

THE RESEARCH ON CUSTOMER'S PURCHASING DECISION DURING THE COVID-19 PANDEMIC

(Case Study on Garuda Indonesia Airline)

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Abstract: Brands have become an essential part of our daily life. When it becomes a brand, the product promises a different quality, trust, and place in a wide range of choices. Promotion is part of a marketing strategy. It serves to provide information and persuades, and reminds consumers directly or indirectly about a sold product. This study examines purchasing decisions during the COVID-19 pandemic. This study used quantitative methods. The data collection from 100 respondents was done online using Google Forms. The purchasing decision is influenced by the promotion and the brand image mediated by health protocols. The results showed that, partially and simultaneously, the promotion and brand image have a significant influence on purchasing decisions. The Promotion and brand image can also affect purchasing decisions mediated by the health Protocols.

Keyword: Promotion, Brand Image, Purchasing Desicion, Health Protocol, COVID-19 Pandemic

Introduction

In mid-March 2020, the Indonesian government announced the first case of COVID-19 in Indonesia. Many passengers were forced to cancel their travel plans. This has caused the aviation industry to experience a significant decline in the number of passengers during the COVID-19 pandemic (Rusyida & Pratama, 2020). Anticipating an increase in the spread and number of infections, the public has been encouraged to adopt a new healthy lifestyle according to health protocols during the COVID-19 pandemic (Saputro et al., 2020). Health protocols are rules and conditions that the global communities need to comply with to safely carry out their activities during this COVID-19 pandemic (Green, 2020). World Health Organization (WHO) requires the entire world to take some simple precautions, such as washing hands, maintaining physical distances, wearing masks, and avoiding crowds. Garuda Indonesia is the national airline in

Indonesia that always tries to improve its performance in declining market conditions in 2019. So far, Garuda Indonesia is known to have a target market for the upper-middle-class passengers where price sensitivity is not a significant consideration (Melisa et al., 2020). The number of ticket purchases decreased by 50.6 percent compared to the previous year (Darmawansyah, 2020). Even though the flight operations are only 30% and the load factor is only 0 to 10%, PT. Garuda Indonesia Tbk must be careful about continuing to operate its aircraft because it will cause financial problems (Sukardi, 2020). The promotion is a marketing activity and is a communication made by the company to consumers that contains information, persuasion, and influence (Handoko, 2017). It has an important role in forming loyalty and psychological relationships between consumers and products, advertisements, and sentences that create product loyalty (Nangoy et al., 2018). Consumers will consider all information and then they will make the purchasing decisions based on that information (Al Badi, 2018). As one of the airlines in Indonesia, Garuda Indonesia is required to create a strong image and strive to continue to provide the best service (Darmoyo et al., 2016). In general, the image can be described with specific characteristics. The more positive description, the stronger the brand image and the more excellent opportunity for the brand growth (Ramziya et al., 2020). Ogilvy and Mather on (Andreani et al., 2012) stated that the brand has a significant role because it can distinguish a product from other products. The purchasing decisions involve a sequence of choices formed by consumers before making a purchase that begins after being willing to fulfill a need (Hanaysha, 2018). Also, they are described as a combination of consumer's interest and considerations related to the superiority of a product brand that can foster an intention to buy a product (Kim & Ko, 2012). Most purchasing decisions focus on the product brands that are well known in the consumer's market (Raza et al., 2014). Consumer's purchasing decisions are significant to study because it is essential in maintaining the existence of a company brand. A brand can continue to exist if

promotions to market segments bring a positive response in the form of consumer's purchasing decisions (Rendy, 2013). Based on the background described above, the authors are interested in conducting such a study titled "The Research On Customer's Purchasing Decision During the COVID-19 Pandemic (Case Study on Garuda Indonesia Airline)" using health protocols as an intervening variable to mediate the promotion and brand image variables on the purchasing decision.

Method

The research method used in this study was a quantitative method using multiple regression data analysis techniques. According to Sugiyono (2017: 275), Multiple regression analysis is used by researchers if they intends to predict how the condition (up and down) of the dependent variable (criteria) is if two or more independent variables as predictor factors are manipulated. The instrument test in this study used the validity and reliability tests. Hypothesis testing used F Test, T-Test, Determinant Test. Classical assumption test used normality and Sobel tests. The population in this study were all Garuda Indonesia passengers who flew from March to May 2021, as many as 968.894 people. The sampling technique in this study was accidental sampling and used the Slovin formula. Collecting data used primary data by distributing questionnaires involving Likert scale measurements. The measurement of variables starts from number 1 (strongly disagree) to number 5 (strongly agree), which was collected through the results of responses from the questionnaire. The results was processed using the SPSS program.

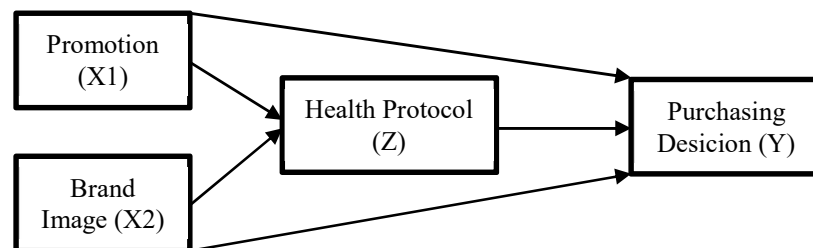


Figure 1. Conceptual Framework

Result and Discussion

Validity Test

According to Sugiyono (2016, p. 168), validity is a measuring tool tested by calculating the correlation between the values obtained from each statement item and the overall value obtained on the measuring instrument. If R-Count is $>$ R-Table, the item is declared valid and can be used for the research. However, if R-Count is $<$ R-Table, the item is declared invalid and cannot be used for the research.

Table 1. Results of Validity Test Data Processing

Variable	Items	Pearson Correlation	R-Table	Status
Promotion (X1)	X1.1	0.726	0.195	VALID
	X1.2	0.787	0.195	VALID
	X1.3	0.714	0.195	VALID
	X1.4	0.847	0.195	VALID
	X1.5	0.830	0.195	VALID
Brand Image (X2)	X2.1	0.581	0.195	VALID
	X2.2	0.612	0.195	VALID
	X2.3	0.764	0.195	VALID
	X2.4	0.770	0.195	VALID
	X2.5	0.794	0.195	VALID
Health Protocols (Z)	Z1.1	0.726	0.195	VALID
	Z1.2	0.765	0.195	VALID
	Z1.3	0.796	0.195	VALID
	Z1.4	0.673	0.195	VALID
	Z1.5	0.781	0.195	VALID
Purchasing Decisions (Y)	Y1.1	0.723	0.195	VALID
	Y1.2	0.702	0.195	VALID
	Y1.3	0.754	0.195	VALID
	Y1.4	0.790	0.195	VALID
	Y1.5	0.782	0.195	VALID

Source : The Data Is Processed by Authors Using SPSS, 2021

From the results of the validity test in the table above, the questionnaire contains 4 variables, namely Promotion (X1), Brand Image (X2), Health Protocols (Z) and Purchasing Decisions (Y). There are 25 questionnaires that 100 respondents have

filled out in this study. From the results of the calculation of the validity of the table above, it can be seen that all R-Count statement items are $> R$ -Table which are declared valid.

Reliability Test

Reliability is the result of the research where there are similarities in data at different times. If Alpha is > 0.90 , the reliability is perfect. If Alpha is between $0.70-0.90$, the reliability is high. If Alpha is between $0.50-0.70$, the reliability is moderate, and if Alpha is < 0.50 , the reliability is low. Sugiyono (2016, p. 168)

Table 2. Results of Validity Test Data Processing

Variable	Cronbach's Alpha	Alpha	Status
Promotion (X1)	0.838	0.60	RELIABLE
Brand Image (X2)	0.741	0.60	RELIABLE
Health Protocols (Z)	0.802	0.60	RELIABLE
Purchasing Decision (Y)	0.800	0.60	RELIABLE

Source : The Data Is Processed by Authors Using SPSS, 2021

It can be seen that all Cronbach's alpha statement items are higher than the basic value, which is > 0.60 . These results prove that all statements in this variable questionnaire are declared reliable.

T-Test

According to Ghazali (2018, 152), the t-test is used to determine each independent variable on the dependent variable. If t-count is $> t$ -table or the significance value of t-test is < 0.05 . Then it is concluded that the respective independent variable significantly affects the dependent variable.

Table 3. Results of T-Test Data Processing

Variable	T-Count	T-Table	Sig.	Status
X1 > Y	7.603	1.985	0.000	Positive & Significant
X2 > Y	6.103	1.985	0.000	Positive & Significant
X1 > Z	1.873	1.985	0.640	Positive & Not Significant
X2 > Z	5.118	1.985	0.000	Positive & Significant

Source : The Data Is Processed by Authors Using SPSS, 2021

Based on the results of the T-test calculation, the promotion to the health protocols has a result of $T\text{-count} < T\text{-table}$ and a significance value of > 0.05 , which means that it is not significant and the fourth hypothesis is rejected. In Contrast, Other regressions have a result of $T\text{-count} > T\text{-Table}$ and a significance of < 0.05 , it can be concluded that the variable partially has a positive and significant effect on the purchasing decision variable. Then hypotheses one, two, and five are accepted. Supported by the previous research that the higher and more attractive the promotion carried out by Garuda Indonesia will be, the higher consumer's decisions will be in purchasing these products/services (Gigih, 2019). Moreover, the brand image can increase product sales which have an impact on its brand image. If the brand image of a product is good, then consumers will make purchases of the product (Hermiyenti & Wardi, 2019) (Raj & Roy, 2015).

F-Test

According to Ghozali (2016, p. 96), the F test is carried out by comparing the results of the calculation of the F value with the F value according to the table. If the calculated F value is greater than the table F value, then H_0 is rejected, and H_1 is accepted.

Table 4. Results of F-Test Data Processing

Variable	F-Count	F-table	Sig.	Status
X1, X2 > Y	46.779	3.09	0.000	Positive & Significant

Source : The Data Is Processed by Authors Using SPSS, 2021

Based on the results of the calculation of the F test for the promotion and brand image variables, the calculated f value is 46.779 with a significance value of $0.000 < 0.05$, so simultaneously the promotion and brand image have a significantly positive effect on the purchasing decisions. In other words, the third hypothesis is accepted. This means that the variable has a simultaneous influence and is feasible to use. The Previous research also supports that the promotion and brand image are a strong unit on the influence of the purchasing decisions (Apri Khaerani & Endang Prihatini, 2015) (Hermiyenti & Wardi, 2019).

Determinant Test

Supangat (2006, p. 350) contends that the coefficient of determination is a measure (magnitude) expressed by the notation R where $R = r^2$

Table 5. Results of Determinant Test Data Processing

Variable	R Square	Percentation
X1 > Y	0.371	37.1%
X2 > Y	0.275	27.5%
X1, X2 > Y	0.491	49.1%
X1 > Z	0.035	3.5%
X2 > Z	0.211	21.1%

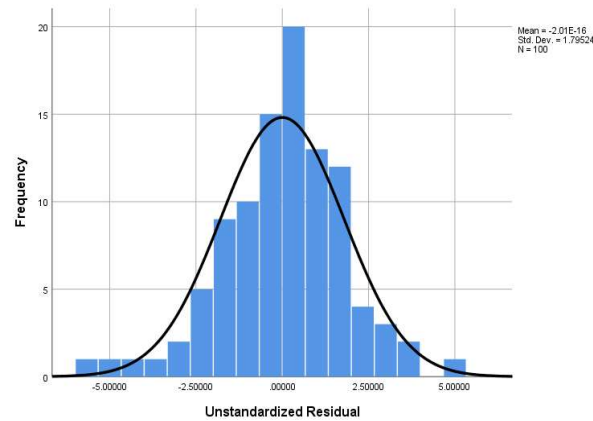
Source : The Data Is Processed by Authors Using SPSS, 2021

From the above data processing, it can be concluded that The value of r^2 on the promotion towards the purchasing decisions is 0.371 or 37.1%. While 62.9% is influenced by variables outside the independent variables of this study. The value of r^2 on the brand image to the purchasing decisions is 0.275 or 27.5%. At the same time, 72.5% is influenced by variables outside the independent variables of this study. The value of r^2 on the promotion and brand image toward the purchasing decisions is 0.489 or 49.1%. At the same time, 50.9% is influenced by variables outside the independent variables of this study. The value of r^2 on the promotion to the health protocols only 0.035 or 3.5%. At the same time, 96.5% is influenced by variables outside the independent variables of this study. The value of r^2 on the brand image to the health protocols is 0.211 or 21.1%. At the same time, 78.9% is influenced by variables outside the independent variables of this study.

Normality Test

According to Suliyanto (2011: 75), the normality test using the Kolmogorov-Smirnov non-parametric statistical test is a test using the cumulative distribution function. The standardized residual value is normally distributed if K count is < K table or Sig. is > alpha.

Figure 2. Graphic of Normality Test



Source : The Data Is Processed by Authors Using SPSS, 2021

Table 6. Results of Normality Test Data Processing

Variable	df	K-Count	K-Table	Asymp Sig.	Alpha
X1, X2, Z, Y	100	0.074	0.134	0.200	0.05

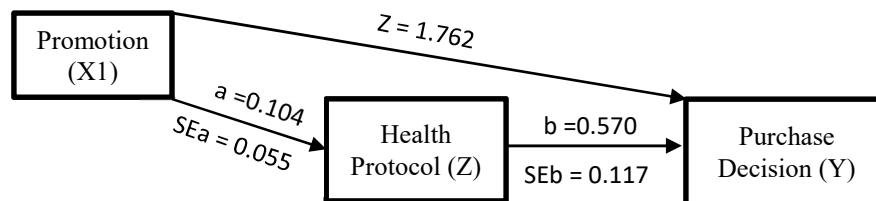
Source : The Data Is Processed by Authors Using SPSS, 2021

Based on the results of the normality test, it can be seen that the K-count value of 0.074 is smaller than the K-table value of 0.134, and the Sig value of 0.200 is greater than the alpha value of 0.05. This means that the variables are normally distributed.

Sobel Test

The Sobel test in this study was used to determine the effect of the mediating variable, namely health protocols. According to Baron and Kenny (1986) in Ghazali (2011), a variable is called an intervening one if the variable influences the relationship between the independent variable and the dependent variable.

Figure 3. Framework Sobel Test



Source : The Data Is Processed by Authors Using SPSS, 2021

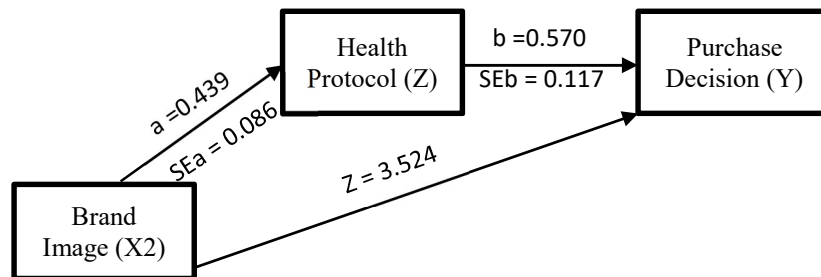
Table 7. Results of Sobel Test Data Processing

Variable	Unstandardized B	Coefficients Std.Error	Z Value	T tabel
X1	0.104	0.055	1.762	1.985
Z	0.570	0.117	1.762	1.985

Source: The Data Is Processed by Authors Using SPSS, 2021

By the provisions of the Sobel test, if the Z value obtained is more significant than $> T$ -table, the mediating variable is considered to be able to mediate the dependent and independent variables based on the results of the above calculations using the Sobel test formula and the Sobel test calculation. The Z value obtained is 1.762 less than T-table of 1.985. The health protocol variable is considered not capable of mediating the relationship between the promotion variable and purchasing decision variable. This does not mean that there are no promotional activities using health protocol content. But it's just that the results are not optimal. Thus, the sixth hypothesis is rejected.

Figure 4. Framework Sobel Test



Source: The Data Is Processed by Authors Using SPSS, 2021

Table 8. Results of Sobel Test Data Processing

Variable	Unstandardized B	Coefficients Std.Error	Z Value	T Tabel
X2	0.439	0.086	3.524	1.985
Z	0.570	0.117	3.524	1.985

Source : The Data is Processed by Authors using SPSS, 2021

By the provisions of the Sobel test, if the Z value obtained is greater than $> T$ -table, the mediating variable is considered to be able to mediate the dependent and independent variables based on the results of the above calculations using the Sobel test formula and the Sobel test calculation. The Z value obtained is 3.524 greater than the T-table of 1,985. The health protocol variable is considered capable of mediating the relationship between the brand image variable and purchasing decision variable. Thus, the seventh hypothesis is accepted. This is supported by the previous research that the application of the health protocols during the COVID-19 pandemic can improve brand reputation. This is because the company has a high trust because the health protocols are the main consideration in making consumer's purchasing decisions (Sunaryo, 2021).

Conclusion

This study discusses the influence of the promotional activities and brand image on Garuda Indonesia consumer's purchasing decisions during the 2021 COVID-19 pandemic. Based on the analysis results, the promotion has a significant influence on the purchasing decisions. The brand image has a different influence on the purchasing decisions. This study also shows that the promotion and brand image simultaneously have a significant influence on the purchasing decisions. Therefore, the promotion and brand image are significant for Garuda Indonesia. The purpose is to attract new consumers to get to know their products and retain customers in order to maintain consumer's interest and loyalty. However, the promotion has a positive but not significant relationship with health protocols. Otherwise, brand image has a significant relationship with health protocol. This growth passengers confidence in the implementation of the health protocol by Garuda Indonesia. In the Sobel test with the health protocols as the mediation, it can be concluded that promotions mediated by health protocols don't have a significant relationship with purchasing decisions by reason of health protocols not capable of mediating the relationship between the promotion variable and

purchasing decision variable. And based on the results of the study, the health protocol cannot be used as a mediating variable between the promotion variable and the purchasing decision variable. Meanwhile, brand image mediated by health protocols have a significant relationship with purchasing decisions. Therefore, the health protocols play an essential role for Garuda Indonesia during the COVID-19 pandemic. The goal is to create a sense of security and comfort for passengers before, during, and after flights.

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