products that offer the ideal combination of affordable prices and good quality. That means they are looking for products that provide the best value for their money, which is quality that is commensurate with or even exceeds the price they have to pay.

3. Price competitiveness

Pricing is one of the important strategies in marketing. Companies need to understand market dynamics and consumer behavior in order to set the right price. Prices that are too high can make products difficult to sell, while prices that are too low can reduce the company's profits and even create a negative perception of the product's quality.

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4. Price-to-benefit ratio

Sometimes, consumers do not focus too much on the price of a product, but are more interested in the benefits or value offered by the product. In this situation, the benefits of the product become the main determining factor in the purchasing decision, even if the price is relatively high. Consumers are willing to pay more for products that they believe can provide solutions or meet their needs effectively.

Brand Image

According to (Tjiptono, 2015), Brand image is a description of the associations and trust that customers have towards a particular brand or trademark. This is because brand image is one of the important factors considered by the public before purchasing or using a product or service. Brand image indicators according to Anggraini in (Liyono, 2022) there are 4, namely reputation, recognition, affinity, and brand loyalty.

1. Reputation (reputasi)

Reputation is the public perception of a company. Reputation is built from actions, words, and track records that are then evaluated and interpreted by the public. Reputation can be positive, negative, or a mix of both.

2. Recognition (pengenalan)

If a brand is already widely recognized by consumers, then the company does not need to rely too heavily on low prices as the main attraction to draw buyers' interest. The popularity of the brand itself has already become a strong selling point. Consumers tend to choose products from brands they already know and trust, even if the price is slightly higher compared to other brands that are not yet known.

3. Affinity (emotional attachment)

The emotional attachment between consumers and a brand, or what is called affinity, is a positive relationship that makes consumers like and choose products from a particular brand. Brands that are popular and perceived as high quality by the public will find it easier to sell their products. This attachment has a positive impact on current sales and also on the brand's reputation in the future. Consumers who have an affinity for a brand tend to be loyal and will recommend the brand to others, which ultimately strengthens the brand's image and reputation.

4. Brand loyalty (loyalitas merek)

Brand loyalty is an important asset for the company. Loyal consumers tend to contribute more to the company's revenue because they make repeat purchases and are less likely to be swayed by promotions from other brands. Moreover, loyal consumers can

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also become effective brand "advocates," meaning they recommend the brand to their friends, family, and colleagues.

Purchase Decision

Purchase Decision according to (Yusuf, 2021) is the process that consumers go through in choosing or deciding whether to buy a product or service. In the context of purchasing airline tickets, consumers usually consider various factors, such as price, brand image, and reviews from other users before making a decision. Indicators of purchasing decisions according to Thompson in (Susanti et al., 2021) there are 4, namely according to needs, having benefits, accuracy in purchasing products, and repeat purchases.

1. As needed

The main reason customers make purchases is because the products offered meet their needs and are easy to find. That means customers are looking for products that are relevant to their problems or desires, and they want the search and purchase process to be easy and efficient.

2. Having benefits

Consumer ethics decide to purchase a product, the decision is based on the belief that the product will provide significant value and benefits for them. The product purchased not only fulfills physical needs but can also have a positive emotional impact or improve the quality of life for consumers. That means the product holds significant value for consumers and is not just an ordinary consumer item.

3. Accuracy in purchasing products

The price of a product will be considered ideal by consumers if it matches the quality offered. That means consumers are willing to pay a certain price if they believe that the quality of the product meets or even exceeds their expectations. In addition, the price must also align with the consumers' ability and desire. Consumers will consider whether the price is reasonable and fits their budget, as well as whether the product truly meets their needs or desires.

4. Repeat purchase

Consumer satisfaction with the transactions that have been made has a significant impact on their future purchasing behavior. When consumers are satisfied with the purchased product, the purchasing process, and the service provided, they tend to have the intention to make repeat transactions with the seller or brand. This satisfaction creates

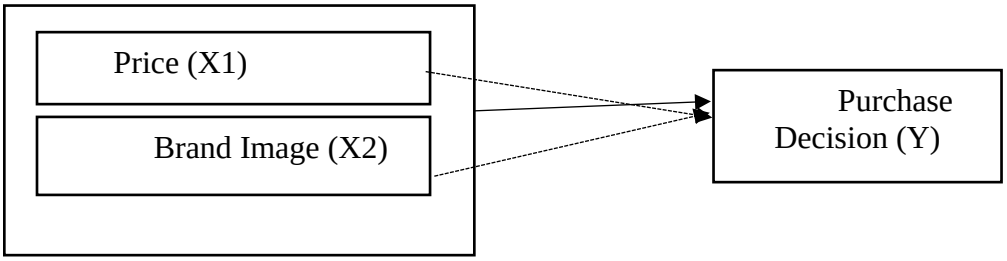
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a positive experience that leaves a lasting impression on consumers, making them believe that the seller or brand is reliable and capable of meeting their needs.

Conceptual Framework

The conceptual framework in this study uses independent variables in the form of price and brand image, while the dependent variable is the purchase decision.



Explanation :

: the influence of variables X1 and X2 on Y partially

: the simultaneous effect of variables X1 and X2 on Y

Hypothesis

H1: There is a significant positive influence between price (X1) and purchasing decisions (Y)

H2: There is a significant positive influence between brand image (X2) and purchasing decisions (Y).

H3: There is a significant influence between price (X1) and brand image (X2) on purchasing decisions (Y) simultaneously.

The hypothesis in this research is a temporary assumption regarding the relationship between service quality and customer satisfaction. The researcher needs to collect data to test the validity of the hypothesis.

RESEARCH METHODOLOGY

Type of Research

This research uses a quantitative method with a survey approach to measure Price and Brand Image on the decision to purchase airline tickets at PT. Arimbi Jaya Tour and Travel.

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Research Location

The research location is an object of study placed at the research site. This research was conducted in the city of Gresik, specifically at PT. Arimbi Jaya Tour and Travel located at Jl. Panglima Sudirman No.42, Sumberrejo, Pulopancikan, Kec. Gresik, Kabupaten Gresik, East Java 61111.

Population and Sample

The population in this study consists of consumers residing in Gresik who have used the services of PT. Arimbi Jaya Tour and Travel. The sampling technique used is Probability Sampling with the simple random sampling method, which is random sampling without considering strata. With the sample calculation for an unknown population, the Cochran formula can be used as follows:

$$n = \frac{z^2 pq}{e^2}$$

Description:

n : Required sample size
z : Confidence level 5% = 1.96
e : Sampling error (10%)
p : Probability of success (0.5)
q : Probability of failure (0.5)

Using the formula mentioned above, the subsequent calculations yield:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}10)^2}$$

$$n = 96.04 = 96$$

Based on the Cochran formula above, the result and sample size in this study is 96 respondents.

Data Sources and Data Collection Techniques

The main data source in this study is primary data collected directly through questionnaires. The data collection technique was carried out by distributing the questionnaire electronically through Google Forms.

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Data Analysis Techniques

Data analysis includes instrument tests (validity and reliability), multiple linear regression tests, classical assumption tests (normality, multicollinearity, heteroscedasticity), as well as hypothesis tests (F test, t test, and coefficient of determination).

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variable	Question Item	r count	r table	Description
Price (X_1)	X1.1	1,000	0,1689	Valid
	X1.2	0,654	0,1689	Valid
	X1.3	0,564	0,1689	Valid
	X1.4	0,460	0,1689	Valid
Brand Image (X_2)	X2.1	0,519	0,1689	Valid
	X2.2	0,594	0,1689	Valid
	X2.3	0,547	0,1689	Valid
	X2.4	0,602	0,1689	Valid
Purchase Decision (Y)	Y1.1	0,521	0,1689	Valid
	Y1.2	0,558	0,1689	Valid
	Y1.3	0,480	0,1689	Valid
	Y1.4	0,615	0,1689	Valid

Source: SPSS Output Data (processed by researchers)

The validity test in this study aims to assess the validity of the questionnaire with a significance level of 5% and involves 96 respondents. The test results show that the rhitung value of each variable indicator > rtabel 0.1689, thus all statement items are declared valid. For reliability, the instrument used is Cronbach Alpha with a threshold of 0.6. The results of the reliability evaluation are as follows:

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Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Standard	Description
Price (X_1)	**0,831**	**0,60**	**Reliabel**
Brand Image (X_2)	**0,806**	**0,60**	**Reliabel**
Purchase Decisions (Y)	**0,817**	**0,60**	**Reliabel**

Source: SPSS Output Data (processed by researchers)

The results of the reliability test show that all variables have a Cronbach's alpha value above 0.60. Thus, it can be concluded that all of these variables are reliable.

Normality Test

Figure 1. Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.4995833
	Std. Deviation	3.31404500
Most Extreme Differences	Absolute	.090
	Positive	.054
	Negative	-.090
Test Statistic		.090
Asymp. Sig. (2-tailed)		.145[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS Output Data (processed by researchers)

Based on the image and the results of the Kolmogorov-Smirnov normality test, the obtained significance value is 0.145 > 0.05. The previous table shows a significance value of 0.171, which is greater than 0.05, so it can be concluded that the data from the three tested variables are normally distributed.

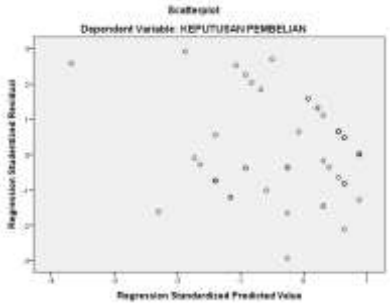
Heteroscedasticity Test

Here are the results of the Heteroskedasticity analysis shown through the Scatterplot Graph as seen in the image below.

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Figure 1. Scatterplot Test



Source: SPSS Output Data (processed by researchers)

From the scatterplot graph, it can be seen that the points are scattered both above and below the number 0 on the Y-axis, indicating a random data distribution. This indicates that there is no heteroscedasticity problem in the regression model, so the model can be used to predict customer loyalty based on the variables Price (X1) and Brand Image (X2).

Multicollinearity Test

Table 3. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	HARGA	.249	4.009
	BRAND IMAGE	.249	4.009

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Output Data (processed by researchers)

Based on the table above, the analysis results show that:

1. The VIF value for the Price variable (X1) is 4.009 < 10, and the Tolerance value is 0.249 > 0.10. This indicates that the Price variable (X1) does not have multicollinearity issues.
2. The VIF value for the Brand Image variable (X2) is also 4.009 < 10, with a Tolerance value of 0.249 > 0.10. This indicates that the Brand Image variable (X2) also does not show signs of multicollinearity.

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Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.882	.850		3.389	.001
	HARGA	.496	.087	.540	5.691	.000
	BRAND IMAGE	.360	.090	.380	4.006	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Output Data (processed by researchers)

Based on the results of the multiple linear regression analysis in the table above, the following regression model was obtained:

Y=2.882 + 0.496X1 + 0.360X2

1. The constant value of 2.882 indicates that if the independent variable (X) is 0, then the dependent variable (Y) is 2.882.
2. The regression coefficient for the Price variable (X1) of 0.496 indicates that an increase in Price will have a positive impact on Purchase Decision (Y) and vice versa.
3. The regression coefficient for the Brand Image variable (X2) of 0.360 also indicates that an increase in Brand Image will enhance Purchase Decisions (Y) and vice versa.

F-Test

Table 5. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	214.424	2	107.212	176.267	.000[b]
	Residual	56.566	93	.608		
	Total	270.990	95			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), BRAND IMAGE, HARGA

Source: SPSS Output Data (processed by researchers)

The results of the F test show a calculated F value of 176.267, while the table F value is 3.094. Because the calculated F is greater than the table F and the Sig. value of

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0.000 is less than 0.05, the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected. This indicates that the Price variable (X1) and Brand Image (X2) have a significant positive simultaneous effect on the Purchase Decision of airline tickets at PT. Arimbi Jaya Tour and Travel (Y).

t-Test

Table 6. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.882	.850		3.389	.001
	HARGA	.496	.087	.540	5.691	.000
	BRAND IMAGE	.360	.090	.380	4.006	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS Output Data (processed by researchers)

Based on the t-test, the following information was obtained:

1. The calculated t-value for Price (X1) is 5.691 and for Brand Image (X2) is 4.006. The t-table value with df 96 at a significance level of 0.05 is 1.661.
2. The calculated t-value for Price (X1) is 5.691, which is greater than the table t-value of 1.661, and the Sig. value of 0.000 is less than 0.05, thus H0 is rejected and Ha is accepted, indicating that Price (X1) has a significant positive simultaneous effect on Purchase Decision.
3. The calculated t-value for Brand Image (X2) is 4.006, which is greater than the table t-value of 1.661, and the Sig. value of 0.000 is less than 0.05, thus H0 is rejected and Ha is accepted, proving that Brand Image (X2) also has a significant positive effect on Purchase Decisions. Thus, the calculated t-value of the Brand Image variable (X2) is 4.006 > the table t-value of 1.661 and the Sig. level of 0.000 < 0.05, so H0 is rejected and Ha is accepted, which means the Brand Image variable (X2) partially has a positive and significant effect on the Purchase Decision for airplane tickets at PT. Arimbi Jaya Tour and Travel (Y).

CONCLUSION

This research concludes that price and brand image are important factors influencing the decision to purchase airline tickets at PT Arimbi Jaya Tours and Travel. The results are consistent with previous research that shows consumers are more likely

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to choose airlines that offer favorable prices and a positive brand image. Additionally, this research emphasizes that customer satisfaction stemming from these factors leads to repeat purchases, reinforcing the need for travel agents to maintain high service quality and innovative marketing strategies. As the airline industry continues to evolve, understanding these dynamics will be crucial for businesses aiming to thrive in a competitive market.

SUGESSTIONS

1. Enhance Brand Image: PT Arimbi Jaya Tours and Travel must invest in marketing campaigns that highlight their unique selling proposition and superior customer service to strengthen their brand image in the eyes of consumers.
2. Competitive Pricing Strategy: Agencies should regularly analyze market trends and competitor prices to offer attractive promotions that appeal to budget-conscious travelers, thereby increasing ticket sales.
3. Customer Feedback Mechanism: Implementing a strong feedback system can help agencies understand customer preferences and areas for improvement, ultimately leading to increased customer satisfaction and loyalty.

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