

The Impact of Brand Image, Quality of Service on Consumer Purchase Behavior for Airlines in Indonesia

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Abstract. Brand Image and Service Quality are two important concepts in the airline industry that are major in shaping passenger perception and experience. Brand Image is the image or perception owned by an airline in the eyes of consumers or passengers. At the same time, Service Quality shows the extent to which the airline can meet or exceed passenger expectations regarding services provided. This study aims to determine the relationship between service quality and Brand Image in Purchasing Decisions. The study's findings have important implications for airlines in Indonesia as it highlights the importance of maintaining a positive brand image and improving service quality to retain and attract more customers. This research can also guide the aviation industry to improve passenger experience and sustainable business growth. This study used Quantitative methods and Statistical Package for the Social Sciences (SPSS) version 26 to process data from 132 respondents who filled out the questionnaire we distributed. The study reveals that both Brand Image and Service Quality significantly influence Purchasing Decision.

Keywords : Service Quality, Brand Image, Purchase Decision, Airline Industry, Passenger Experience

Abstrak. Brand Image dan Service Quality merupakan dua konsep penting dalam industri penerbangan yang sangat berperan dalam membentuk persepsi dan pengalaman penumpang. Brand Image adalah citra atau persepsi yang dimiliki oleh sebuah maskapai penerbangan di mata konsumen atau penumpang. Sedangkan Service Quality menunjukkan sejauh mana maskapai penerbangan dapat memenuhi atau melebihi harapan penumpang terkait layanan yang diberikan. Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas layanan dan Citra Merek dalam Keputusan Pembelian. Temuan penelitian ini memiliki implikasi penting bagi maskapai penerbangan di Indonesia karena menyoroti pentingnya mempertahankan citra merek yang positif dan meningkatkan kualitas layanan untuk mempertahankan dan menarik lebih banyak pelanggan. Penelitian ini juga dapat memandu industri penerbangan untuk meningkatkan pengalaman penumpang dan pertumbuhan bisnis yang berkelanjutan. Penelitian ini menggunakan metode kuantitatif dan Statistical Package for the Social Sciences (SPSS) versi 26 untuk mengolah data dari 132 responden yang mengisi kuesioner yang kami sebar. Penelitian ini mengungkapkan bahwa Citra Merek dan Kualitas Layanan secara signifikan mempengaruhi Keputusan Pembelian.

Kata Kunci : Kualitas Layanan, Citra Merek, Keputusan Pembelian, Industri Maskapai Penerbangan, Pengalaman Penumpang

1. Introduction

Business management has long examined service quality as a function of the discrepancy between consumers' opinions about the actual service received and their expectations of service

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(Wu & Cheng, 2013). In today's increasingly advanced era, service users demand to get good service in any case. When someone wants to eat at a fancy restaurant, customers want to get the best experience because they have paid much money, and of course, good service will attract these customers to return to the place. As long as the customer gets the best service, the customer will keep coming back until the customer is loyal to the site or brand.

It is the same in aviation, where all airplane passengers want the best service at the best price. Aviation services are a collection of services provided by airlines or companies operating in the aviation industry. To meet passenger needs and manage these flight operations, including ticket booking, check-in, passenger and baggage transportation, in-flight food and beverage provision, in-flight entertainment, emergency services, and other facilities, airlines need to provide passengers with a comfortable and safe experience during their air travel (Namukasa, 2013).

Aviation service refers to different types of services provided by airlines or airlines to passengers during air travel (Bellizzi et al., 2020). The service is designed to provide passengers with comfort, safety, and a positive experience throughout the journey, from the moment they book their ticket to arriving at their final destination. Flight services cover various aspects, such as ticket booking, check-in process, inflight comfort, in-flight food and beverages, in-flight entertainment, and customer service provided by the flight crew. The main purpose of the flight service is to ensure passenger safety, comfort, and customer satisfaction during air travel.

One of the problems that may arise is the problem related to the quality of services offered by airlines. If passengers find the service unsatisfactory or not as expected, this may affect their purchase choice (de Oña et al., 2016). If an airline's brand image is affected by issues such as flight delays, accidents, or other incidents, this can affect passengers' confidence in the airline. The aviation industry in Indonesia is highly competitive, with many airlines competing for passengers (Namukasa, 2013). The problem is how airlines differentiate themselves from competitors and build a brand image. Issues in the customer experience, such as inconvenience during a flight, inconvenience at the airport, or flight delays, can affect passengers' perception of the airline and influence their purchasing decisions.

A strong brand image can help airlines attract more passengers, but building and maintaining a good brand image is also challenging (Dirsehan & Kurtuluş, 2018). Security crises or incidents in the aviation industry can significantly affect passengers' perception of airlines and influence their purchasing decisions (Joyce A. Hunter, 2020). The choice of flight destinations and route networks can also influence passenger purchasing decisions. Some airlines may have a more comprehensive route network than others.

Cites from Ricardianto et al., (2023) who quotes Marina et al., (2023). The higher the company service quality, the higher customer satisfaction. Companies with good and consistent service quality will also have a good brand image. As well as good quality of service followed by a good brand image will attract more and faster customers (Saeed & Shafique, 2020). Some examples of poor service quality are aircraft that often delay, narrow seats, flight attendants not friendly, it will attract the brand image of the airline to be bad. On the contrary, if the quality of good service such

as the aircraft is always on time, comfortable seats and friendly flight crew will improve the brand image of the airline and will attract more customers (Brochado et al., 2019).

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Kim & Kim (2019) the study says Image can be attached to any individual or company, mediated by positive or negative responses depending on the image formation and interpretation proces, cited by (Marina et al., 2023). Brand image is formed on the thoughts and experiences experienced by consumers for goods or services that are felt while using these services. (Keke et al., 2023)

The strength, attractiveness, and distinctiveness of some qualities and brand benefit associations determine brand image (Keller, 2016). Airlines must strive to build a good brand image to increase passenger trust in the airline. To increase customer trust, airlines must foster a positive brand image (Keller, 2016).

Airlines need to concentrate on developing a positive brand image to increase the confidence of airline travelers. According to Lin & Ryan, (2016) State that a basic understanding of brand taxonomy divides concepts into two main categories:

- 1) Brand awareness, which includes memory and recognition;
- 2) Brand image is defined by the potency, attractiveness and distinctiveness of diverse characteristics and connotations of brand excellence (Keller, 2016).

A brand is an important reference point for consumers when making purchasing decisions, according to Hong et al. (2002) For commodities, brand image is an important symbol (Hong et al., 2002). Francis et al. (2002) It was found that consumers will use brands to determine quality when they buy a product and need access to relevant information. As a result, brand image is considered an important marketing phrase. Dobni and Zinkhan's 1990 The study, which claims that creating generally accepted measurement standards is still pending, was cited by Fan Q (2019).

H_1 : Brand Image Implementation Variables directly affect Purchase Decision.

Service quality is a form of consumer assessment of the level of service received with the level of service expected (Utami Yulihapsari et al., 2023). Consumer feedback may be influenced by service quality and trustworthiness (Saleem et al., 2017a).

Taken from Sari Apriliani et al., (2023) who quotes Ramya, 2019; Tjiptono & Chandra, 2016, Theoretically, service quality is a level of excellence that is desired or also expected to be able to meet what is desired by its users. Customer satisfaction and service quality are two different things. While service quality is an attitude developed through an entire assessment and expanded service experience, customer satisfaction is a specific metric of direct transactions (Hussain, 2016).

Many frameworks and methods have been developed to understand service quality. The SERVQUAL model is one of the most famous. One of the frameworks for measuring service quality is SERVQUAL. Scholars and managers working in different sectors and countries have used the SERVQUAL scale extensively (Parasuraman et al., 1985).

In addition, the five main dimensions of service quality are defined by Parasuraman, Zeithaml, and Berry (1985): 1. Dependability; 2. Receptiveness; 3. Bail; 4. Compassion; 5. Tangible proof.

Ataburo et al. (2017) found that companies that offer superior e-services tend to satisfy their customers, influencing their decision to buy and whether or not they plan to buy again. Businesses that provide excellent e-services tend to satisfy their clients, influencing their decision to buy and if they intend to buy again. The affective/emotional response of consumers is often considered a key outcome of evaluated service quality and an important precursor of behavioral intent, according to Demir et al. (2020), who quotes He and Li (2011) and Swaen and Chumpitaz (2008). (Demir et al., 2020).

H_2 : Service Quality Implementation variables directly affect Purchase Decision.

Purchasing decisions are a customer's thought process or behavioral choices when choosing and acquiring goods and services that suit their needs and tastes. According to Jeong et al. (2003a) It is essential to make previous user information available to current and potential customers to improve services such as bookings, reservations, and purchase intent or purchase decisions. This difference can be explained by the fact that brand image less impacts consumers' decisions to make repeat purchases while traveling domestically (Saleem et al. 2017b).

The decision-making process for a customer's purchase consists of five steps: 1. Identify needs or problems; 2. Seeking Information; 3. Contrast options; 4. Last purchase; 5. After-sales action (Prasad et al., 2019).

H_3 : Brand Image and Service Quality Implementation variables directly affect Purchase Decision.

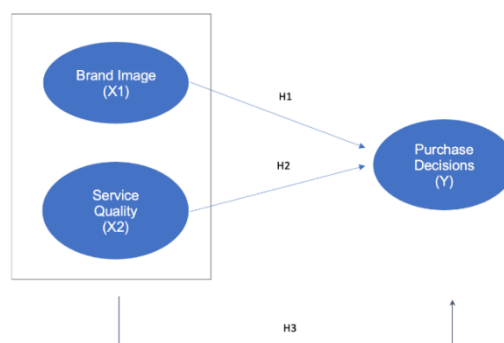


Fig. 1. Research Model

According to the model, as mentioned earlier, Brand Image (X1) influences Purchase Decision (Y). then Quality of Service (X2) has an impact on Purchasing Decisions (Y). Therefore, Brand Image (X1) and Quality of Service (X2) can have an impact on Purchasing Decisions (Y).

2. Research Method

Population is the entire object of study consisting of humans, objects, plants, symptoms, test scores, or incidents to be the origin of data that has exclusive characteristics in a study (Hardani & dkk, 2020). The population in this study was all airline service customers in Indonesia, but researchers only took a sample of 132 customers.

The sample is part of the number and characteristics of the population. If the population is large, and it is impossible for researchers to study everything in that population, for example due to limited funds, manpower and time, then researchers can use samples taken from that population. However, in this study the sampling used is purposive sampling, which is a sampling technique with certain considerations. The selection of a group of subjects using purposive sampling is based on certain characteristics that are thought to be closely related to previously known population characteristics. So in other words, the sample unit contacted is adjusted to certain criteria that are applied based on the research objective or research problem. (Sugiyono, 2012)

A sample is part of the number and characteristics shared by that population (Sugiyono, 2010). If the population to be taken is too large, and it is impossible for the researcher to study everything in the population, then the researcher can use samples taken from that population. With random sampling technique, namely random sampling technique (Sugiyono, 2013).

However, in this study the sampling used is *quota* sampling where non-random sampling techniques where participants are selected based on predetermined characteristics so that the total sample will have the same distribution of characteristics as the wider population (Firmansyah et al., n.d.). So that the samples used as research were 132 samples. In conducting data quality tests, researchers use validity tests and reliability tests.

Siregar, 2016 defines *validity* as the degree to which a measuring device can measure what it is intended to measure. This study used the following methodology to conduct the efficacy test phase.

The relationship between the indicator value and the underlying score (loading factor) indicates the convergent validity of the measurement model. Any indication loading factor value exceeding 0.70 can meet acceptable thresholds. According to Mima et al., (2017), A p-value below 0.05 is considered significant.

Compared to the loading values on other latent variables, each weighting value of all indicators of the latent variable's origin has the most outstanding loading value. Then, according to Aisyah, Risal, and Kasran (2019), This model has a solid discriminant validity, which guarantees that each idea of each latent variable is unique from other variables.

Sugiyono (2019) states that dependency tests measure the likelihood that measurements of the same object will produce the same data (Prof. Dr. Sugiyono, 2019). Only reliable data—which will

result in relevant considerations—can be further processed. It is considered trustworthy if the measurement tool consistently produces consistent data over time.

Reliability tests are performed after validity tests. The tested comment or query must be valid. Cronbach's alpha ranges from 0.50 to 0.70. 0.70 was chosen by the researchers as the coefficient of dependence in this investigation. Reliability testing criteria include: 1. An instrument is reliable if the Cronbach alpha value (α) exceeds 0.60. In other words, this tool is trustworthy or trustworthy; 2. Cronbach's alpha value of less than 0.60 indicates that the test instrument is unreliable. Partite Trustworthiness and Cronbach's Alpha.

According to Sugiyono (2017: 239), The normality test is used to test the normality of the variables under study whether the data is normally distributed or not. This is important because if the data of each variable is abnormal, then hypothesis testing cannot use parametric statistics. Normality testing with the following Probability Plots normal graph method: 1. If the data spreads around the diagonal line and follows the direction of the diagonal line, then it can be concluded that the regression model satisfies the assumption of normality. 2. If the data spreads far from the diagonal line and does not follow the direction of the diagonal line, then it can be concluded that the regression model does not meet the assumption of normality.

Quoted from Ghozali (2016 : 82), The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should have no correlation between independent variables. If independent variables correlate with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables is equal to zero. The basis for making multicollinearity test decisions is as follows: 1. The magnitude of the variable Inflation Factor / VIF guideline for a regression model that is free of Multicholinerity is the value of $VIF < 10$.; 2. The amount of tolerance guideline for a multicholinerity-free regression model is a tolerance value of < 0.1 .

According to (Ghozali, (2016 : 83), the purpose of this test is to test whether in the regression model there is a difference in variance from residual one observation to another. A good regression model is homoskedasticity, where the variance from residual one observation to another observation is fixed to dictate it or by looking at the calculation graph between the predicted value of the level variable (z_{pred}) and residual (S_{resid}). 1. If there is a certain pattern, such as dots that form a regular pattern (wavy widening then narrowing) then heteroscedasticity occurs.; 2. If there is no clear pattern such as dots spreading above and below 0 on the Y-axis, then this indicates no heteroscedasticity.

According to Sugiyono, (2017 : 277), multiple linear regression intends to predict how the state (rise and fall) of the dependent variable, if two or more independent variables as predictor factors are manipulated (up and down the value). So multiple regression analysis will be performed when the number of independent variables is at least 2.

Test F to determine the effect together (simultaneously) between the dependent variable and the independent variable. The t-test is used to test the significant effect of the partial independent variable on the dependent variable.

3. Result and Discussion

Table 1 Validity Test Results

Variabel	Nomor Pernyataan	t_{hitung}	r_{tabel}	Hasil
Brand Image (X1)	X1.1	0,813	0.171	Valid
	X1.2	0,798	0.171	Valid
	X1.3	0,839	0.171	Valid
	X1.4	0,830	0.171	Valid
Service Quality (X2)	X2.1	0,841	0.171	Valid
	X2.2	0,829	0.171	Valid
	X2.3	0,755	0.171	Valid
	X2.4	0,684	0.171	Valid
	X2.5	0,742	0.171	Valid
Purchase Decision (Y)	Y1	0,772	0.171	Valid
	Y2	0,795	0.171	Valid
	Y3	0,881	0.171	Valid
	Y4	0,858	0.171	Valid
	Y5	0,804	0.171	Valid

Source : Data Processed Using SPSS, 2023

Based on the results of the table above for validity testing, it can be seen that the variables Brand Image (X1) with 4 statement items, Service Quality (X2) with 5 statement items, and Purchase Decision (Y) with 5 statement items obtained the results of all calculated values for questionnaire question items on research variables greater than table values. This can be seen from the comparison of rcalculate with rtabel, which is 0.171 from rtabel 5% (0.05). Then all statements are declared valid.

Table 2 Reliability Test Results

No	Variabel	Cronbach's alpha	Keterangan
1	Brand Image (X1)	0,837	Realibel
2	Service Quality (X2)	0,825	Realibel
3	Purchase Decision (Y)	0,880	Realibel

Source : Data Processed Using SPSS, 2023

With these calculations, it is known that the value of Cronbach's Brand Image alpha (X1) is 0.837. Quality of Service (X2) is 0.825 and Purchase Decision (Y) is 0.880. The Cronbach alpha

value of each variable > 0.70 . It can be concluded that the whole variable is reliable, since Cronbach alpha > 0.70 .

Before forming a regression model, assumption testing is first carried out so that the model formed provides a BLUE (*Best Linear Unbiased Estimased*) estimate. The tests to be used in this study are normality, multicollinearity and heterodasticity tests using IBM SPSS *Statistics* version 26.

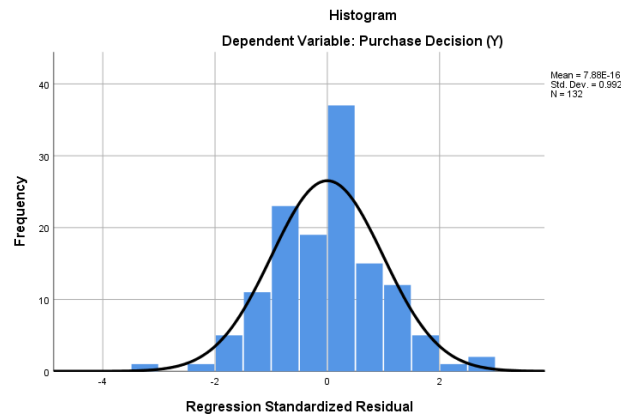


Fig 1 normality test results on a histogram

Source : Data Processed Using SPSS, 2023

Based on the histogram in the figure above, it can be seen from the lines in the image that are symmetrical, meaning that the data is normally distributed. In addition, the normality test can also be done by looking at the distribution of data on the diagonal line of the P-Plot as shown below:

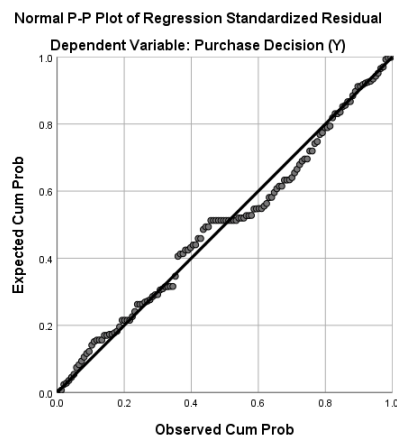


Fig 2 normality test results on a histogram

Source : Data Processed Using SPSS, 2023

Based on the figure above, it can be concluded that the points are scattered around the diagonal line and follow the direction of the diagonal line. Therefore, based on the first picture and decision-making criteria are met, that is, the data is normally distributed.

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		132
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.87148848
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.058
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Calculated from data.

d. This is a lower bound of the true significance.

Source : Data Processed Using SPSS, 2023

From the table above can be seen the significance value (Asymp Sig. (2-tailed)) of the Kolmogorov-Smirnov Brand Image (X1), Service Quality (X2), test variables against Purchase Decision (Y) of 0.200 and greater than 0.05, it can be concluded that the regression model has met the assumption of normality.

Table 4 Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image (X1)	.330	3.029
	Service Quality (X2)	.330	3.029

a. Dependent Variable: Purchase Decision (Y)

Source : Data Processed Using SPSS, 2023

Based on the table above, it can be seen that the *tolerance* value for all independent variables > 0.1 is 0.330 and the VIF (Variance Inflation Factor) value for all independent variables < 10 is 3.029. Thus it can be concluded that there is no multicollinearity in the data.

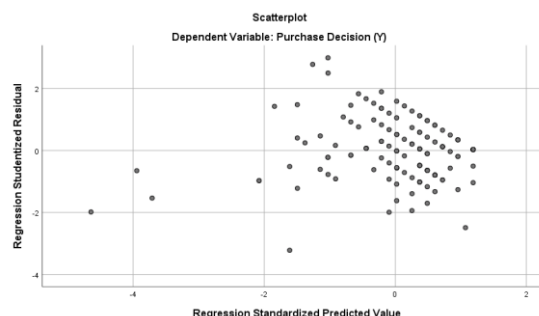


Fig 3 Heterokedasticity Test Results

Source : Primary Data Processed Using SPSS, 2023

Based on the *scatterplot* graph above shows that the dots are spread above and below the number 0, the spread of data points does not show a particular pattern. Thus it can be concluded that in this regression model heteroskedasticity does not occur.

Table 5 Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.584	1.161		3.947	.000
	Brand Image (X1)	.292	.107	.251	2.728	.007
	Service Quality (X2)	.581	.092	.581	6.317	.000

a. Dependent Variable: Purchase Decision (Y)

Source : Primary Data Processed Using SPSS, 2023

Based on the table above obtained from IBM SPSS Statistics Version 26 obtained the following equation:

$$Y = 4,584 + 0,292X_1 + 0,581X_2$$

From the results of multiple linear regression equations, each variable can be interpreted as follows: 1. A constant of 4.584 means the value of a positive constant. It states that if Brand Image (X1) and Quality of Service (X2) are 0 (zero) or fixed (neither increasing nor decreasing) then the Purchase Decision (Y) will be 0.577 . In other words, Brand Image (X1) and Service Quality (X2) will affect Purchase Decision (Y) by 4,584.; 2. The Brand Image value (X1) has a regression coefficient of 0.292, meaning that if the Brand Image (X1) increases by one unit, then the Purchase Decision (Y) will increase by 0.292.; 3. The Service Quality Value (X2) has a regression coefficient of 0.581, meaning that if Service Quality (X2) increases by one unit, then the Purchase Decision (Y) will increase by 0.581.

The t test is carried out to determine the effect of the independent variable partially on the dependent variable, whether it has a significant effect or not. To determine the value of t, it is necessary to have the free degree of the numerator and the free degree of the denominator with the following formula:

1. Error rate (n) = 5% and degrees of freedom (df) = n-k-1
2. n = number of samples, n = 132
3. k = number of variables used, k = 2

then the free degree (df) = n-k-1 = 132-2-1 = 129

The t test performed is a two-way test, then t_{table} used is 1,978

Table 6 Partial Test (Test t)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	4.584	1.161		3.947
	Brand Image (X1)	.292	.107	.251	2.728
	Service Quality (X2)	.581	.092	.581	6.317

a. Dependent Variable: Purchase Decision (Y)

Source : Primary Data Processed Using SPSS, 2023

Based on the table above it can be seen that: 1. The Brand Image variable (X1) shows the significance value is $0.007 < 0.05$ and the statistical results of the t test show that the calculated t value = 2.728 is greater than the table t 1.973, so it can be concluded that the hypothesis H_0 is rejected and H_a is accepted which means that the Brand Image variable (X1) has a significant effect on Purchasing Decision (Y).; 2. The Service Quality variable (X2) shows a significance value of $0.000 < 0.05$ and the statistical results of the t test show that the calculated t value = 6.317 is greater than t table 1.973, so it can be concluded that the hypothesis H_0 is rejected and H_a is accepted which means that the Service Quality variable (X2) has a significant effect on Purchasing Decision (Y).

Table 7 Test Simultaneously (Test F)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	814.108	2	407.054	114.445
	Residual	458.823	129	3.557	
	Total	1272.932	131		

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (Constant), Service Quality (X2), Brand Image (X1)

Source : Primary Data Processed Using SPSS, 2023

Based on the results of the F test in the table above, it can be seen that the F calculate value is 114.445 and the signification value is $0.000 < (\alpha) 0.05$, and the F value of the table in the F distribution table is 3.07. From the values above, it can be seen that the value of F calculate = 114.445 is greater than the value of F calculate = 3.07. So it can be concluded according to the criteria of hypothesis testing that H_0 is rejected and H_a is accepted. This means that simultaneously or together all the independent variables comprising Brand Image (X1), Quality of Service (X2) have a significant influence on Purchasing Decision (Y).

Table 8 Coefficient of Determination Analysis (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.634	1.88594

a. Predictors: (Constant), Service Quality (X2), Brand Image (X1) b. Dependent Variable: Purchase Decision (Y)

Source : Primary Data Processed Using SPSS, 2023

Judging from the results of the coefficient of determination in the table above, the value of the coefficient of determination using *Adjusted R Square* is 0.634 which means that the variables Brand Image (X1), Service Quality (X2) contribute to Purchase Decision (Y) which is 63.4%. While the remaining 36.6% was influenced by other variables that were not included in this study.

4. Conclusion

Based on the information presented and traced in the previous chapter regarding the impact analysis of service quality and brand image on the decision of Indonesian consumers to buy flight tickets. The researchers organized their conclusions straightforwardly and concisely to make the following study findings easier to understand:

Brand Image which consists of corporate image, user image, and product image indicators has a positive and significant effect on Purchasing Decisions. This positive influence means that the higher the Brand Image provided by the company, the higher the Purchase Decision. The results of this study support the research (Tjiptono, 2005) Brand image or brand description is a description of consumer associations and beliefs towards a particular brand. It can also be said that brand image is related to attitudes in the form of beliefs and preferences towards a brand.

Service Quality consisting of indicators of responsiveness, reliability, assurance, tangibility, and empathy has a positive and significant effect on Purchasing Decisions. This positive influence means that the better the Quality of Service, the higher the Purchase Decision. The results of this study support the research (Amrullah et al., 2016) Quality of Service is how well the level of service provided by a company to be able to meet consumer desires or expectations.

The results of the analysis show that Service Quality and Brand Image have a positive and significant effect simultaneously on Purchasing Decisions. A constant positive value of 4,584 indicates that if Brand Image (X1) and Quality of Service (X2) remain unchanged, then Purchase Decision (Y) will be affected by 4,584. In addition, individual regression coefficients show that an increase of one unit in Brand Image (X1) will increase Purchase Decision (Y) by 0.292, while an increase of one unit in Quality of Service (X2) will increase Purchase Decision (Y) by 0.581. The results of the significance test confirm that Brand Image and Service Quality have a partial and significant influence on the Purchasing Decision. The results of the F test show that together, the two independent variables significantly influence the Purchase Decision. With a coefficient of determination of 0.634, it can be concluded that Brand Image and Service Quality together contribute 63.4% to the variation in Purchasing Decisions, while the remaining 36.6% is influenced by other variables that were not included in this study.

The results indicate that both Brand Image (X1) and Service Quality (X2) significantly influence Consumer Purchase Decision (Y). The constant of 4.584 suggests that, when both Brand Image and Service Quality are held fixed, the predicted Purchase Decision is 0.577, emphasizing their collective impact. While the regression coefficient for Brand Image is 0.292 and for Service Quality is 0.581, implying that a one-unit increase in Brand Image or Service Quality leads to a respective increase of 0.292 and 0.581 in Purchase Decision. Significance tests reveal that both

variables have a significant effect on Purchase Decision, with p-values less than 0.05. The F-test further supports this, indicating that together, Brand Image and Service Quality significantly influence Purchase Decision. However, considering the coefficient of determination (Adjusted R Square), Service Quality contributes slightly more (63.4%) compared to Brand Image, showcasing its marginally stronger influence on the Purchase Decision.

Implications

In this case, the implication aims to explain the direct results of research based on the findings described in the conclusion and discussion.

The study's conclusion explains that if Indonesian airlines improve their brand image, more customers will buy because the reputation of these companies may be crucial when competing with each other. Their ability to fight other airlines will increase with the strength of their brand. According to the study, several research factors mediate support purchasing decisions, such as the accuracy of variables that intervene in service quality. While service quality has a beneficial and essential effect on client satisfaction, brand image has a good but negligible impact on staff performance.

From this study, most respondents rated the quality of service rather than brand image, which had a positive effect. Therefore, airlines in Indonesia must improve the best service to satisfy customers with flight services. That way, interest and desire to reuse it increases.

The author found some limitations in this study. Therefore, it is hoped that future research can improve this model by adding additional variables or researching different subjects from previous studies to produce better research.

Research limitations

The study is limited to data collected over the past three-month period, from August 2023 to October 2023. This study only considers consumers who buy airline tickets in Indonesia and does not consider consumers abroad. This study limits the analysis to airlines operating in Indonesia and ignores foreign airlines. Data will be collected through questionnaires and online surveys; in-depth interviews will not be used in this study. The independent variables of this study are brand image and service quality. Other factors, such as ticket prices or promotions, that might influence the purchase decision will not be analysed. Temuan penelitian ini terbatas pada parameter geografis yang ditentukan dari populasi responden. External factors such as changes in aviation regulations or changing trends in the aviation industry might influence the results of this study, but these factors will not receive special attention in the analysis.

These restrictions help focus research on related factors and establish a more orderly framework for understanding how brand perceptions and customer service levels influence Indonesian consumers' decision to purchase airline tickets.

5. References

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