

## The Influence of Promotions and Prices on Ticket Purchasing Decisions for Super Air Jet Air Transport Service Users at Batam's Hang Nadim International Airport

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### Abstract

The Central Statistics Agency (BPS) noted that the number of enthusiasts in the aviation industry has increased, so airline entrepreneurs are also competing to meet this need. Super Air Jet (PT. Lion Air Group) is an LCC airline founded in 2021. This study aims to determine whether there is an influence of promotion and prices on ticket purchasing decisions for users of Super Air Jet air transportation services at Batam's Hang Nadim International Airport. This research method uses a quantitative approach. The number of samples in this study were 86 respondents. The respondents in this study were the public or users of the Super Air Jet air transport service. Determination of the sample using random sampling technique. Data collection technique by giving questionnaires to respondents. In analyzing this, validity and reliability tests, multiple linear regression tests, f (simultaneous) and t (partial) tests and the coefficient of determination (R<sup>2</sup>) are used. The test results show that: 1) Partially influences the decision to purchase tickets for super air jet air transport users at Batam's Hang Nadim International Airport. The partial test results show that Promotion (X1) has a significant value of the promotion variable of  $0.000 \leq 0.05$  so it can be concluded that H1 is accepted or the promotion variable (X1) has an effect on customer satisfaction (Y) and Ho is rejected. Price (X2) has a significant value of the price variable of  $0.000 \leq 0.05$  so that it can be concluded that H1 is accepted or the price variable (X2) has an effect on customer satisfaction (Y) and Ho is rejected. 2) Simultaneously influences the decision to purchase tickets for air transport users super air jet at Hang Nadim International Airport Batam. The results of these tests were obtained from the results of the F test with a significant value of  $0.000 \leq 0.05$ . So it can be concluded that H1 is accepted or in other words promotion (X1) and price (X2) simultaneously affect the purchase decision (Y) and Ho is rejected.

**Keywords:** Promotion, Price, Purchase Decision



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### INTRODUCTION

The development of technology and the Indonesian aviation industry is in a period of increasing again after the Covid-19 outbreak attacked Indonesia and all corners of the world. The Central Statistics Agency (BPS) noted that the number of airplane passengers in Indonesia reached 5.65 million people in July 2022. This number increased by 3.63% compared to the previous month which amounted to 5.45 million passengers. In detail, the number of airplane passengers for domestic flights was 5.03 million people. Meanwhile, aircraft passengers for international flights amounted to 621,276 passengers. Cumulatively, the number of airplane passengers reached 32.01 million people in the first half of 2022. This value jumped 29.96% compared to the previous year which amounted to 24.63 million passengers.

There are many enthusiasts in the aviation industry, so airline entrepreneurs are also competing to meet these needs by providing Low Cost Carrier (LCC) airlines. LCC airlines introduced the concept first in the United States and then spread to Europe in the early 1990s and the rest of the world. Through various media, this method produces many airlines with cheap ticket prices and limited services due to their operating costs. "Low Cost" or Low Cost Carrier (LCC) flights are flight models with a strategy of reducing operating costs. LCC airlines do not provide full service to their passengers. For example, selling airplane tickets is focused on the internet or online, food is not provided free of charge, the distance between seats is reduced so that more passengers can be transported, and baggage is charged. With that, LCC airlines can sell tickets at low prices without ignoring flight safety factors (Septian, 2016).

Companies must be able to see the needs and desires of consumers. In marketing products produced by producers, the principle of satisfying consumer needs, wants and demands applies (Kotler, 2012). Companies are required to get and retain customers because that is the condition for the success or failure of the company. In order for this goal to be achieved, the company must be required to create a strategy that is in accordance with the company's initial goals and by looking at what consumers want and what consumers need (Tjiptono, 2008). Consumers who are interested in using airline services will buy airplane tickets when they want to travel using air transportation services. According to Kotler (2012) purchasing decisions are actions of consumers to want to buy or not buy a product or service. Consumers will be attracted to lower prices. Sometimes the low price could be because the company is offering a price below its competitors or it could also be because of a promotion.

The definition of promotion according to Kotler, Philip and Armstrong (2014) explains that promotional activities are activities that function to convince customers by showing the product or service so that they can persuade customers to buy it. According to Buchari Alma (2012) Between promotions and products cannot be separated, these are two lovebirds who embrace each other to achieve marketing success. Here there must be a balance, good products according to consumer tastes. Promotion is an activity to improve something (goods or services) in a better direction. Promotion is one of the spearheads of the company so that consumers are interested in buying and coming back to buy. According to Tjiptono (2015: 387) promotion is one of the determining factors for the success of marketing programs. Regardless of the quality of a product, if consumers have never heard of it or are not sure that the product will be useful for them, then they will not be interested in buying it.

Promotion has a positive impact and has an influence on purchasing decisions. Purchasing decision is a real buying process. So, after the initial stages have been carried out, the consumer must make a decision whether to buy or not. The promotion variable relationship with purchasing decisions is influenced by the promotion component that can attract their interest in purchasing decisions. According to Kotler and Armstrong (2011), stated that Advertising, Personal Selling, Sales Promotion, Public Relations and Direct marketing are several factors in the promotion mix that can advance sales and can influence consumers with a sales force.

In addition to promotion, there is a price factor that is just as important in influencing the buying process. Price is the value of an item expressed in money (Alma, 2013). Price is one element of the marketing mix which is very strategic towards increasing sales volume. Price can also determine the success of a company because price can determine how much profit is obtained from the sale of products and services (Jacub and Laksono, 2012). Based on Syahfutra (2017) affordable prices have an effect on purchasing decisions.

The relationship between the price offered by the airline and the purchase decision that

attracts consumer interest compared to competitors' prices. The affordability of prices that can influence consumer thinking to buy and use LCC flight services, namely affordable prices that they consider cheap or cheaper than competing products, is what makes these products attractive to consumers. The relationship between price and purchase decision is very important and influential, directly proportional to the principle of sales, if the price of goods is cheap, the demand for it will increase and of course it must be balanced with good product quality.

Super Air Jet (SAJ) is a privately owned airline, providing domestic flights which was established on March 1, 2021 when Indonesia and the world were facing the Covid-19 Pandemic. This LCC airline claims to target millennial generation customers in Indonesia. This airline is a subsidiary of PT. Lion Air Group under the holding company PT. Our Cabin Top. The low ticket prices offered by Super Air Jet airlines followed by lots of promotions on every sale made Super Air Jet able to break into the aviation market within 1 year they were able to target their target market, namely "Millennials". The price, which is quite a bit different from other LCC airlines, makes Super Air Jet not lose customers. Examples of promotions carried out by Super Air Jet are: Super Air Jet provides in-flight entertainment (Super Entertainment). One of the promotions made by the airline to attract the attention of air transport service users.

Based on the formulation of the problem above, this study aims to determine the effect of promotion on ticket purchasing decisions on Super Air Jet airlines at Hang Nadim International Airport Batam, to determine the effect of prices on ticket purchasing decisions on Super Air Jet airlines at Hang Nadim International Airport Batam and to knowing the simultaneous influence of promotions and prices on Super Air Jet airlines at Batam's Hang Nadim International Airport.

## Relevant Research

**Table 1. Relevant Research**

No.	Name	Year	Research Title	Research Result
1	Sitti Subekti	2017	The Influence of Promotion and Price on Purchase Decisions for Lion Air Flights for the Lampung-Jakarta Route	Promotions and Prices Have a Significant and Positive Influence on the Decision to Buy Airline Tickets for the Lampung-Jakarta Route
2	Nur Arief Syahfutra	2017	Analysis of the Influence of Service Quality, Price, and Promotion on Consumer Purchase Decisions in Using Citilink Flight Services	Service Quality, Price and Promotion have a significant influence on Consumer Purchase Decisions in Using Citilink Flight Services
3	Deva Fajri, Jasman J. Ma'ruf.	2018	Effect of Price and Promotion on Ticket Purchasing Decisions at PT. Garuda Indonesia Branch Office Semarang	Social media marketing, Price Promotion, Consumer Satisfaction have a positive influence on Ticket Purchases at PT. Garuda Indonesia Branch Office Semarang
4.	Kevin Aditya Iswara, Dinda Amanda Zuliestiana.	2020	The Influence of Prices and Promotions on Plane Ticket Purchasing Decisions at Tiket.com	Prices and Promotions Have a Positive and Significant Influence Partially or Alone and Simultaneously or Together on the Decision to Purchase Airplane Tickets at Tiket.com
5	Salman Farisi, Qahfi	2020	The Influence of Price and Promotion on Customer Loyalty of Users of Online Transportation Services in	Price and Promotion Have an Influence on Gojek Customer Loyalty in Medan City and Simultaneously, Price and Promotion

	Romula Siregar		Medan City	Variables Have an Influence on Gojek Customer Loyalty in Medan City
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## **RESEARCH METHODS**

### **Research Design**

The research design in this study is a quantitative study. This research method is a type of research whose specifications are systematic, structured and clearly planned from the beginning to the creation of the research design. According to Sugiyono (2017: 8), the quantitative method is a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing the established hypotheses.

### **Population and Sample**

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied, then conclusions are drawn. So the population is not only people, but also objects and other natural objects. The population is also not just the amount that exists in the object/subject being studied, but includes all the characteristics/traits possessed by the subject/object. Sugiyono (2017). Based on the description above, it can be concluded that the population is the entire subject or object that is the focus of research. Super Air Jet airlines only have 4 scheduled flights in one (1) day at Batam's Hang Nadim International airport, where Super Air Jet uses A320 type aircraft which is estimated to have 150 passengers per flight. So that the population in this study were all passengers who used the air transportation services of the Super Air Jer airline at Batam's Hang Nadim International airport, totaling 600 people.

Sampling is a data collection procedure in which only a portion of the population is taken and used to determine the characteristics and characteristics desired by a population (Siregar, 2017: 56). In determining the sample there are several techniques in sampling. The sample technique used by researchers to determine the sample in this study is simple random sampling. The random sampling technique is a random sampling technique in the population. Sugiyono (2017: 120) explains that "samples from the population are carried out randomly without regard to the strata in the population". Using a simple random sampling technique is able to provide more accurate answers to the population without regard to the strata of the members of the population selected to be members of the sample. In this study, researchers used the Slovin technique according to Sugiyono (2011: 87). The research uses the slovin formula because in sampling, the number is representative.

### **Data Types and Sources**

1. Data Type. There are generally two types of data, namely quantitative and qualitative. In this study the authors focus on quantitative research data in conducting this research. Quantitative data is data or information that is obtained in the form of numbers, in the form of numbers, quantitative data can be processed using mathematical formulas or can also be analyzed with statistical systems.
2. Data Source. Data sources are anything that can provide information related to research. The data used in this study uses two types of data sources, namely as follows:
  - a. Primary data. According to Sugiyono (2018) Primary data is data sources that directly provide data to data collectors. Data is collected by the researchers themselves directly from the first source or where the object of research is carried out. Researchers used the results of questionnaires obtained from consumers regarding the research topic as

primary data.

- b. Secondary Data. According to Sugiyono (2018) secondary data is data sources that do not directly provide data to data collectors, for example through other people or through documents. In this study, the source of secondary data is in accordance with books, journals, and previous studies related to research.

### **Data Collection Technique**

The method that researchers use is the method of distributing questionnaires or surveys. The instrument used in this study was a questionnaire. According to Sugiyono (2017) a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Quantitative research is an analysis used on data in the form of numbers, or data in the form of words or sentences that are converted into data in the form of numbers. Sugiyono (2017: 143) Every questionnaire question that expects an answer in the form of nominal, ordinal, interval, and ratio data, is a form of closed questions. Then to analyze the data used Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The answer to each instrument item that uses a Likert scale has a gradation from very positive to very negative, which can be in the form of words, among others (Sugiyono, 2017: 134).

The research instrument used in this study was in the form of a questionnaire based on indicators for each variable used. Each research variable consists of the independent variable (X) and the dependent variable (Y) measured using a measuring instrument using a questionnaire according to Likert scale type statements:

**Table 2. Likert Scale**

a	Answer strongly agree	Score 5
b	Answer agreed	Score 4
c	Neutral answer	Score 3
d	Disagree answer	Score 2
e	Answer strongly disagree	Score 1

## **RESEARCH RESULTS AND DISCUSSION**

### **Research Result**

This research is quantitative in nature where the resulting data will be in the form of numbers. The data obtained was analyzed using SPSS software. This study aims to analyze the effect of promotion and price on ticket purchasing decisions for users of Super Air Jet Air Transport Services at Batam's Hang Nadim International Airport. With that objective based, the data was collected using a questionnaire of 86 respondents who had purchased Super Air Jet tickets whose targets were the public or users of Super Air Jet air transport services. Questionnaires were distributed in private using a Likert scale of 1-5. This study uses 3 independent variables consisting of Promotion (X1), Price (X2), and the dependent variable Purchase Decision (Y).

### **Discussion**

#### **The Effect of Promotion on Ticket Purchasing Decisions for Super Air Jet Air Transport Service Users at Batam's Hang Nadim International Airport**

From the results of the research above, it can be concluded from the results of multiple linear regression that the regression coefficient is positive, so it can be said that the direction



of the influence of variables X1 and X2 on variable Y is positive. While the results of the T test show that the promotion and price variables have a significant value. The significant value of the promotion variable of 0.000 is less than the probability value of 0.05 so it can be concluded that H1 is accepted or the promotion variable (X1) has an effect on customer satisfaction (Y) and Ho is rejected.

### **The Influence of Prices on Ticket Purchasing Decisions for Super Air Jet Air Transport Service Users at Batam's Hang Nadim International Airport**

From the results of the research above, it can be concluded from the results of multiple linear regression that the regression coefficient is positive, so it can be said that the direction of the influence of variables X1 and X2 on variable Y is positive. While the results of the T test show that the promotion and price variables have a significant value. The significant value of the price variable of 0.000 is less than the probability value of 0.05 so it can be concluded that H1 is accepted or the price variable (X2) has an effect on customer satisfaction (Y) and Ho is rejected.

### **Simultaneous Influence of Promotion and Price on Ticket Purchasing Decisions of Super Air Jet Air Transport Service Users at Batam's Hang Nadim International Airport**

Based on the above results it can be concluded that the F test results above indicate that a significant value of 0.000 is less than 0.05. So it is concluded that the hypothesis is accepted or in other words promotion (X1) and price (X2) simultaneously affect the purchase decision (Y). The results of the coefficient of determination show that the R Square value is 0.589 which is obtained from the sum of  $R = 0.768 \times 0.768 = 0.589$ . Which means that there is an influence of promotion and price variables on purchasing decisions of 58.9%.

## **CONCLUSION**

Based on the results of research on the Effect of Promotion and Price on Ticket Purchasing Decisions of Super Air Jet Air Transport Service Users at Hang Nadim International Airport Batam it can be concluded that: Promotion influences Purchase Decisions where as follows: Promotion carried out by Super Air Jet is classified as very good with obtaining an average value of 41.27. The results obtained are based on the responses given by 86 respondents regarding promotions carried out by Super Air Jet airlines. According to the results of the research, the respondents answered agree and strongly agreed to the questions contained in the promotion variable. From the physical evidence carried out by Super Air Jet by presenting promotions on various e-commers, web-links, digital marketing and banners that make super air jets always one of the familiar brands for customers and the choice of customers or users of transportation services air. Price has an effect on Purchasing Decisions where as follows: Price is one of the factors in deciding to purchase. In this study, customers or users of air transport services are very concerned about prices with an average score of 33.23. Customers think that prices on super air jet airlines are in accordance with the facilities and benefits so that customers decide to buy. Promotions and prices simultaneously affect purchasing decisions where as follows: Promotions carried out by Super Air Jet are understandable and make customers interested in buying and the prices offered by Super Air Jet are acceptable and in accordance with the facilities and benefits.

Based on the conclusions above and the results of the research, the authors propose the following suggestions: For companies, for Super Air Jet airlines (PT.Lion Air Group) at Hang Nadim International Airport Batam to increase and improve promotions, efforts are made by

utilizing media that are often used as promotional targets. Using interesting promotional techniques and new innovations to make consumers make repeated purchases. For future researchers, it is hoped that this research can serve as a guideline or reference for further research, as well as a means of information for future researchers. And if there are deficiencies, hopefully in the future it can be evaluated to be even better.

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