

The Effect of Perceived Quality and Brand Image on Sriwijaya Air Ticket Purchase Decisions Periods January – July 2022

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Abstract. Airlines in Indonesia compete each other to attract people's attention to use their services. The purpose of this study to analyze the effect of perceived quality and brand image on the purchase decision of Sriwijaya Air airline tickets for the period January - July 2022. This study uses quantitative methods. The sampling technique used is simple random sampling with 120 respondents and the data were processed using SPSS version 26. Data were analyzed by validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis, coefficient of determination test (R^2), t-test, and F-test. Based on the results of the analysis and discussion for perceived quality and brand image on purchase decision, the t-test shows that t-count > t-table which states that the perceived quality and brand image has a positive and significant effect on purchase decision for Sriwijaya Air airline tickets. F-test show that the value of F-count > F-table partially perceived quality and brand image has a positive and significant effect on the purchase decision for Sriwijaya Air tickets.

Keywords : perceived quality, brand image, purchase decision

Abstrak: Maskapai penerbangan di Indonesia saling bersaing untuk menarik perhatian masyarakat menggunakan jasa mereka. Tujuan penelitian ini untuk menganalisis pengaruh persepsi kualitas dan citra merek terhadap keputusan pembelian tiket pesawat Sriwijaya Air periode Januari - Juli 2022. Penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel yang digunakan adalah simple random sampling dengan 120 responden dan data diolah menggunakan SPSS versi 26. Data dianalisis dengan uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi berganda, uji koefisien determinasi (R^2), uji t, dan uji F. Berdasarkan hasil analisis dan pembahasan persepsi kualitas dan citra merek terhadap keputusan pembelian, uji t menunjukkan bahwa t-hitung > t-tabel yang menyatakan bahwa persepsi kualitas dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian tiket pesawat Sriwijaya Air. . Uji F menunjukkan bahwa nilai F-hitung > F-tabel secara parsial persepsi kualitas dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian tiket Sriwijaya Air.

Kata Kunci : persepsi kualitas, citra merek, keputusan pembelian

1. Introduction

Air transportation is a type of transportation that is in great demand by the public. The increase in airline passenger provides good hope for the tourism industry to boost the economy. Increased of passenger's airline, make the airline in Indonesia competing to provide maximum service in order to stay compete in the aviation industry. Purchase decision can be interpreted as the final stage that the consumers do in buying a product, both goods or services. Among the factors in determining a purchasing decision are perceived quality and brand image. Perceived quality is a consumer

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evaluation resulting from comparisons made by consumers between expectations and the perception of the service performance (Kim et al., 2018). Brand image is public perception of a brand. Brand image as something that is owned by someone in the form of a set of ideas, beliefs and impressions of a brand (Rahmawan & Suwitho, 2020).

Sriwijaya Air is an Indonesian airline with high service quality and can compete nationally and regionally. However, Sriwijaya Air frequently delaying flights and cancellation the flight that harm passengers. The incident supported by the low rate of on time arrivals of Sriwijaya Air.

This study will examine perceived quality and brand image that influence the sriwijaya air ticket purchase decision. The choice of purchase decision as the dependent variable is assumed because consumers who have the intention to buy an item tend to assume that the item has a good image in the market.

Perceived Quality

According to (Henricus Adi & Farida, 2018) perceived quality is defined as an assessment given by customers to the overall perceived product. (Rizky & Utomo, 2019) defines perceived quality as the consumers perception of an item that's seen from its usefulness when compared to other products or services. According to (Kensiwi et al., 2019) that the advantages and differences between one product and another can be shown by the perceived quality. Lowest product quality can lead to negative quality perceptions in the community. This greatly affects the consumer's decision to buy the product. Consumers tend to use products that have a good perception of quality (Ayunda & Farida, 2018).

According to (Pandiangan & Atmogo, 2021) that perceived quality has 5 indicators;

- a. Consistent product quality so that it can make consumers believe to using the product
- b. Products that have a positive value
- c. Can meet predetermined quality standards.
- d. Defects in the product
- e. Unchanging performance

Brand Image

Brand is a symbol, name and term that intends to provide an identity for a product, both goods and services traded by a company that aims to differentiate it from other brands (Supriyadi et al., 2017). Brand image is information related to a brand that is strong in the minds of the public (Amilia, 2017).

Brand image is also defined by (Satria & Sidharta, 2017) as a result of conclusions from several observations made by consumers of the brand. According to (Savitri & Wardana, 2018) brand image can be created by forming information about good products and services and experiences using these products.

Indicators of brand image according to (Puspita et al., 2017):

1. Quality to product quality
2. Trustworthy product reliability
3. Product benefits and uses
4. Service
5. risk
6. Price

Purchase Decision

Purchase decisions according to (Iman Nur Fadilah et al., 2020) consumer readiness to buy a product by making payments for a product. Starting from knowing what consumers need to finding information related the product to be purchased, the process leads to a purchase decision (Gunarsih et al., 2021)

(Ernawati, 2019) defines purchase decisions as a stage in the purchases made by consumers to get what they need, companies need to know well what factors influence consumers in making purchasing decisions. Meanwhile, according to (Agung & Sri, 2019) to determine a decision in purchasing, consumers need to make several alternative choices.

According to (Adiwidjaja & Tarigan, 2017) mention the indicators of purchasing decisions as follows:

1. The feeling of wanting to use the product
2. The feeling of wanting to own the product
3. Interested in using the product
4. Set aside some time to get the product
5. Know about the product to buy

Hypothesis

H1: There is an effect of perceived quality on purchase decision.

H2: There is an effect of brand image on purchase decision.

H3: There is an effect of perceived quality and brand image on purchase decision.

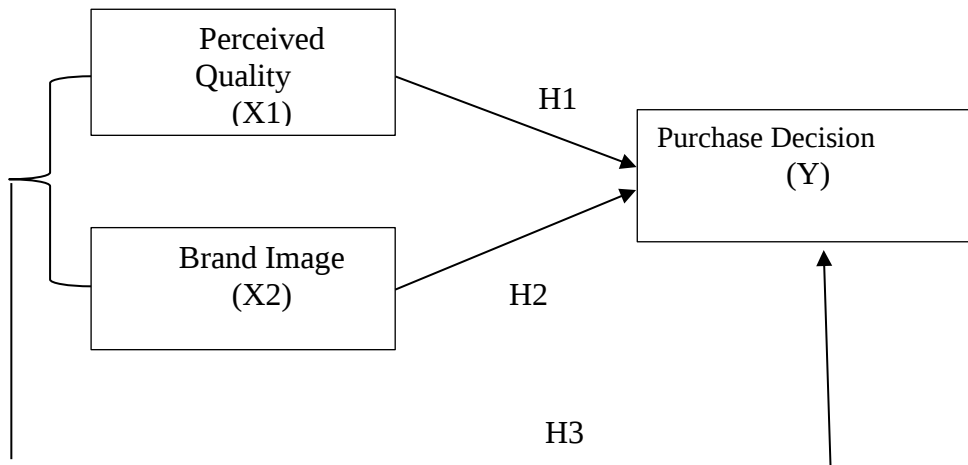


Figure-1. Research Framework

3. Method

The research method used in this study is research quantitative. That that quantitative research is a method of research based on the philosophy of positivism, the data from this research relates to on the interpretation of the data found in the field.(Sugiyono, 2018). This research was conducted by distributing questionnaires through the platform google forms. The population in this study are Sriwijaya airline consumers in Jakarta, Bogor, Depok, Tangerang and Bekasi who have been using the services of Sriwijaya Air. the number of samples used as many as 120 respondents. Research data were analyzed using SPSS version 26.(Ghozali, 2018).

4. Discussion and Result

This chapter presents an overview of the results of the research data analysis related to the factors that influence purchase decision for Srwijaya Air airlines. This data analysis aims to determine the effect of perceived quality (X1), brand image (X2) and purchase decision on Sriwijaya Air (Y). The data was obtained by distributing questionnaires to 120 respondents passangers Sriwijaya Air airline. According to Hair in (Sitorus, 2020) the number of samples is at least 5-10 times the number of indicators and the sample size is in the range between 100-200 respondents. This study has 12 indicators, so the number of samples needed is $12 \times 10 = 120$ respondents. So that the questionnaire will be distributed to 120 people who have used the services of the Sriwijaya Air airline.

Table-1. Indicator of Research

Variable	Indicator
Perceived Quality	1. Good product quality 2. Product value 3. Product suitability
Brand Image	1. Brand Identity 2. Brand attitude and behavior 3. Product Quality 4. Trustworthy products
Purchase Decision	1. Needs 2. To use the product 3. Interest in the product 4. Stability in a product 5. Recommendations

Table-2. Validity Test

Variable	Questions Items	r-count	r-table	Probability	Description
Perceived Quality	Q1	0.699	0.179	0.05	Valid
	Q2	0.764	0.179		Valid
	Q3	0.652	0.179		Valid
	Q4	0.705	0.179		Valid
	Q5	0.691	0.179		Valid
Brand Image	Q6	0.693	0.179	0.05	Valid
	Q1	0.572	0.179		Valid
	Q2	0.619	0.179		Valid
	Q3	0.525	0.179		Valid
	Q4	0.625	0.179		Valid
Purchase Decision	Q5	0.620	0.179	0.05	Valid
	Q6	0.604	0.179		Valid
	Q1	0.515	0.179		Valid
	Q2	0.577	0.179		Valid
	Q3	0.552	0.179		Valid
	Q4	0.599	0.179		Valid
	Q5	0.561	0.179		Valid
	Q6	0.618	0.179		Valid
	Q7	0.806	0.179		Valid
	Q8	0.333	0.179		Valid

Based on the results of the validity test, the data is considered as valid if ($R_{count} > R_{table}$). R_{count} is obtained from the correlation table (pearson correlation) and R_{table} (0.179) is obtained from the R_{table} with a significance level of 5%. So that it can be stated that each question item posed in the questionnaire is able to represent the goal of this study. It can be concluded that the test conducted is valid.

If the Cronbach Alpha value is greater than 0.6 then the statement is reliable or valid. On the other hand, if the Cronbach Alpha value is less than 0.6 then the variable statement is unreliable or unreliable or invalid (Ardista, 2021).

Table-3. Reliability Test

Variable	Cronbach's Alpha Value	Description
Perceived Quality (X1)	0.868	Reliable
Brand Image (X2)	0.754	Reliable
Purchase Decision (Y)	0.827	Reliable

The results of reliability tests on each variable are greater than the critical value perceived quality (X1) is $0,868 > 0,60$, brand image (X2) is $0,754 > 0,60$ and purchasing decisions (Y) is $0,827 > 0,60$. the test results of measuring instruments in this questionnaire are very reliable.

Table-4. Adjusted R Square

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.832 ^a	0.693	0.688	2.196

a. Predictors: (Constant), brand image, perceived quality

b. Dependent variable: purchase decision

Refers to the Adjusted R Square (Model Summary) in the regression output results. The results of the R Square output: 0.693 (69.3%) which aims to find out the percentage of the influence of the variable (X) simultaneously on the variable (Y) which means that the perceived quality variable and brand image contribute to the purchase decision variable of 69.3%. The remaining 30.7% is influenced by other variables that are not explained in this study. Other factors that influence purchase decisions are promotion, price, service quality and brand awareness. but these factors are not described in this study. This study only focuses on perceived quality and brand image.

Table-5. t-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
1 (Constant)	0.794	2.156		0.368	0.713
Perceived quality	0.274	0.114	0.174	2.403	0.018
Brand image	1.023	0.106	0.700	9.655	0.000

To find how many tables in the study, it can be calculated as follows:

$$\begin{aligned}
 t\text{-table} &= (a/2 ; n - k - 1) \\
 &= (0.05/2 ; 120 - 3 - 1) \\
 &= (0.025 ; 116) \longrightarrow 1.980
 \end{aligned}$$

Perceived quality variable (X1): coefficient table show the t-count value is 2.403, which means the t-count $>$ t-table ($2.403 > 1.980$). From this explanation, it can be concluded that the independent

variable perceived quality (X1) has a significant effect on the dependent variable purchase decisions.(Ruminda, 2022).

Brand image variable (X2): coefficient table show the tcount value is 9.655, which means the t-count > t-table (9.655 > 1.980). From this explanation, it can be concluded that the independent variable brand image (X2) has a significant effect on the dependent variable purchase decisions..

The criteria in F test, if the significance value is < 0.05 then the hypothesis will be accepted. This study uses a significance level of 5%.

Table-6. F-Test

	Model	Sum of Squares	df	Mean Square	F	sig.
1	Regression	1273.171	2	636.586	131.959	.000 ^b
	Residual	564.421	117	4.824		
	Total	1837.592	119			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), *Brand Image*, *Perceived Quality*

The table shows value of F-count > F-table (131.959 > 3.07) or it can be expressed by the value of sig. F 0.000 < 0.05, then the regression analysis model is significant.. It can be ascertained that the independent variable of perceived quality (X1) and brand image (X2) can be determined significantly.

5. Conclusion

The result of the study shows that purchase decision is influenced by the perceived quality and brand image either simultaneously or partially. Purchase decision can be occurred from various aspects, including the perceived quality and brand image. The results of data presentation on perceived quality variables that need to be prioritized for improvement are the on-time performance, Sriwijaya Air is expected to be able to control time as well as possible and minimize wasted time. The results of data presentation on brand image variables that need to be prioritized for improvement are the service quality, Sriwijaya Air airline is expected to be able to provide even better services, for example being more communicative to consumers. The results of data presentation on purchase decision variables that need to be prioritized for improvement are the brand image, Sriwijaya Air airline is expected to be able to improve brand image by advertising products.

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